

Professional Hair Care Market by Product Type (Hair Coloring, Shampoos, Styling Agents, and Straightening & Perming Agent) and Distribution Channel (Hypermarkets/Retail Chain, E-commerce, Salons, Pharmacy, Specialty Stores, and Others): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The global professional hair care market size was valued at \$18,072.9 million in 2017, and is projected to reach \$26,242.7 million by 2026, registering a CAGR of 4.6% from 2019 to 2026. The professional hair care market includes hair grooming products that are applied to hair to get a stylish hairstyle and desired look. The professional hair care market includes premium and salon based products that are organic and paraben-free and ensure damage-free hair with a healthy scalp. Moreover, recently, modern hairstyles have become the expressions of consumers' attitudes, personalities, and their fashion preferences. This is attributable to the increase in celebrity influence as well as the persistent self-consciousness about facial appearance mostly among the young population. This fact drives the growth of the professional hair care market.

The growth of the global professional hair care market is significantly driven by fluctuation in hair style trends, rapid increase in disposable income, population growth, and rise in air pollution across the world. Moreover, increase in usage of professional hair care products in developed regions and growth in adoption of organic ingredients are expected to create a lot of opportunities for the hair coloring products, and shampoo manufacturers to create a mass customer base. However, the high cost of such premium and professional products, and involvement of hazardous chemicals to soften hair hamper the growth of the global professional hair care market.

The global professional hair care market is segmented on the basis of product type, distribution channel, and region. By product type, the market is classified into hair coloring, shampoo, styling agent, and straightening & perming product. By distribution channel, the professional hair care market is classified into hypermarket/Retail Chain, salon, specialty store, e-commerce, pharmacy, and others. Region-wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA. The Asia-Pacific professional hair care market size is highly fragmented. Professional hair care products consumption in this region is on the rise, owing to the increase in working women & young urban consumers.

The prominent players operating in the global professional hair care market have strategically focused on product launch as their key strategy to gain a significant share in the market. The key players profiled in the report include L'Oréal Group, Henkel AG & Co., Procter & Gamble Co., Unilever Corporation, Kao Corporation, Aveda Corporation (Estée Lauder), Avon Products Inc., Revlon Inc., Tony & Guy, and Shiseido Company, Limited.

Key benefits for stakeholders

This report provides an extensive analysis of the current trends and emerging estimations in the market.

In-depth analysis of the global professional hair care industry is conducted through market estimations of the key segments from 2018 to 2026.

A comprehensive analysis of the factors that drive and restrain the growth of the professional hair care market is provided in the report.

Extensive analysis of the industry is conducted by following key product positioning and monitoring the top competitors within the market framework.

The key players in the professional hair care industry are profiled along with their strategies to determine the competitive outlook of the market.

Key Market Segments

By Product Type

Hair Coloring

Shampoo

Styling Agent

Straightening and Perming Product

By Distribution Channel

Hypermarket

Salon

E-commerce

Pharmacy

Specialty Store

Others

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

India

Japan

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

UAE

Saudi Arabia

Turkey

South Africa

Rest of LAMEA

Contents

CHAPTER 1: INTRODUCTION

- 1.1. Report Description
- 1.2. Key Market Segments
- 1.3. Key Benefits For Stakeholders
- 1.4. Key Market Segments
- 1.5. Research Methodology
 - 1.5.1. Primary Research
 - 1.5.2. Secondary Research
 - 1.5.3. Analyst Tools And Models

CHAPTER 2: EXECUTIVE SUMMARY

- 2.1. Cxo Perspective

CHAPTER 3: MARKET OVERVIEW

- 3.1. Market Definition And Scope
- 3.2. Key Findings
 - 3.2.1. Top Investment Pockets
- 3.3. Porter'S Five Forces Analysis
 - 3.3.1. Bargaining Power of Suppliers
 - 3.3.2. Bargaining Power of Buyer
 - 3.3.3. Threat of New Entrants
 - 3.3.4. Threat of Substitute
 - 3.3.5. Intensity of Competitive Rivalry
- 3.4. Top Player Positioning
- 3.5. Market Dynamics
 - 3.5.1. Drivers
 - 3.5.1.1. Fluctuation In Hair Style Trends
 - 3.5.1.2. Rapid Increase of Disposable Income
 - 3.5.1.3. Increase In Population
 - 3.5.1.4. Rise In Air Pollution In Developed Regions
 - 3.5.2. Restraints
 - 3.5.2.1. Hazardous Chemical Ingredients
 - 3.5.2.2. High Cost of The Product
 - 3.5.3. Opportunities

