



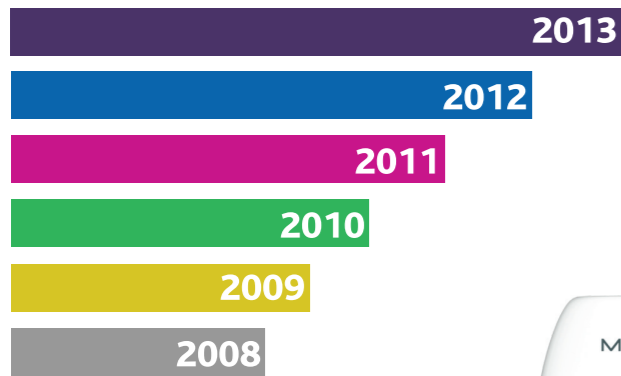
# The Salon Hair Care Market in India at a Glance



## **Market Size and Growth**

Since 2008, the salon hair care market in India has been growing at a compound annual growth rate (CAGR) of almost 20% to reach close to INR 6.7 billion at the manufacturers' level in 2013, finds Kline's Salon Hair Care: India Market Analysis and Opportunities report. Rising disposable incomes, particularly among women and the middle class, have surged the number of visits to salons. In addition, growth in salon training institutes throughout the country has helped increase consumers' awareness regarding the professional hair care services, drawing more of them towards this trend.

Historical Sales of Salon Hair Care Products in India, 2008 to 2013



Shampoos & Conditioners



Category Performance

In 2013, shampoos and conditioners remains the largest category, with shampoos leading the way and having the highest demand among all hair care categories. A wide consumer base and the fact that shampoos are considered to be more economical than most salon hair care products are some of the reasons behind this stellar growth. The category is also growing thanks to men who are becoming more conscious of their looks and are beginning to add more importance on hairstyles and hair care.

Hair coloring products is the second largest category, witnessing the highest growth among all professional hair care categories driven by its growing acceptance across all age groups. The category is also supported by the ammonia-free colors trend, which continues to be in demand, as consumers are well aware of the potential harmful effects this ingredient can have on their hair.

Hair texturing products has also seen growth, mainly due to the entry of keratin treatment products. Companies such as L'Oréal and CavinKare are educating Indian customers about the harmful effects of keratin products, which contain formaldehyde, and launches of formaldehyde-free products on the market.

Although in the nascent stage in India, hair styling products and sprays is the smallest category as these products are perceived to be expensive and meant only for the most fashion-conscious customers. However, the category is slowly gaining acceptance with marketers trying to increase consumers' knowledge on styling products and international brands introducing new styling products on the market such as Schwarzkopf with Professional OSIS Flatliner—a heat damage control spray or Keune with So Pure Texture Spray—a firm hold hairspray enriched with organic essential oils and argan oil.



Hair Coloring & Texturing

Competition Snapshot

The Indian salon hair care market is dominated by international players, with the top five companies—L'Oréal, Procter & Gamble, Henkel, Hygienic Research Institute and Paul Mitchell—representing almost 80% of the total market sales in 2013. As a result of its partnerships with hair salons, active promotions, extensive and expansive distribution, as well as new and innovative product launches, L'Oréal is the market leader in all the professional hair care categories in India.

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Illustration by BTC Magazine, India



Hair styling



The Future View of the Market

Sales of salon hair care products in India are projected to grow at a CAGR of about 13% by 2018, according to Kline's estimates from the 2013 edition of Salon Hair Care: India Market Analysis and Opportunities. The increased demand for professional hair care services will create opportunities for new salons to enter the game and will lead to the expansion of chain salons, as well as up scaling services from mid- and lower-end salons. Marketers will seek to strengthen their relationships with chain salons to further develop their product coverage and reputation.