

Salon Hair Care Global Series: Market Analysis and Opportunities

Base Year: 2022

**Database Published:
Q2 2023**

**Reports to be
Published:
Q4 2023**

25th 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 with natural positioning 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...

- › **Advanced forecasting**
- › **Romania and Baltics**
- › **Modules to learn more about the market**

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 2017–2022 by:
 - Region
 - Market
 - Category
 - Master brand/Brand
 - Segment (back-bar vs. take-home)
 - Product type (where applicable)
 - Forecast sales to 2027
- Number of salons, 2017–2022
- Brand sales by outlet, 2018–2022
 - E-commerce
 - Brick-and-mortar stores
 - Salons' take-home
 - Salons' back-bar

Database Features

- User-friendly in a simple yet sophisticated system
- Interactive dashboard
- 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 (Expand, Collapse, Refresh, Undo, Redo, Reset, Save/Load) and a currency selector set to 'United States Dollar (USD)'. The main area displays a table with a 'Select Base Year' dropdown set to 2019. The table has columns for 'Region', '2014', '2015', '2016', '2017', '2018', and '2019'. A large 'OMITTED' watermark is placed over the table data. 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: Naturals segment, scalp care
- Salon services and statistics
- Distribution channels
- Marketing activities
- Outlook to 2027

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 2027



* Subject to charter subscriber input



TABLE OF CONTENTS

TABLE 1. MARKETS*

Asia	Europe	Latin America	North America	Rest of World
India	Austria	Brazil	Canada	Australia
Indonesia	Baltics- NEW!	Chile	United States	Saudi Arabia
Japan	Belgium	Mexico		
Mainland China	Czech-HU-SK Hub			
Malaysia	France			
South Korea	Germany			
	Ireland			
	Italy			
	Netherlands			
	Nordics			
	Poland			
	Portugal			
	Romania- NEW!			
	Spain			
	Switzerland			
	Turkey			
	United Kingdom			

* Subject to charter subscriber input

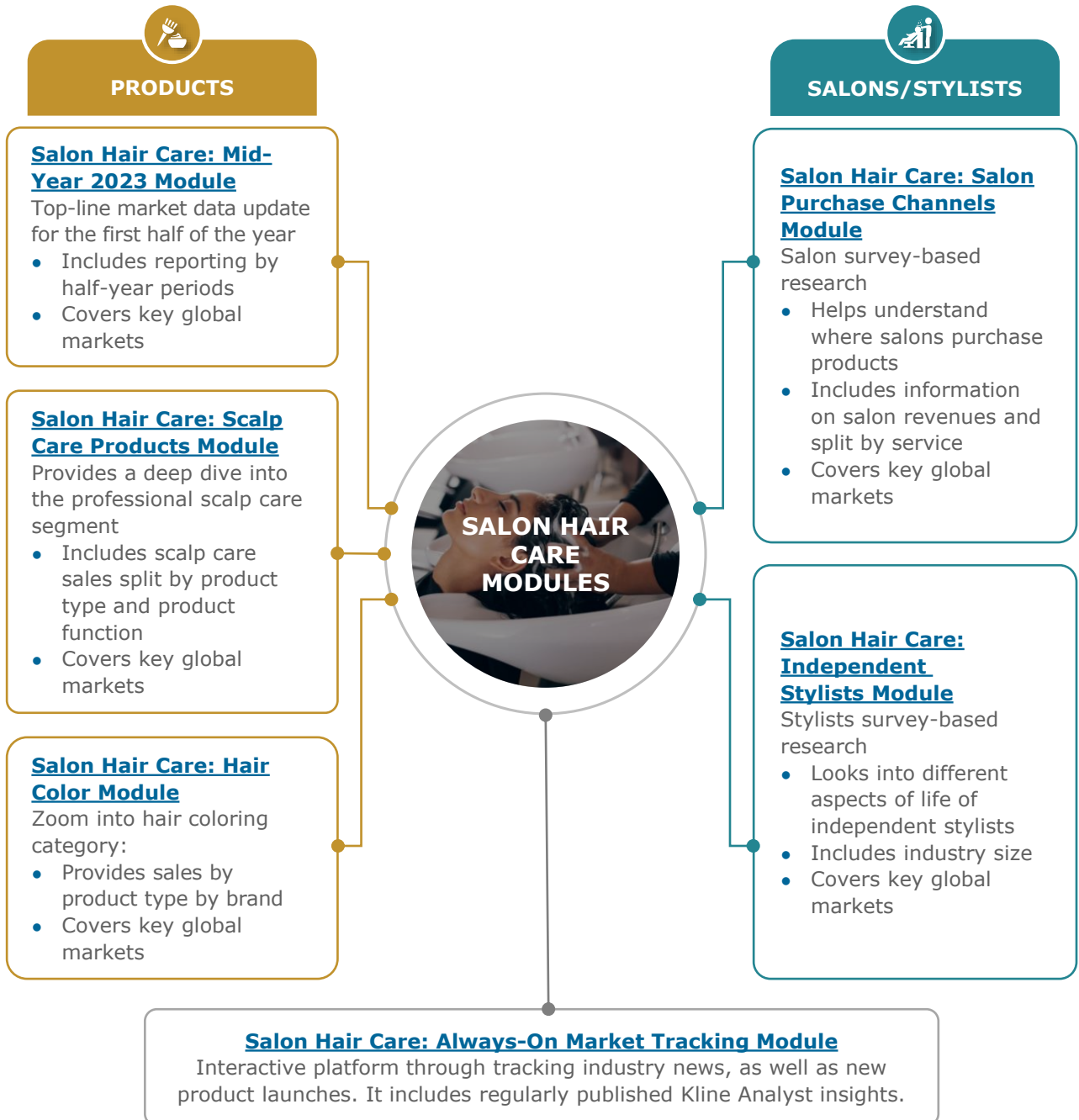
TABLE 2. PRODUCT CATEGORIES

- Conditioners (including treatments)
- Shampoos
- Hair coloring products
- Hair styling products
- Hair texturizing products



LEARN MORE ABOUT SALON INDUSTRY

Now, you can expand your industry knowledge about professional hair care products and the salon hair care industry through these additional modules. These options allow you to better understand trending topics such as scalp care and independent stylists, understand your position in different segments of hair coloring, or keep an eye on the most important market developments with regular updates through mid-year reports and always-on market tracking tools.



* Subject to charter subscriber input

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

+55-11-3624-8718

China

+86-21-2226 5078

Abu Dhabi

+971-02-654-4147

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277