3.5.3.1. Increase In Trend of Professional Hair Care Products In Developed Regions

3.5.3.2. Use of Organic Ingredients

CHAPTER 4: GLOBAL PROFESSIONAL HAIR CARE MARKET BY PRODUCT TYPE

4.1. Overview

4.1.1. Market Size And Forecast

4.2. Hair Color

4.2.1. Overview

4.2.2. Key Market Trends, Growth Factors, And Opportunities

4.2.3. Market Size And Forecast

4.2.4. Market Analysis, By Country

4.3. Shampoo

4.3.1. Overview

4.3.2. Key Market Trends, Growth Factors, And Opportunities

4.3.3. Market Size And Forecast

4.3.4. Market Analysis, By Country

4.4. Styling Agents

4.4.1. Overview

4.4.2. Key Market Trends, Growth Factors, And Opportunities

4.4.3. Market Size And Forecast

4.4.4. Market Analysis, By Country

4.5. Straightening And Perming Products

4.5.1. Overview

4.5.2. Key Market Trends, Growth Factors, And Opportunities

4.5.3. Market Size And Forecast

4.5.4. Market Analysis, By Country

CHAPTER 5: PROFESSIONAL HAIR CARE MARKET BY DISTRIBUTION CHANNEL

5.1. Overview

5.1.1. Market Size And Forecast

5.2. Hypermarket/Retail Chain

5.2.1. Overview

5.2.2. Key Market Trends, Growth Factors, And Opportunities

5.2.3. Market Size And Forecast

5.2.4. Market Analysis, By Country

5.3. E-Commerce

5.3.1. Overview

- 5.3.2. Key Market Trends, Growth Factors, And Opportunities
- 5.3.3. Market Size And Forecast
- 5.3.4. Market Analysis, By Country
- 5.4. Specialty Store
 - 5.4.1. Overview
 - 5.4.2. Key Market Trends, Growth Factors, And Opportunities
 - 5.4.3. Market Size And Forecast
 - 5.4.4. Market Analysis, By Country
- 5.5. Pharmacies
 - 5.5.1. Overview
 - 5.5.2. Key Market Trends, Growth Factors, And Opportunities
 - 5.5.3. Market Size And Forecast
 - 5.5.4. Market Analysis, By Country
- 5.6. Salons
 - 5.6.1. Overview
 - 5.6.2. Key Market Trends, Growth Factors, And Opportunities
 - 5.6.3. Market Size And Forecast
 - 5.6.4. Market Analysis, By Country
- 5.7. Others
 - 5.7.1. Overview
 - 5.7.2. Key Market Trends, Growth Factors, And Opportunities
 - 5.7.3. Market Size And Forecast
 - 5.7.4. Market Analysis, By Country

CHAPTER 6: PROFESSIONAL HAIR CARE MARKET BY GEOGRAPHY

- 6.1. Overview
 - 6.1.1. Market Size And Forecast
- 6.2. North America
 - 6.2.1. Overview
 - 6.2.2. Key Market Trends, Growth Factors, And Opportunities
 - 6.2.3. Market Size And Forecast, By Product Type
 - 6.2.4. Market Size And Forecast, By Distribution Channel
 - 6.2.5. Market Size And Forecast, By Country
 - 6.2.6. U.S.
 - 6.2.6.1. Market Size And Forecast, By Product Type
 - 6.2.6.2. Market Size And Forecast, By Distribution Channel
 - 6.2.7. Canada
 - 6.2.7.1. Market Size And Forecast, By Product Type

