

Salon Hair Care Global Series: Market Analysis and Opportunities

Base Year: 2020

Database Published:
April 2021

Reports to be Published:
Q2/Q3 2021

23rd Edition

Regional Coverage:

A comprehensive analysis of the global professional hair care market, this report focuses on market size and growth, key challenges, and business opportunities. This edition will also examine how the salon hair care industry is evolving during the COVID-19 pandemic and how it is diversifying for the new normal.

Asia, Australia, Europe, Latin America, North America

SCOPE

This report covers consumable hair care products sold to salons for back-bar (professional) and take-home (retail) use (see Table 2 for category scope).

The report addresses questions such as:

- › What is the size and growth of the salon hair care market?
- › What are the category drivers and trends?
- › What are the leading regional markets and product categories globally?
- › How is distribution structured?
- › How big are professional hair care sales outside of salons?
- › Who are the leading marketers of salon hair care products, and what are their market share?
- › What are the opportunities for salon hair care marketers?

NOW FEATURING...

- › **Brand sales by outlet!**
- › **COVID-19 impact on the industry and its changes for the new normal!**

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Tentative Database Contents*

- Total industry size and growth
- Sales by region and markets listed in Table 1
- Data for each of the categories listed in Table 2
- Breakdowns for 2015-2020 by:
 - Region
 - Market
 - Category
 - Master brand/brand
 - Segment (back-bar vs. take-home)
 - Product type (where applicable)
 - Forecast sales to 2025
- Salon industry revenues 2018-2020
- Number of salons 2015-2020

• NEW! Brand sales by outlet

- E-commerce
- Brick-and-mortar stores
- Salons' take-home
- Salons' back-bar

Database Features

- User-friendly in a simple yet sophisticated system
- Data presented by:
 - Manufacturers' sales
 - Market share
 - Growth rates
 - Sales channels
- Flexible search options
- Export capabilities
- Ability to easily refine and modify search



USER INTERFACE OF THE DATABASE

Kline Database View - Beauty & Personal Care - Salon Hair Care - Sales by Company and Brand

The screenshot shows a web-based data interface. At the top, there is a navigation menu with options like Home, Data, Fields, Calculation, Layout, Export, and Help. Below this is a toolbar with various icons for data manipulation (Show Field List, Expand All, Collapse All, Refresh, Undo, Redo, Reset, Save/Load) and currency settings (Currency: United States Dollar (USD), Exchange rate type: Current/Constant). A 'Select Base Year' dropdown is set to 2019. The main area displays a table with a header row for 'Sales, USD million' and columns for 'Region', '2014', '2015', '2016', '2017', '2018', and '2019'. The table content is obscured by a large 'OMITTED' watermark. A 'Settings and Filtering Criteria' section is visible at the bottom left.

* Subject to charter subscriber input

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Contents of Market Reports*

Written reports for each market listed in Table 1 will contain the following information:

- Industry size and growth
- Product trends
- Category snapshots
- Salon services and statistics
- Distribution channels
- Marketing activities
- Outlook to 2025

Contents of World Report*

This presentation-style report will include:

- Global review of the market
- Market drivers and trends
- Key lessons learned
- Top-line summaries of key findings for each region and category
- Top-line summaries of key competitors
- Outlook to 2025



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Table 1: MARKETS

Asia	Europe	Latin America	North America	Rest of World
India	Austria	Brazil	Canada	Australia
Indonesia	Balkans	Chile	United States	South Africa
Japan	Belgium	Mexico		
Mainland China	Czechia/ Hungary/ Slovakia			
Singapore	France			
South Korea	Germany			
Taiwan	Italy			
	Ireland (database only)			
	Netherlands			
	Nordics			
	Poland			
	Portugal			
	Russia			
	Spain			
	Switzerland			
	Turkey			
	United Kingdom			

Table 2: PRODUCT CATEGORIES

- Conditioners (includes bond builders)
- Shampoos
- Hair coloring products
- Hair styling products
- Hair texturizing products



REPORT BENEFITS

This program provides subscribers with an accurate picture of the size, segmentation, and performance of the professional hair care market in all key geographical regions. It enables subscribers to exploit business opportunities by understanding market dynamics, competitive forces, product trends, forecasts, and future trends. Specifically, this study can be used as an aid in:

- Industry/category/brand assessments
- New business development
- Acquisition screening
- Competitive intelligence
- Channel strategy
- Strategic planning

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.

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Americas

+1-973-435-3407

Brazil

+55-11-3079-0792

China

+86 21 6079 0805

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277