



2nd Edition

# Professional Hair Care Retailing: Channel Analysis and Opportunities

To Be Published 3rd Quarter 2019  
Base Year: 2018 With Early Estimates 2019  
Forecasts to 2023

Regional Coverage: China ■ France

Professional hair care brands are increasingly exploring possibilities of take-home sales of shampoos, conditioners, and styling products outside the salon. After analyzing markets of the United States and United Kingdom, this edition looks at two more dynamically developing markets, of China and France, where take-home sales are expanding and 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 each country.

## 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 2023

### 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)
Specialty stores (cosmetic specialty, beauty supply stores)

**Table 2: Profiled Retailers**

China	France
Bluelemon	Amazon
City Shop	Bleu Libellule
JD.com	Gouiran Beaute
Sephora	Hair Design Group
Tmall	JC Aubry Shopping
Xiaohongshu	Nocibe
	Pascal Coste
	Sephora



## 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 China and France
- 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 salon hair care markets of China and France 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 nearly 60 years.

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