



# PROFESSIONAL HAIR COLOR: GLOBAL MARKET SNAPSHOT

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

## 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

## Regional Coverage



Asia                      Europe  
Latin America        North America

## Features and Timing



Base Year: 2023 & H1 2024  
Release Date: Q2 & Q3 2024  
Forecasts to 2028  
1<sup>st</sup> edition

**NOW WITH MID-YEAR UPDATES!**

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## 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 (2018–2023 and H12021–H12024 by half-year periods)
- Market segmentation by product type (Table 2)

## Product Type Snapshots by Market

For each of the segments in Table 2:

- Sales and growth of master brands of top 10 companies (2019–2023 and H12021–H12024 by mid-year periods)
- Trends and product innovation
- New launches

## Outlook

\* Subject to charter subscriber input

**TABLE 1. MARKETS COVERED**

Asia	Latin America	Europe	North America
China	Brazil	France	United States
Japan		Germany	Canada
India**		Italy	
		Spain	
		United Kingdom	

**TABLE 2. HAIR COLORING PRODUCT TYPES**

Bleaches
Demi-permanent color
Permanent color
Semi-permanent color
All other

\*\* India to be only covered for Full Year 2023 research.



# SUBSCRIBER BENEFITS

This study 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 different 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.

## New and Improved Forecasts



Kline's new enhanced forecasting capabilities combines the power of advanced data science techniques and industry expertise to predict future market metrics. We analyze economic, demographic, social media, and consumer trend indicators to identify the factors driving growth. Our algorithms refine predications, and our automated processes provide the latest data for informed decision-making.

# KLINE CREDENTIALS

Kline, an advisory consultancy and market research firm, combines industry expertise and technology to provide highly predictive and actionable data, insights, and advice. Known as "The Industry Experts," we deliver top-notch services in lubricants and petroleum specialties, professional beauty, and specialty chemicals. This focus gives us a competitive advantage and global leadership in these areas. While we also serve adjacent industries, our specialization sets us apart as the leading experts in our chosen fields.



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