- 6.2.7.2. Market Size And Forecast, By Distribution Channel
- 6.2.8. Mexico
 - 6.2.8.1. Market Size And Forecast, By Product Type
 - 6.2.8.2. Market Size And Forecast, By Distribution Channel
- 6.3. Europe
 - 6.3.1. Overview
 - 6.3.2. Key Market Trends, Growth Factors, And Opportunities
 - 6.3.3. Market Size And Forecast, By Product Type
 - 6.3.4. Market Size And Forecast, By Distribution Channel
 - 6.3.5. Market Size And Forecast, By Country
 - 6.3.6. Uk
 - 6.3.6.1. Market Size And Forecast, By Product Type
 - 6.3.6.2. Market Size And Forecast, By Distribution Channel
 - 6.3.7. Germany
 - 6.3.7.1. Market Size And Forecast, By Product Type
 - 6.3.7.2. Market Size And Forecast, By Distribution Channel
 - 6.3.8. France
 - 6.3.8.1. Market Size And Forecast, By Product Type
 - 6.3.8.2. Market Size And Forecast, By Distribution Channel
 - 6.3.9. Italy
 - 6.3.9.1. Market Size And Forecast, By Product Type
 - 6.3.9.2. Market Size And Forecast, By Distribution Channel
 - 6.3.10. Spain
 - 6.3.10.1. Market Size And Forecast, By Product Type
 - 6.3.10.2. Market Size And Forecast, By Distribution Channel
 - 6.3.11. Rest of Europe
 - 6.3.11.1. Market Size And Forecast, By Product Type
 - 6.3.11.2. Market Size And Forecast, By Distribution Channel
- 6.4. Asia-Pacific
 - 6.4.1. Overview
 - 6.4.2. Key Market Trends, Growth Factors, And Opportunities
 - 6.4.3. Market Size And Forecast, By Product Type
 - 6.4.4. Market Size And Forecast, By Distribution Channel
 - 6.4.5. Market Size And Forecast, By Country
 - 6.4.6. China
 - 6.4.6.1. Market Size And Forecast, By Product Type
 - 6.4.6.2. Market Size And Forecast, By Distribution Channel
 - 6.4.7. India
 - 6.4.7.1. Market Size And Forecast, By Product Type

- 6.4.7.2. Market Size And Forecast, By Distribution Channel
- 6.4.8. Japan
 - 6.4.8.1. Market Size And Forecast, By Product Type
 - 6.4.8.2. Market Size And Forecast, By Distribution Channel
- 6.4.9. South Korea
 - 6.4.9.1. Market Size And Forecast, By Product Type
 - 6.4.9.2. Market Size And Forecast, By Distribution Channel
- 6.4.10. Rest of Asia-Pacific
 - 6.4.10.1. Market Size And Forecast, By Product Type
 - 6.4.10.2. Market Size And Forecast, By Distribution Channel
- 6.5. Lamea
 - 6.5.1. Overview
 - 6.5.2. Key Market Trends, Growth Factors, And Opportunities
 - 6.5.3. Market Size And Forecast, By Product Type
 - 6.5.4. Market Size And Forecast, By Distribution Channel
 - 6.5.5. Market Size And Forecast, By Country
 - 6.5.6. Brazil
 - 6.5.6.1. Market Size And Forecast, By Product Type
 - 6.5.6.2. Market Size And Forecast, By Distribution Channel
 - 6.5.7. Uae
 - 6.5.7.1. Market Size And Forecast, By Product Type
 - 6.5.7.2. Market Size And Forecast, By Distribution Channel
 - 6.5.8. Saudi Arabia
 - 6.5.8.1. Market Size And Forecast, By Product Type
 - 6.5.8.2. Market Size And Forecast, By Distribution Channel
 - 6.5.9. Turkey
 - 6.5.9.1. Market Size And Forecast, By Product Type
 - 6.5.9.2. Market Size And Forecast, By Distribution Channel
 - 6.5.10. South Africa
 - 6.5.10.1. Market Size And Forecast, By Product Type
 - 6.5.10.2. Market Size And Forecast, By Distribution Channel
 - 6.5.11. Rest of Lamea
 - 6.5.11.1. Market Size And Forecast, By Product Type
 - 6.5.11.2. Market Size And Forecast, By Distribution Channel

