



Premium Hair Care: Market Analysis and Opportunities

Base Year: 2021

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1st edition

Regional Coverage: • Asia • Europe • United States

Complementing Kline's robust coverage of the professional hair care market, this study takes a deep dive into the premium segment of the hair care market. It focuses on market size and growth, key trends, and business opportunities for luxury and high-end brands in key markets around the world.

SCOPE

- › Premium-priced hair care products sold through department stores, specialty stores, pharmacies, and direct-to-consumer channels
 - › Category scope: shampoos, conditioners, treatments, and hair styling products
 - › Excludes mass and professional (salon) brands
 - › Complements Kline's reporting on the Salon Hair Care market, to offer a broader scope of the competitive landscape of premium and professional hair care
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TABLE OF CONTENTS

Contents of World Report

A roll up of all markets covered in detail with estimates for rest of world, this study will cover:

- Global review of the market
- Market drivers and trends
- Category snapshots for each category listed in Table 1
- Competitive landscape
- Channels of distribution
- Outlook to 2026

Contents of Each Market Report

Reports for each market in Table 2 will contain the following:

- Market size and growth
- Product trends and key launches
- Category snapshots for each category listed in Table 1
- Competitive landscape with shares of top brands (see Table 3)
- Channels of distribution
- Outlook to 2026

TABLE 1. CATEGORIES COVERED

Shampoos and Conditioners
Hair styling products
Treatments

TABLE 2. COUNTRIES COVERED

ASIA	EUROPE	NORTH AMERICA
China	France	United States
Japan	Germany	
South Korea	United Kingdom	

TABLE 3. ILLUSTRATIVE BRANDS COVERED

Briogio
DpHue
Monat
Ouai
Phyto
Prose



REPORT BENEFITS

When combined with our Salon Hair Care reporting, this study will allow subscribers to have a complete picture of the premium segment of the hair care market. Specifically, this report can be used to aid in:

Market sizing and category assessments

Competitive intelligence and brand benchmarking

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 60-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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

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Americas

+1-973-435-3407

Brazil

+55-11-3079-0792

China

+86-21 6012-6500

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277