

# Professional Hair Color: Global Market Snapshot

**Base Year: 2022**

**To be published:  
Q3 2023**

**Forecasts to: 2027**

**1st edition**

**Regional Coverage:**

The study provides a deeper dive into professional hair coloring products category, including detailed segmentation and discussing performance of each product type. It is also providing competitive landscape data for each of the coloring market segments.

- Asia
- Europe
- Brazil
- United States

## SCOPE

- › Sales of hair coloring products in key markets globally
- › Growth of the category by country
- › Coverage of Asia, Brazil, Europe, and the United States
- › Detailed segmentation of hair coloring products into product types
- › Competitive landscape analysis by product type

**NEW study in Professional Hair  
Care segment!**

# TABLE OF CONTENTS

## Market Overview (for each market in Table 1)

- Share of hair coloring in overall salon hair care products sales
- Size and growth of hair coloring category (2017-2022)
- Market segmentation by product type (Table 2)

## Product Type Snapshots by market

For each of the segments in Table 2:

- Sales and growth of Top 10 Master Brands (2019-2022)
- Trends and product innovation
- New launches

## Outlook

\* Subject to charter subscriber input

TABLE 1. MARKETS COVERED			
Asia	Latin America	Europe	North America
Japan	Brazil	France	United States
China		Germany	Canada
		Italy	
		Spain	
		United Kingdom	

TABLE 2. HAIR COLORING PRODUCT TYPES
Bleaches
Demi-permanent color
Permanent color
Semi-permanent color
Other



## REPORT BENEFITS

This report will assist salon hair care companies in identifying opportunities within the global hair coloring market. It will also serve as an invaluable tool in the strategic planning process and help the subscribers:

Design their coloring product portfolio by better understanding which market segments are the most promising

Benchmark their hair color offerings against other players

Identify differences between markets in size and growth of various product types to better target various markets

## 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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