

Professional Hair Care Indies: Global Analysis of Brands to Watch

Base Year 2022

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Indies are the most sought-after brands by cosmetics marketers, retailers, and shoppers alike. Recording staggering growth, these privately owned brands outpace the total market by offering unique product and ingredient stories, combined with compelling digital marketing that resonates with today's beauty consumers.

SCOPE

- › Industry disruptor brands that are independently owned, have a unique selling proposition, and are experiencing dramatic growth
- › All key professional salon hair care product classes: hair color products, shampoos and conditioners, styling products, and texturizing products
- › All consumer channels where professional salon hair care products are sold: salons, e-commerce, and brick-and-mortar stores

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Key Takeaways

A brief analysis of the 20 profiled brands with global reach, which will include:

- Key trends and developments
- Segmentation by brand positioning
- Recent industry acquisitions
- Most likely acquisition targets
- Future initiatives

Brand Profiles

Profiles of approximately 20 brands as shown in Table 2, each of which include:

- Brand overview
- Sales and growth
- Growth drivers
- Product offerings and claims
- Hero products/Bestsellers
- Key new launches
- Promotional activity
- Sustainability initiatives
- Pricing and distribution

TABLE 1. SCOPE

Global coverage

TABLE 2. ILLUSTRATIVE LIST OF SELECT BRANDS TO BE PROFILED

- | | |
|--------------------|-----------------------|
| • Amika | • Nak Hair |
| • Bosley MD | • Nakagawa |
| • Cadiveu | • Nashi Argan |
| • Celeb | • Neuma |
| • Davines | • Newsha |
| • Eleven Australia | • No.3 |
| • Feeling | • Oolaboo |
| • IGK | • Oway |
| • Insight | • Previa |
| • Italian Hairtech | • Rica |
| • It's a 10 | • R+Co |
| • JPS Cosmetics | • Sachajuan |
| • K18 | • Sasaki Professional |
| • Kanato | • Tokio |
| • Kevin Murphy | • Unite |
| • Maria Nila | • Weilaiya |



REPORT BENEFITS

This report will provide pertinent information on compelling indie brands that are helping shape today's professional hair care industry. While they may be small in terms of sales value, these brands have the potential to become tomorrow's billion-dollar buyouts. The report will:

Assess independent brands that are outpacing professional salon hair care industry growth

Provide an understanding of products and concepts that resonate with today's consumers

Identify potential acquisition candidates and/or local partners

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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