CHAPTER 7: COMPETITIVE LANDSCAPE

- 7.1. Competitive Dashboard
- 7.2. Heat Map Overview

7.3. Product Mapping

7.3.1. Top Winning Strategies

CHAPTER 8: COMPANY PROFILES

8.1. Avon Products, Inc.

8.1.1. Company Overview

8.1.2. Key Executive

8.1.3. Company Snapshot

8.1.4. Product Portfolio

8.1.5. R&D Expenditure

8.1.6. Business Performance

8.1.7. Key Strategic Moves And Developments

8.2. L'Oréal Sas

8.2.1. Company Overview

8.2.2. Key Executives

8.2.3. Company Snapshot

8.2.4. Operating Business Segments

8.2.5. Product Portfolio

8.2.6. Business Performance

8.2.7. Key Strategic Moves And Developments

8.3. Procter & Gamble

8.3.1. Company Overview

8.3.2. Key Executives

8.3.3. Company Snapshot

8.3.4. Operating Business Segments

8.3.5. Product Portfolio

8.3.6. Business Performance

8.3.7. Key Strategic Moves And Developments

8.4. Kao Corporation

8.4.1. Company Overview

8.4.2. Key Executives

8.4.3. Company Snapshot

8.4.4. Operating Business Segments

8.4.5. Product Portfolio

8.4.6. R&D Expenditure

8.4.7. Business Performance

8.4.8. Key Strategic Moves And Developments

8.5. Aveda Corp. (The Estée Lauder Companies Inc.)

- 8.5.1. Company Overview
- 8.5.2. Key Executives
- 8.5.3. Company Snapshot
- 8.5.4. Product Portfolio
- 8.5.5. R&D Expenditure
- 8.5.6. Business Performance
- 8.5.7. Key Strategic Moves And Developments
- 8.6. Henkel Ag & Co. Kgaa
 - 8.6.1. Company Overview
 - 8.6.2. Key Executives
 - 8.6.3. Company Snapshot
 - 8.6.4. Operating Business Segments
 - 8.6.5. Product Portfolio
 - 8.6.6. Business Performance
 - 8.6.7. Key Strategic Moves And Developments
- 8.7. Unilever Plc
 - 8.7.1. Company Overview
 - 8.7.2. Key Executives
 - 8.7.3. Company Snapshot
 - 8.7.4. Operating Business Segments
 - 8.7.5. Product Portfolio
 - 8.7.6. Business Performance
 - 8.7.7. Key Strategic Moves And Developments
- 8.8. Toni & Guy
 - 8.8.1. Company Overview
 - 8.8.2. Key Executive
 - 8.8.3. Company Snapshot
 - 8.8.4. Product Portfolio
- 8.9. Relon, Inc.
 - 8.9.1. Company Overview
 - 8.9.2. Key Executive
 - 8.9.3. Company Snapshot
 - 8.9.4. Operating Business Segments
 - 8.9.5. Product Portfolio
 - 8.9.6. R&D Expenditure
 - 8.9.7. Business Performance
 - 8.9.8. Key Strategic Moves And Developments
- 8.10. Shiseido Co., Ltd.
 - 8.10.1. Company Overview

8.10.2. Key Executives

8.10.3. Company Snapshot

8.10.4. Product Portfolio

8.10.5. Business Performance

List Of Tables

LIST OF TABLES

Table 01. Global Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 02. Professional Hair Care Market For Hair Coloring , By Product Type, 2018-2026 (\$Million)

Table 03. Professional Hair Care Market In Shampoos, By Product Type, 2018-2026 (\$Million)

Table 04. Professional Hair Care Market For Styling Agents, By Product Type, 2018-2026 (\$Million)

Table 05. Professional Hair Care Market For Straightening & Perming Products, 2018-2026 (\$Million)

Table 06. Global Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 07. Professional Hair Care Market For Hypermarkets/Retail Chains, By Region, 2018-2026 (\$Million)

