

# Professional Hair Care Retailing: Channel Analysis and Opportunities

**Base Year: 2020**

**To be published:  
Q2 2021**

**2nd edition**

A comprehensive analysis of the professional hair care retailing landscape, this report covers all channels across key professional hair care categories and pays close attention to growing channels such as e-commerce. This edition will also examine how professional hair care retailing is evolving during the COVID-19 pandemic, with a special focus on how retailers are diversifying for the new normal.

**Regional Coverage:**

United States, United Kingdom, Germany, France, Spain, Italy, Japan, and China

## SCOPE

This study will look beyond the salon to explore, in depth, the other channels where professional hair care brands are sold, especially in fast-growing e-commerce and specialty outlets.

- › This study provides a thorough assessment of sales to consumers (not to professionals)
- › The scope is limited to professional hair care
- › Salon sales are excluded from the analysis
- › The study covers both brick-and-mortar locations and online retailers.

### Categories Covered

- › Shampoos
- › Conditioners
- › Hair styling products & sprays

### Retail Channel Coverage

- › Department stores
- › E-commerce
- › Mass outlets (food, drug)
- › Specialty stores (cosmetics, beauty supply stores)

**NOW FEATURING...**

**COVID-19's impact on professional hair care retailing and what's ahead in the new normal**

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This program deliverable consists of a presentation-style report.

## Introduction

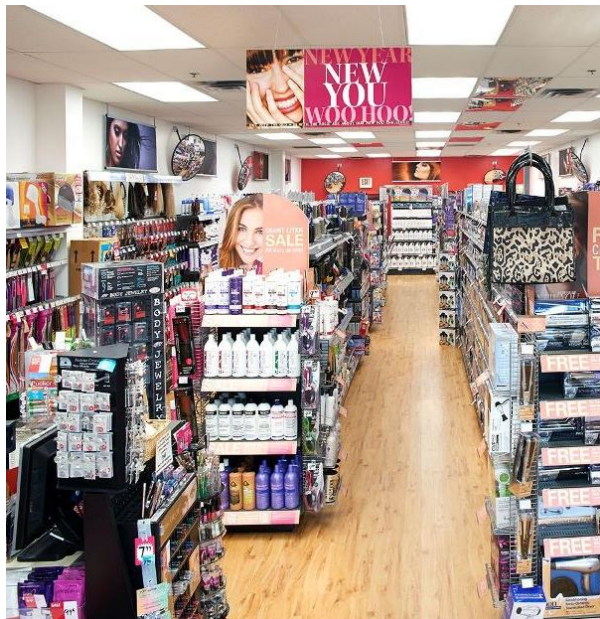
## Executive Summary

- Market overview
- Key takeaways
- Outlook

## Retailer Snapshots

Snapshots of select retailers, each containing:

- Key facts
- Salon hair care sales by category
- Main salon hair care brands
- Marketing and loyalty programs
- Outlook and opportunities



## Purchase Channel Snapshots

Analysis of each purchase channel with salon hair care data for each of the categories including the following information:

- Channel developments
- Sales breakdowns by channel
- Retail sales by category for 2019 and 2020
- Leading retailers
- Marketing activity
- Outlook to 2025



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## COUNTRIES COVERED/RETAILERS PROFILED\*

EUROPE	
<b>United Kingdom</b>	<ul style="list-style-type: none"> <li>• Amazon</li> <li>• Feelunique</li> <li>• Lookfantastic</li> <li>• Cult Beauty</li> <li>• Space NK</li> <li>• Selfridges</li> <li>• John Lewis</li> <li>• Mark &amp; Spencer</li> <li>• Sally Beauty</li> <li>• Boots</li> </ul>
<b>France</b>	<ul style="list-style-type: none"> <li>• Amazon</li> <li>• Feelunique</li> <li>• Lookfantastic</li> <li>• Bleu Libellule</li> <li>• La Boutique du Coiffeur</li> <li>• Cooperatives des Artisans</li> <li>• Coiffeurs</li> <li>• Kalista Capillaires</li> <li>• Pascal Coste Shopping</li> <li>• Hairstore</li> <li>• Sephora</li> </ul>
<b>Italy</b>	<ul style="list-style-type: none"> <li>• Amazon</li> <li>• LookFantastic</li> <li>• Notino</li> <li>• Hair Gallery</li> <li>• Trilab</li> <li>• Planet Hair</li> <li>• Capello Point</li> <li>• Sephora</li> <li>• Douglas</li> <li>• Marionnaud</li> </ul>
<b>Germany</b>	<ul style="list-style-type: none"> <li>• Amazon</li> <li>• Idealo</li> <li>• Hair-Shop</li> <li>• Groupon</li> <li>• Baslerbeauty</li> <li>• Hagel-Shop</li> <li>• Parfumdreams</li> <li>• Douglas</li> <li>• Clear Group</li> <li>• Hair 24</li> </ul>

EUROPE	
<b>Spain</b>	<ul style="list-style-type: none"> <li>• Amazon</li> <li>• Todo Cabello</li> <li>• Keglamour</li> <li>• Belleza Secret</li> </ul>

NORTH AMERICA	
<b>United States</b>	<ul style="list-style-type: none"> <li>• Amazon</li> <li>• Beauty Brands</li> <li>• Bluemercury</li> <li>• Nordstrom</li> <li>• Sally Beauty</li> <li>• Sephora</li> <li>• Ulta</li> </ul>

ASIA	
<b>Japan</b>	<ul style="list-style-type: none"> <li>• Amazon</li> <li>• Rakuten</li> <li>• Yahoo Shopping</li> <li>• Tokyu Hands</li> <li>• Donki</li> </ul>
<b>China</b>	<ul style="list-style-type: none"> <li>• Amazon</li> <li>• Tmall</li> <li>• JD</li> <li>• Xiaohongshu</li> <li>• Suning</li> <li>• Weidian</li> <li>• Afiona</li> <li>• Jumei</li> <li>• Sephora</li> <li>• Olé</li> </ul>

\* Preliminary and subject to change

## REPORT BENEFITS

This report enables subscribers to exploit business opportunities by illustrating retailing dynamics in the most important markets for the professional hair care industry: the United States, United Kingdom, France, Spain, Italy, Japan, and China. It also helps subscribers:

Identify and explain key retail purchase channels for professional salon hair care products in a clear and consistent fashion

Quantify industry sales by retail purchase channel, focusing on hard-to-track, non-traditional channels

Acquire information and insights necessary to capitalize on changes in retail

## 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.

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