

Salon Hair Care Global Series: Mid-Year 2023 Update

Base Year: H1 2023

**To be Published:
Q3 2023**

3rd Edition

Regional Coverage:

A top-line mid-year update of data and insights included in our annual Salon Hair Care study. A comprehensive analysis of the key global professional hair care markets. This report focuses on market of professional hair care products, its size and growth, category, channel and company/brand performance.

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?
- › 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...

- › **Sales of top brands**
- › **Sales of top brands by channel**

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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, H2 2022, H1 2023
- Data for each of the categories listed in Table 2 for the six time periods
- **Top 10 marketers sales by master brand for the period H1 2021-H12023**
- **Top 10 marketers sales by master brand by outlet (H1 2021-H12023):**
 - E-commerce
 - Brick-and-mortar stores
 - Salons’ take-home
 - Salons’ back-bar

TABLE 1. MARKETS

Europe	Latin America	North America
France	Brazil	United States
Germany		
Italy		
Spain		
United Kingdom		

TABLE 2. PRODUCT CATEGORIES

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



* 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 the key markets globally. It enables subscribers to obtain a top-line update to more detailed overview that Kline provides in its annual Salon Hair Care reports and databases. 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.

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