



PROFESSIONAL SCALP CARE PRODUCTS: GLOBAL MARKET SNAPSHOT

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.

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 brand globally

Regional Coverage



Asia Europe
Brazil United States

Features and Timing



Base Year: 2023
Release Date: Q3 2024
Forecasts to 2028
4th edition

NOW WITH SALES BY COMPANY AND BRAND!

TABLE OF CONTENTS*

Market Overview Country Snapshots (See Table 1)

- Share of scalp care in overall salon hair care products sales
- Size and growth of scalp care (2020–2023)
- Market segmentation by function (Table 2)
- Top 10 companies in overall professional hair care market sales by master brand and category (Table 3)
- Sales by segment (take-home vs. back-bar)

Scalp Care Portfolio

- Product portfolio or key or interesting/innovative brands in the professional scalp care segment

Outlook

* Subject to charter subscriber input

TABLE 1. MARKETS COVERED

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

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

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 BY CATEGORY

Shampoos
Conditioners
Treatments

SUBSCRIBER 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.

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.



Custom Research



Market Research Products



Advisory Consulting

✉ Contact us at CustomerCare@klinegroup.com