

# Salon Hair Care Global Series: Market Analysis and Opportunities

**Base Year: 2021**

**Database Published:  
Q2 2022**

**Reports Published:  
Q3 2022**

**24th 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 cover channel sales at the brand level, as well as an update on important segments of products for men and scalp care.

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?
- › Which 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...**

- › **Products for men**
- › **Scalp care**
- › **Mid-year data updates for key markets!**

# TABLE OF CONTENTS

## 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 2016–2021 by:
  - Region
  - Market
  - Category
  - Master brand/brand
  - Segment (back-bar vs. take-home)
  - Product type (where applicable)
  - Forecast sales to 2026
- Number of salons, 2016–2021
- Brand sales by outlet, 2018–2021
  - 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 are navigation tabs: Home, Data, Fields, Calculation, Layout, Export, and Help. Below these are various tool icons for data manipulation like 'Expand All', 'Collapse All', 'Refresh', 'Undo', 'Redo', 'Reset', and 'Save/Load'. A currency dropdown is set to 'United States Dollar (USD)'. The main area features a 'Select Base Year:' dropdown with years from 2012 to 2019. Below this is a table with columns for 'Region' and years from 2014 to 2019. The table content is mostly obscured by a large, bold, black watermark that reads 'OMITTED'. The interface also includes pagination controls and a 'Settings and Filtering Criteria' section at the bottom.

\* Subject to charter subscriber input

# TABLE OF CONTENTS

## Contents of Market Reports\*

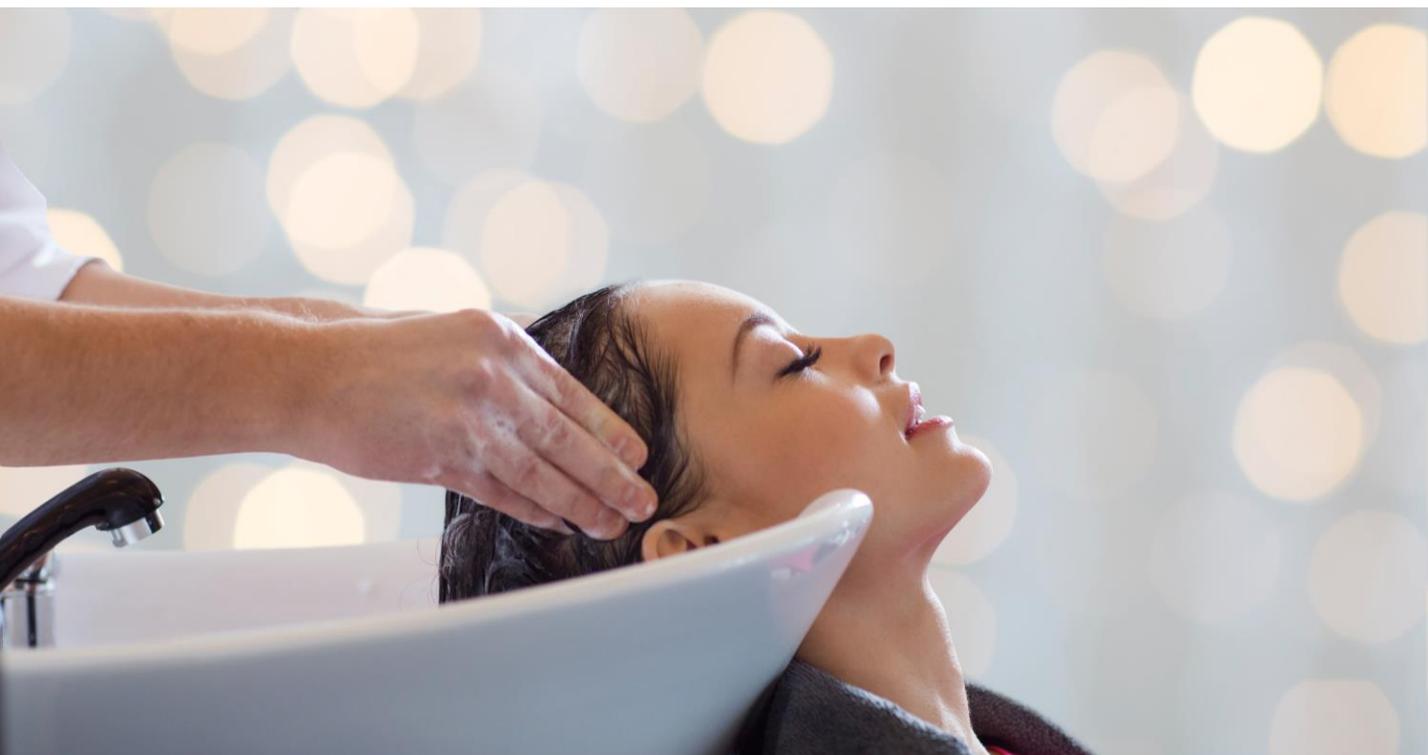
Written reports for each market listed in Table 1 will contain the following information:

- Industry size and growth
- Product trends
- Category snapshots
- Special focus: Products for men, scalp care
- Salon services and statistics
- Distribution channels
- Marketing activities
- Outlook to 2026