Table 08. Professional Hair Care Market For E-Commerce, By Region, 2018-2026 (\$Million)

Table 09. Professional Hair Care Market For Specialty Stores, By Region, 2018-2026 (\$Million)

Table 10. Professional Hair Care Market For Pharmacies, By Region, 2018-2026 (\$Million)

Table 11. Professional Hair Care Market For Salon, By Region, 2018-2026 (\$Million)

Table 12. Professional Hair Care Market For Others, By Region, 2018-2026 (\$Million)

Table 13. Professional Hair Care Market, By Region, 2018-2026 (\$Million)

Table 14. North America Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 15. North America Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 16. North America Professional Hair Care Market, By Country, 2018-2026 (\$Million)

Table 17. U.S. Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 18. U.S. Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 19. Canada Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 20. Canada Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 21. Mexico Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 22. Mexico Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 23. Europe Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 24. Europe Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 25. Europe Professional Hair Care Market, By Country, 2018-2026 (\$Million)

Table 26. Uk Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 27. Uk Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 28. Germany Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 29. Germany Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 30. France Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 31. France Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 32. Italy Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 33. Italy Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 34. Spain Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 35. Spain Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 36. Rest of Europe Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 37. Rest of Europe Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 38. Asia-Pacific Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 39. Asia-Pacific Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 40. Asia-Pacific Professional Hair Care Market, By Country, 2018-2026 (\$Million)

Table 41. China Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 42. China Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 43. India Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 44. India Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 45. Japan Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 46. Japan Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 47. South Korea Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 48. South Korea Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 49. Rest of Asia-Pacific Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 50. Rest of Asia-Pacific Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 51. Lamea Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 52. Lamea Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 53. Lamea Professional Hair Care Market, By Country, 2018-2026 (\$Million)

Table 54. Brazil Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 55. Brazil Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 56. Uae Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 57. Uae Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 58. Saudi Arabia Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 59. Saudi Arabia Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 60. Turkey Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 61. Turkey Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 62. South Africa Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 63. South Africa Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 64. Rest of Lamea Professional Hair Care Market, By Product Type, 2018-2026 (\$Million)

Table 65. Rest of Lamea Professional Hair Care Market, By Distribution Channel, 2018-2026 (\$Million)

Table 66. Avon Products, Inc. : Key Executives

Table 67. Avon Products, Inc.: Company Snapshot

Table 68. Avon Products, Inc. : Product Portfolio

Table 69. Avon Products, Inc. : R&D Expenditure, 2016–2018 (\$Million)

Table 70. Avon Products, Inc. : Net Sales, 2016–2018 (\$Million)
Table 71. L'Oréal: Key Executives
Table 72. L'Oréal: Company Snapshot
Table 73. L'Oréal: Operating Segments
Table 74. L'Oréal: Product Portfolio
Table 75. L'Oréal: Net Sales, 2016–2018 (\$Million)
Table 76. Procter & Gamble: Key Executives
Table 77. Procter & Gamble: Company Snapshot
Table 78. Procter & Gamble: Operating Segments
Table 79. Procter & Gamble: Product Portfolio
Table 80. Procter & Gamble: Net Sales, 2016–2018 (\$Million)
Table 81. Kao Corporation: Key Executives
Table 82. Kao Corporation: Company Snapshot
Table 83. Kao Corporation: Operating Segments
Table 84. Kao Corporation: Product Portfolio
Table 85. Kao Corporation: R&D Expenditure, 2016–2018 (\$Million)
Table 86. Kao Corporation: Net Sales, 2016–2018 (\$Million)
Table 87. Aveda Corp.(The Estée Lauder Companies Inc.): Key Executives
Table 88. Aveda Corp.(The Estée Lauder Companies Inc.): Company Snapshot
Table 89. Aveda Corp.(The Estée Lauder Companies Inc.): Product Portfolio
Table 90. The Estée Lauder Companies Inc.: R&D Expenditure, 2016–2018 (\$Million)
Table 91. The Estée Lauder Companies Inc.: Net Sales, 2016–2018 (\$Million)
Table 92. Henkel Ag & Co. KGaA :Key Executives
Table 93. Henkel Ag & Co. KGaA. : Company Snapshot
Table 94. Henkel: Operating Segments
Table 95. Henkel: Product Portfolio
Table 96. The Estée Lauder Companies Inc.: Net Sales, 2016–2018 (\$Million)
Table 97. Unilever Plc: Key Executives
Table 98. Unilever Plc: Company Snapshot
Table 99. Unilever Plc: Operating Segments
Table 100. Unilever Plc: Product Portfolio
Table 101. Unilever Plc: Net Sales, 2016–2018 (\$Million)
Table 102. Tony & Guy: Key Executives
Table 103. Tony & Guy: Company Snapshot
Table 104. Tony & Guy: Product Portfolio
Table 105. Revlon, Inc.: Key Executives
Table 106. Revlon, Inc.: Company Snapshot
Table 107. Revlon Inc: Operating Segments
Table 108. Revlon Inc.: Product Portfolio

