



20th Edition

Salon Hair Care Global Series: Market Analysis and Opportunities

Data to be Released 1st Quarter 2018

Reports to be Published 2nd to 3rd Quarters 2018

Base Year: 2017

Forecasts to 2022

Regional Coverage: Asia ■ Australia ■ Europe ■ Latin America ■ Middle East ■ North America

A comprehensive analysis of the global professional hair care market, focusing on market size and growth, key changes, challenges, and business opportunities.

This Report Will Address Such Questions as:

- What is the size and growth of the salon hair care market?
- What are the category drivers and trends?
- What are the leading regional markets and product categories globally?
- How is distribution structured in key Asian countries?
- How big is e-commerce business in China, Japan, and South Korea?
- Who are the leading marketers of salon hair care products, and what are their market shares?
- What are the opportunities for salon hair care marketers?
- How are hair salons segmented in key Asia countries?

Now with new volume: **Channels of Distribution in Asia!**

Includes information on quickly developing e-commerce businesses in Asia

Database Contents

- Total industry size and growth
- Sales by region and country for the countries listed in Table 1
- Data for each of the categories listed in Table 2
- Breakdowns for 2012 through 2017 by
 - Region
 - Country
 - Category
 - Company
 - Master brand/brand
 - Segment (back-bar vs. take-home)
 - Product type (where applicable)
 - Forecast sales to 2022
- Salon industry revenues 2016 to 2017 by service and country
- Number of salons 2016 to 2017 by country

Table 1: Countries Covered

Asia	Europe	Latin America	North America	Rest of World
China	France	Brazil	Canada	Australia
Hong Kong	Germany	Mexico	United States	South Africa (including ethnic hair care)
India	Italy			
Indonesia	Portugal			
Japan	Russia			
Malaysia	Spain			
Philippines	Turkey			
Singapore	United Kingdom			
South Korea				
Taiwan				
Thailand				
Vietnam				



Database Features

- User-friendliness in a simple yet sophisticated system
- Data presented by:
 - Manufacturers' sales
 - Market share
 - Growth rates
- Flexible search options
- Export capabilities
- Ability to easily refine and modify search

Table 2: Product Categories Covered

Conditioners (includes bond builders)
Hair coloring products
Hair styling products
Hair texturizing products
Shampoos



Contents of World Report

This presentation-style report will include:

- Global review of the market
- Market drivers and trends
- Key lessons learned
- Top-line summaries of key findings for each region and category
- Top-line summaries of the key competitors
- Outlook to 2022

Contents of Distribution Channels in Asia Report

A comprehensive and insightful report that looks at the distribution of professional hair products in China, Japan, and South Korea. For each country:

- Distribution structure (direct, indirect, other)
- Number of salons and salon segmentation
- Size and growth of e-commerce and who are key players
- Snapshots of key distributors

Contents of Country Reports

Published reports for each country listed in Table 1 will contain the following information:

- Industry size and growth
- Product trends
- Category snapshots
- Salon services and statistics
- Distribution channels
- Marketing activities
- Outlook to 2022

User Interface of the Database

The screenshot displays the eKline Database View interface for Consumer - Salon Hair Care - Sales by Product Category and Type. The interface features a top navigation bar with Home, Data, Fields, Calculation, Layout, Export, and Help options. Below the navigation is a toolbar with various icons for Show Field List, Expand All, Collapse All, Refresh, Undo, Redo, Reset, Save/Load, and Currency Settings. The currency is set to United States Dollar (USD) and the exchange rate type is Current. A 'Select Base Year' dropdown shows 2012, 2013, 2014, 2015, and 2016. The main area contains a grid of data with columns for Sales, USD million, Year (2011-2016), Region (Europe, Asia, North America, Latin America, Rest of World, Grand Total), and Country. The bottom of the grid has rows per page set to 10. A large red rectangular box covers the bottom right corner of the grid, with the word "OMITTED" written in bold black capital letters.

Scope

Salon Hair Care Global Series: Market Analysis and Opportunities will provide an accurate and independent appraisal of market size and segmentation, key categories and trends, business opportunities, and competitive forces in the global professional hair care market. This program will be global in scope and organized according to the following major geographic regions:

- Asia: China, Hong Kong, India, Indonesia, Japan, Malaysia, Philippines, Singapore, South Korea, Taiwan, Thailand, and Vietnam
- Europe: France, Germany, Italy, Portugal, Russia, Spain, Turkey, and the United Kingdom
- Latin America: Brazil, Mexico
- North America: Canada, United States
- Rest of World: Australia, South Africa

Key Benefits

This program will provide subscribers with an accurate picture of the size, segmentation, and performance of the professional hair care market in all key geographic regions. It will enable subscribers to exploit business opportunities by understanding market dynamics, competitive forces, product trends, forecasts, and future trends. Specifically, this study can be used as an aid in:

- Acquisition screening
- Competitive intelligence
- Industry/category/brand assessments
- New business development
- Channel strategy
- Strategic planning



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/salons
- 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, 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.

A FULL SPECTRUM OF SERVICES



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