## 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 2026

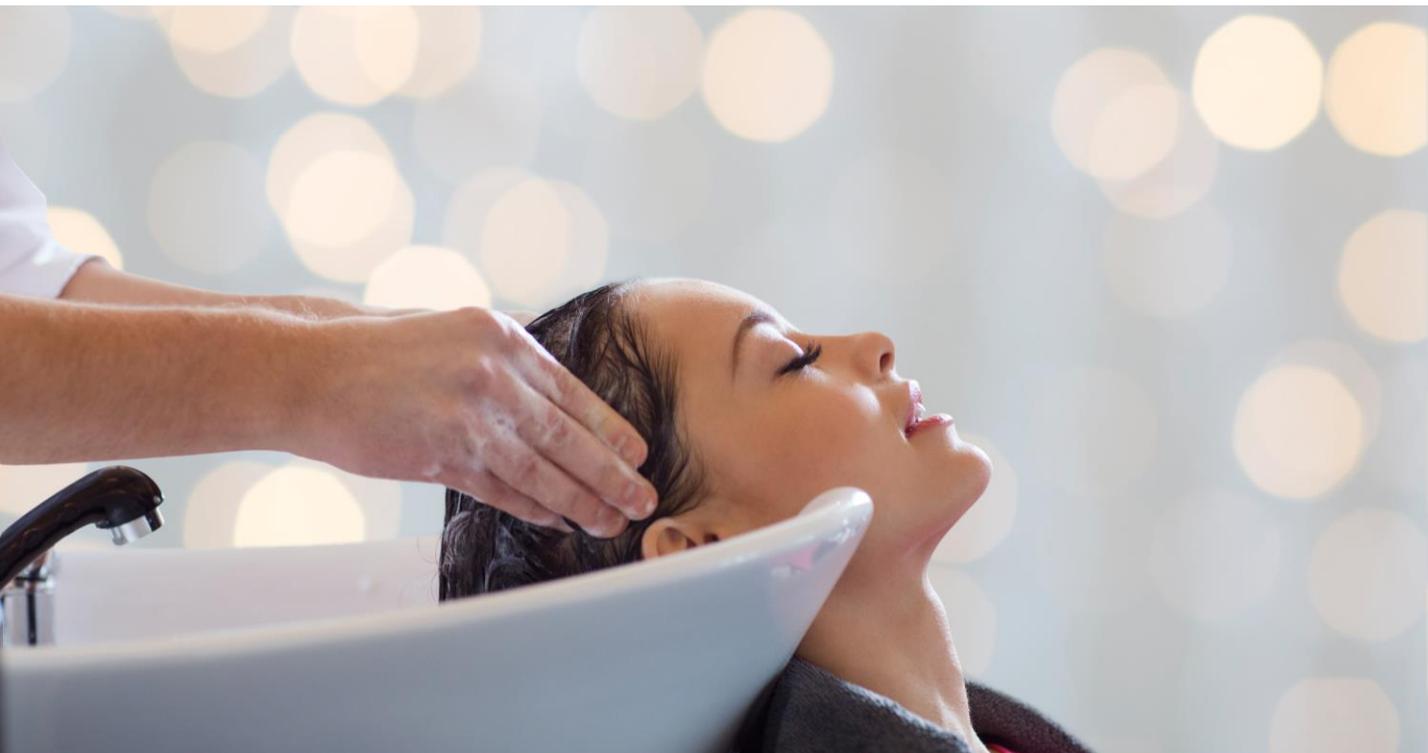


\* Subject to charter subscriber input

# TABLE OF CONTENTS

## Tentative Report Contents\*

- Total industry size and growth
- Sales by half-year for the following periods: H1 2020, H2 2020, H1 2021, H2 2021, H1 2022
- Data for each of the categories listed in Table 2 for the four time periods
- Top 10 marketers sales overview for H1 2022 compared with H1 2021
- **Market sales by outlet (H1 2020–H1 2022 by half-year)**
  - **E-commerce**
  - **Brick-and-mortar stores**
  - **Salons' take-home**
  - **Salons' back-bar**



\* Subject to charter subscriber input

# TABLE OF CONTENTS

**TABLE 1. MARKETS**

Asia	Europe	Latin America	North America	Rest of World
India	<b>Austria*</b>	Brazil	<b>Canada*</b>	Australia
Indonesia	Belgium	Mexico	<b>United States*</b>	Saudi Arabia (KSA)
<b>Japan*</b>	Czechia, Slovakia, Hungary			South Africa
<b>Mainland China*</b>	<b>France*</b>			United Arab Emirates (UAE)
South Korea	<b>Germany*</b>			
Thailand	Ireland			
Taiwan	<b>Italy*</b>			
	Nordics			
	Netherlands			
	Portugal			
	<b>Russia*</b>			
	<b>Spain*</b>			
	Switzerland			
	<b>United Kingdom*</b>			

\* Countries covered in mid-year updates

**TABLE 2. PRODUCT CATEGORIES**

- Conditioners (including 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 will provide subscribers with:

- Industry/category/brand assessments
- New business developments
- 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. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

### A Full Spectrum of Services



Custom  
Research



Market Research  
Reports



Management  
Consulting

## KLING 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 over 60 years.

### Americas

+1-973-435-3407

### Brazil

+55-11-3079-0792

### China

+86 21 6079 0805

### Abu Dhabi

+971-4-214-9892

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6277