



1st Edition

# Professional Hair Care for Black Consumers: Global Market Brief

Published July 2015

Base Year: 2014

Forecasts to 2019

**Regional Coverage:** Brazil ■ France ■ South Africa ■ United Kingdom ■ United States

Hair is by far the most important element of ethnic women's image, and African/Black American women's spending on hair is an important part of their beauty budget. In many countries, ethnic and Caucasian hair care markets exist in parallel with separate salons, distribution structure, and brands, and only taking a deeper look into the ethnic segment of these markets can reveal more about this underexplored and—in many countries—growing segment of professional beauty.

## This Report Will Answer Such Questions As:

- Which regions are most important in terms of size and dynamics?
- How does the ethnic market differ from the “general” market?
- What are the key trends?
- How is distribution to ethnic salons organized?
- Who are the key regional and global brands?
- What are the opportunities in this market?
- How large is the market?



# Report Contents

## Introduction

### Global Executive Summary

- Key lessons learned
- Trends and developments
- Market sales and growth (2013 and 2014)
- Breakdowns by:
  - Region
  - Professional brands vs. others
  - Category and type
- Industry and service statistics
- Competitive landscape
- Future outlook to 2019

### Country Summaries

Brief snapshots highlighting the key features for the countries listed in Table 1. Information provided includes:

- Key features and trends
- Size and growth (2013 and 2014)
- Competitive landscape
- Future outlook to 2019

**Table 1: List of Countries Profiled**

Brazil  
France  
South Africa  
United Kingdom  
United States

**Table 2: List of Categories Covered**

Hair care (shampoos and conditioners)  
Hair coloring products  
Hair styling products (including dresses and lotions)  
Hair texturizing products (including relaxers)

### Category Profiles

Brief snapshots for the categories listed in Table 2. Information provided includes:

- Category size and growth (2013 and 2014)
- Trends and drivers
- Breakdowns by:
  - Product type (where applicable)
  - Region
- Leading brands
- Future outlook to 2019

### Brand Profiles

Brief profiles for the key companies/brands that market professional ethnic salon hair care products, as listed in Table 3. Information provided includes:

- Overview
- Manufacturers' sales and growth (2013 and 2014)
- Product offerings
- Sales by channel and category
- Regional strength
- New product activity
- Outlook to 2019

**Table 3: List of Companies Profiled**

Amka	L'Oréal
Avlon Industries	Luster Products
Dabur India	McBride Research Laboratories
Dudley Beauty	Strength of Nature
Henkel	Unilever





## Scope

Professional Hair Care for Black Consumers provides a detailed independent appraisal of this underexplored market of hair care products dedicated to Black ethnic hair types and sold to professional hair salons. It shows market opportunities and challenges for manufacturers of ethnic hair care products, as well as those that would like to enter this segment.

- Size and dynamics of ethnic hair care
- Distribution structure
- Brands present and strategies used by marketers (truly professional brands vs. non-professional brands present in ethnic salons)
- Largest market characteristics: United States, South Africa, Brazil, United Kingdom, and France
- Number of ethnic salons
- Forecast to 2019

## Key Benefits

This report assists material marketers in identifying opportunities within the global ethnic hair care industry. It also serves as an invaluable tool in the strategic planning process that can help companies to:

- Develop business strategies by understanding the trends and developments that are driving the global and regional ethnic hair care markets
- Direct marketing and sales efforts towards regions with highest potential
- Get to know better existing/potential competitors
- Design your product, marketing and sales strategies
- Develop market-entry and market expansion strategies
- Identify potential partners or acquisition targets



## Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### Primary Research

#### We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

### Secondary Research

#### We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

### Comprehensive Market Intelligence

#### We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence procurement and assessment, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

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