



1st Edition

Professional Scalp Care Products: Global Market Snapshot

Published November 2019

Base Year: 2019

Forecasts to 2023

Regional Coverage: Asia ■ Brazil ■ Europe ■ United States

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.

This Report Will Help Subscribers to:

- Understand the size of the scalp care products segment and its growth
- Identify country markets with the most potential
- Understand the structure of a typical scalp care line
- Identify which scalp care issues are most commonly addressed by professional hair care products
- Evaluate areas of potential growth in the scalp care segment
- Assess the opportunities linked to the development of a scalp care portfolio
- Identify potential targets for acquisition



Tentative Report 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 (2018, 2019)
- Market segmentation (Table 2)
- Sales by segment (take-home vs. back-bar)

Scalp care portfolio

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

Outlook

* Subject to charter subscriber input

Table 1: Countries covered			
Asia	Latin America	Europe	North America
Japan	Brazil	France	United States
China		Germany	
		Italy	
		Spain	
		U.K.	

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

- Pre-shampoo
- Shampoo
- Conditioner
- Treatment
- Scalp essence/cream





Scope

Professional Scalp Care Products: Global Market Snapshot will provide a comprehensive overview and independent appraisal of this fast-moving market and explore market opportunities for marketers of professional hair care products.

- Sales of scalp care products in key markets globally
- Growth of the segment by country
- Coverage of: Asia, Brazil, Europe, and the United States
- Detailed segmentation of scalp care products segment
- Analysis of scalp care portfolio of key brands globally

Key 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.

- Develop business strategies by understanding which countries represent the biggest opportunities
- Design your product portfolio by better understanding which market segments are most promising
- Benchmark your scalp care offerings against other players
- Develop market-entry and market expansion strategies
- 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 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.

Primary Research

We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

Secondary Research

We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

Comprehensive Market Intelligence

We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for 60 years.

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