

Professional Scalp Care Products: Global Market Snapshot

Base Year: 2022

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Forecasts to: 2027

3rd edition

Regional Coverage:

The study is a comprehensive overview of the global market for salon hair care products targeting issues related to the scalp, such as hair thinning, hair loss, dandruff, and sensitive scalp.

- Asia
- Europe
- Brazil
- North America

SCOPE

- › Sales of scalp care products in key markets globally
- › Growth of the segment by country
- › Coverage of Asia, Brazil, Europe, and North America
- › Detailed segmentation of scalp care products segment
- › Analysis of the scalp care portfolios of key brands globally

Now With Coverage of Canada

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Market Overview

Country Snapshots (see Table 1)

- Share of scalp care in overall salon hair care products sales
- Size and growth of scalp care (2020-2022)
- Market segmentation by function (Table 2)
- Sales by segment (take-home vs. back-bar)

Scalp Care Portfolio

- Product segmentation by product type (Table 3)
- Examples of bestselling and innovative scalp care lines

Outlook

* Subject to charter subscriber input

TABLE 1. MARKETS COVERED

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

TABLE 2. SCALP CARE PRODUCTS SEGMENTATION BY FUNCTION

Aging care
Hair-loss prevention
Hair growth
Moisturization
Deep cleansing
Itch/Dandruff prevention



TABLE 3. SCALP CARE PRODUCTS SEGMENTATION PRODUCT TYPE

Rinse-off conditioners
Pre shampoos
Scalp essence/cream
Shampoos
Leave-in conditioners and treatments

REPORT BENEFITS

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

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

Benchmark their scalp care offerings against other players

Identify key product claims 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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Americas

+1-973-435-3407

Brazil

+55-11-3624-8718

China

+86-21-2226 5078

Abu Dhabi

+971 02 654 4147

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6295