



1st Edition

Professional Hair Care Retailing: Channel Analysis and Opportunities

Published November 2018

Base Year: 2017 for U.S. and 2018 for U.K.

Forecasts to 2022 for U.S. and 2023 U.K.

Regional Coverage: United Kingdom ■ United States

Professional hair care brands are increasingly exploring possibilities of take-home sales of shampoos, conditioners, and styling products outside the salon. In countries such as the United States and United Kingdom, where take-home sales are prominent, the selling of professional products outside the professional environment is undertaken by many marketers looking for opportunities to increase their overall sales in department stores, specialty stores, or online. This two-volume series contains separate volumes for the United Kingdom and the United States.

This Report Helps Subscribers to:

- Understand the size of the market as well as its growth
- Understand which brands have pursued the strategy of developing “retail” sales of professional products
- Explore which channels offer the best growth opportunities outside the salon
- Better target retailers they want to work with
- Better plan their sales by channel by understanding the outlook



Report Contents of Each Volume

Introduction

Market Overview

- Review of professional hair care market performance by channel and sub-channel
- Channel evolution
- Key channel and retailer highlights
- Outlook to 2022 for U.S. and 2023 for U.K.

Channel Profiles

For each channel listed in Table 1, the following is provided:

- Channel developments
- Number of doors (where applicable)
- Sales and door count by leading retailer
- Estimated sales and growth by sub-channel (where applicable)
- Sales of salon hair care products by product category (shampoos, conditioners, styling products)
- Marketing activity
- Outlook

Retailer Profiles

For each retailer listed in Table 2, the following is provided:

- Core premise
- Sales and door count (for retailers that have physical locations)
- Prime type of locations (street vs. mall; for retailers that have physical locations)
- Role of salon hair care:
 - Brands available
 - Merchandising activities
- Pictures of store interior/snapshots of website



Table 1: Profiled Channels

Department stores
E-commerce
Mass outlets (food, drug, mass, club) only U.S.
Specialty stores (cosmetic specialty, beauty supply stores)

Table 2: Profiled Retailers

United Kingdom	United States
Amazon	Amazon
Feelunique	Beauty Brands
Lookfantastic	Bluemercury
John Lewis & Partners	Nordstrom
Selfridges	Sally Beauty
Sally Beauty	Sephora
Space NK	Ulta



Scope

This study looks beyond the salon to deeply explore the other channels where professional hair care brands are sold, especially e-commerce and specialty/prestige outlets.

- This study provides a thorough assessment of sales to consumers (not professionals)
- The scope is limited to professional hair care (conditioners, shampoos, and styling products)
- Professional brands that generate a majority of sales through salons
- Salon sales are excluded from the analysis
- Geographical scope includes the United States and the United Kingdom
- The study covers both brick-and-mortar locations, as well as online retailers

Key Benefits

This comprehensive report enables subscribers to exploit business opportunities outside the traditional place where salon hair care products are sold—the salon. Showing the retailing dynamics in two key trend-setting markets of the United States and the United Kingdom allows subscribers to assess the opportunities and track what sales strategies their competitors are undertaking.

- Quantifies sales that occur outside the salon and sales by purchase channel, focusing on hard-to-track non-traditional channels
- Delivers the information and insights required to capitalize on changes happening in sales of professional products
- Includes one day of consultation time with members of the research team, which can be used for assistance with plans or to explore related industry information
- Identifies and explains key purchase channels for professional hair products outside the salon



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, 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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