Table 109. Revlon Inc.: R&D Expenditure, 2016–2018 (\$Million)

Table 110. Revlon Inc.: Net Sales, 2016–2018 (\$Million)

Table 111. Shiseido Co., Ltd.: Key Executives

Table 112. Shiseido Co., Ltd.: Company Snapshot

Table 113. Shiseido Co., Ltd.: Product Portfolio

Table 114. Shiseido Co., Ltd.: Net Sales, 2016–2018 (\$Million)

List Of Figures

LIST OF FIGURES

- Figure 01. Key Market Segments
- Figure 02. Global Professional Hair Care Market Snapshot
- Figure 03. Top Investment Pockets
- Figure 04. High Bargaining Power of Suppliers
- Figure 05. Low Bargaining Power of Buyer
- Figure 06. Low Threat of New Entrants
- Figure 07. Low Threat of Substitute
- Figure 08. Moderate Intensity of Competitive Rivalry
- Figure 09. Top Player Positioning, 2017
- Figure 10. Global Professional Hair Care Market, By Product Type, 2017 (%)
- Figure 11. Comparative Share Analysis of Hair Coloring In Professional Hair Care Market, By Country, 2018&2026(%)
- Figure 12. Comparative Share Analysis of Shampoos In Professional Hair Care Market, By Country, 2018&2026(%)
- Figure 13. Comparative Share Analysis of Styling Agents In Professional Hair Care Market, By Country, 2018&2026(%)
- Figure 14. Comparative Share Analysis of Straightening And Perming Products In Professional Hair Care Market, By Country, 2018&2026(%)
- Figure 15. Professional Hair Care Market, By Distribution Channel, 2018 (%)
- Figure 16. Comparative Share Analysis of Professional Hair Care Market From Hypermarkets, By Country, 2018&2026(%)
- Figure 17. Online Expenditure Per E-Shopper (Year 2015)
- Figure 18. Comparative Share Analysis of Professional Hair Care Market From E-Commerce, By Country, 2018&2026(%)
- Figure 19. Comparative Share Analysis of Professional Hair Care Market From Specialty Store, By Country, 2018&2026(%)
- Figure 20. Comparative Share Analysis of Professional Hair Care Market From Pharmacies, By Country, 2018&2026(%)
- Figure 21. Comparative Share Analysis of Professional Hair Care Market From Salon, By Country, 2018&2026(%)
- Figure 22. Comparative Share Analysis of Professional Hair Care Market From Others, By Country, 2018&2026(%)
- Figure 23. Professional Hair Care Market, By Region, 2017 (%)
- Figure 24. U.S. Professional Hair Care Market, 2017-2026(\$Million)
- Figure 25. Canada Professional Hair Care Market, 2017-2026(\$Million)

