

Hair Salon Services Market By Service Type (Hair Cutting and Styling, Hair Coloring, Hair Treatment, Hair Extensions and Weaving, Hair Spa and Massage), By Price Point (Premium, Medium, Budget), By Booking Channel (Online, Offline): Global Opportunity Analysis and Industry Forecast, 2025-2034

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Abstracts

Hair salon services involve professional treatments and grooming solutions that are designed to maintain and enhance the appearance, style, and health of hair. These services include hair styling, haircut, coloring, hair conditioning treatment and other chemical treatments and are commonly provided by hairstylists in a salon setting. These are known to cater to different requirements of the clients to ensure customer satisfaction.

Surge in trend of personal grooming to look better, stylish and confident is one of the major factors that boosts the growth of the hair salon services market. Rise in awareness for regular grooming, increase in proliferation of social media or digital influencers, and the desire to maintain a professional look drive a customer toward a salon for grooming, which increases the demand for hair salon services. This also leads to salon enhancement by providing more than basic haircut to the customer. This enhanced service includes hair spa, hair conditioning, hair styling, and more, thus enhancing the focus of the salon toward customer engagement, which leads to increase in interest of the customer toward grooming; thus, boosting the hair salon services market growth.

However, there is a lack of skilled professionals, which cater to customer requirement of advanced hair salon treatments. This factor limits the growth of the market. Moreover,

high cost involving training of professionals, purchase of advanced products and competition from freelance stylists restrains the growth of the hair salon services market.

Nevertheless, the integration of technology, such as artificial intelligence (AI) for personalized hair treatments, virtual hairstyle try-ons, and advanced scalp analysis tools in salons is known to enhance the customer experience. This is expected to attract the customers who are involved in digitalization and prefer seamless consultations and services. Thus, advancements in technology is projected to foster the hair salon services market growth. In addition, expansion of salon offerings to include wellness services, such as stress-relief treatments, aromatherapy, and holistic hair care, which help recognize the interconnectedness of beauty and overall well-being is also projected to boost the growth of the hair salon services market during the forecast period.

The hair salon services market is segmented into service type, price point, booking channel, and region. On the basis of service type, the market is categorized into hair cutting and styling, hair coloring, hair treatment, hair extensions and weaving, hair spa and massage, and others. As per price point, the market is divided into premium, medium, and budget. On the basis of booking channel, the market is divided into online and offline. Region-wise, the hair salon services market is analyzed across North America (U.S., Canada and Mexico), Europe (France, Germany, Italy, Spain, UK, and Rest of Europe), Asia-Pacific (China, Japan, India, South Korea, Australia, and Rest of Asia-Pacific), and LAMEA (Brazil, South Africa, Saudi Arabia, UAE, Argentina and Rest of LAMEA).

The key players profiled in the report include Toni and Guy, Drybar, Saks Hair and Beauty, Dessange International, Regis Corporation, Aveda Corporation, Ulta Beauty, Inc., L'Oréal Professional, Lakme Salon, and Blo Blow Dry Bar.

Key Benefits For Stakeholders

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the hair salon services market analysis from 2024 to 2034 to identify the prevailing hair salon services market opportunities.

The market research is offered along with information related to key drivers, restraints, and opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable

stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the hair salon services market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.

The report includes the analysis of the regional as well as global hair salon services market trends, key players, market segments, application areas, and market growth strategies.

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Additional company profiles with specific to client's interest

Additional country or region analysis- market size and forecast

Brands Share Analysis

Expanded list for Company Profiles

Reimbursement Scenario

Key Market Segments

By Service Type

Hair Cutting and Styling

Hair Coloring

Hair Treatment

Hair Extensions and Weaving

Hair Spa and Massage

By Price Point

Premium

Medium

Budget

By Booking Channel

Offline

Online

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Toni and Guy

Drybar

Dessange International

Regis Corporation

Ulta Beauty, Inc.

Lakme Salon

Blo Blow Dry Bar

Saks Hair and Beauty

Aveda Corporation

L'Oreal Professionnel

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