- Figure 26. Mexico Professional Hair Care Market, 2017-2026(\$Million)
- Figure 27. Uk Professional Hair Care Market, 2017-2026(\$Million)
- Figure 28. Germany Professional Hair Care Market, 2017-2026(\$Million)
- Figure 29. France Professional Hair Care Market, 2017-2026(\$Million)
- Figure 30. Italy Professional Hair Care Market, 2017-2026(\$Million)
- Figure 31. Spain Professional Hair Care Market, 2017-2026(\$Million)
- Figure 32. Rest of Europe Professional Hair Care Market, 2017-2026(\$Million)
- Figure 33. China Professional Hair Care Market, 2017-2026(\$Million)
- Figure 34. India Professional Hair Care Market, 2017-2026(\$Million)
- Figure 35. Japan Professional Hair Care Market, 2017-2026(\$Million)
- Figure 36. South Korea Professional Hair Care Market, 2017-2026(\$Million)
- Figure 37. Rest of Asia-Pacific Professional Hair Care Market, 2017-2026(\$Million)
- Figure 38. Brazil Professional Hair Care Market, 2017-2026(\$Million)
- Figure 39. Uae Professional Hair Care Market, 2017-2026(\$Million)
- Figure 40. Saudi Arabia Professional Hair Care Market, 2017-2026(\$Million)
- Figure 41. Turkey Professional Hair Care Market, 2017-2026(\$Million)
- Figure 42. South Africa Professional Hair Care Market, 2017-2026(\$Million)
- Figure 43. Rest of Lamea Professional Hair Care Market, 2017-2026(\$Million)
- Figure 44. Top Winning Strategies, By Year, 2016–2019*
- Figure 45. Top Winning Strategies, By Development, 2016–2019* (%)
- Figure 46. Top Winning Strategies, By Company, 2016–2019*
- Figure 47. Avon Products, Inc.: R&D Expenditure, 2016–2018 (\$Million)
- Figure 48. Avon Products, Inc.: Net Sales, 2016–2018 (\$Million)
- Figure 49. Avon Products, Inc.: Revenue Share By Segment, 2018 (%)
- Figure 50. L'Oréal: Net Sales, 2016–2018 (\$Million)
- Figure 51. L'Oréal: Revenue Share By Segment, 2018 (%)
- Figure 52. L'Oréal: Revenue Share By Region, 2018 (%)
- Figure 53. Procter & Gamble: Net Sales, 2016–2018 (\$Million)
- Figure 54. Procter & Gamble: Revenue Share By Segment, 2018 (%)
- Figure 55. Procter & Gamble: Revenue Share By Region, 2018 (%)
- Figure 56. Kao Corporation: R&D Expenditure, 2016–2018 (\$Million)
- Figure 57. Kao Corporation: Net Sales, 2016–2018 (\$Million)
- Figure 58. Kao Corporation: Revenue Share By Segment, 2018 (%)
- Figure 59. Kao Corporation: Revenue Share By Region, 2018 (%)
- Figure 60. The Estée Lauder Companies Inc.: R&D Expenditure, 2016–2018 (\$Million)
- Figure 61. The Estée Lauder Companies Inc.: Net Sales, 2016–2018 (\$Million)
- Figure 62. The Estée Lauder Companies Inc.: Revenue Share By Product Category, 2018 (%)
- Figure 63. The Estée Lauder Companies Inc.: Revenue Share By Region, 2018 (%)

- Figure 64. Henkel: Net Sales, 2016–2018 (\$Million)
- Figure 65. Henkel: Revenue Share By Segment, 2018 (%)
- Figure 66. Henkel: Revenue Share By Region, 2018 (%)
- Figure 67. Unilever Plc: Net Sales, 2016–2018 (\$Million)
- Figure 68. Unilever Plc: Revenue Share By Segment, 2018 (%)
- Figure 69. Unilever Plc: Revenue Share By Region, 2018 (%)
- Figure 70. Revlon Inc.: R&D Expenditure, 2016–2018 (\$Million)
- Figure 71. Revlon Inc.: Net Sales, 2016–2018 (\$Million)
- Figure 72. Revlon Inc.: Revenue Share By Segment, 2018 (%)
- Figure 73. Revlon Inc.: Revenue Share By Region, 2018 (%)
- Figure 74. Shiseido Co., Ltd.: Net Sales, 2016–2018 (\$Million)
- Figure 75. Shiseido Co., Ltd.: Revenue Share By Segment, 2018 (%)

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