

UK Professional Hair Care Market Report 2018

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Abstracts

The UK hair care market is segmented on the basis of hair type into straight hair and curly hair. On the basis of product, the market is segmented into colorants, hair sprays, conditioners, styling gels, hair oils, shampoos, and others. On the basis of distribution channel, the market is segmented into direct selling, supermarkets, specialty stores, e-commerce, departmental stores, pharmacies, and others.

UK is one of the highest growth registering countries for hair care, ranking after only Iran and Turkey. An important trend observed in this market is the increase in disposable incomes, which is followed by the trend of women going from mass to premium and luxury hair care items.

The increase in the population of working women in this country is driving the sales of the hair care products in this market. Following this is the preference to care for hair in the harsh climatic conditions that prevail in this country. Extremely dry weather, high sun exposure, and other factors lead to a decrease in hair longevity and urbanized consumers, who are also increasingly looking for alternatives to fix various hair-related problems, such as hair thinning, hair loss, scalp problems, and more. As a result, various categories offering benefits of maintaining the health of hair, including hair thickness, faster re-growth of hair, damage repair, deep-nourishment among others categories have gained significant importance.

Contents

1. INTRODUCTION

- 1.1 Key Deliverables of the Study
- 1.2 Market Definition

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. MARKET OVERVIEW

- 4.1 Overview
- 4.2 Industry Value Chain Analysis
- 4.3 Industry Attractiveness - Porter's 5 Force Analysis
 - 4.3.1 Bargaining Power of Suppliers
 - 4.3.2 Bargaining Power of Buyers
 - 4.3.3 Threat of New Entrants
 - 4.3.4 Threat of Substitute Products
 - 4.3.5 Competitive Rivalry within the Industry
- 4.4 Industry Policies

5. MARKET DYNAMICS

- 5.1 Introduction
- 5.2 Drivers
- 5.3 Restraints
- 5.4 Opportunities
- 5.5 Trends

6. UK HAIR CARE MARKET SEGMENTATION (SIZE, TRENDS AND FORECAST)

- 6.1 By Products
 - 6.1.1 Colorants
 - 6.1.2 Hair Spray
 - 6.1.3 Conditioners
 - 6.1.4 Styling Gel
 - 6.1.5 Hair Oil

6.1.6 Shampoos

6.1.7 Others (Serums, Glazes, Root Touch Up Products and Accessories)

6.2 By Distribution Channel

6.2.1 Internet Retailing (E-Commerce)

6.2.2 Hypermarkets (Large Scale Retail Stores)

6.2.3 Specialty Stores

6.2.4 Pharmacies

6.2.5 Supermarkets

6.2.6 Departmental Stores (Small Scale Retail Stores)

6.2.7 Others

7. COMPETITIVE INTELLIGENCE - COMPANY PROFILES (OVERVIEW, PRODUCTS & SERVICES, FINANCIALS AND RECENT DEVELOPMENTS)

7.1 Shiseido Co Ltd.

7.2 Unilever Group

7.3 Procter & Gamble Co.

7.4 Kao Corporation

7.5 L'Oreal SA

7.6 Avon Products Inc.

7.7 CavinKare Co.

7.8 Oriflame Cosmetics SA

7.9 Est?e Lauder Companies Inc.

7.10 Revlon Inc.

8. INVESTMENT ANALYSIS

8.1 Recent Mergers and Acquisitions

8.2 Investment Outlook

9. FUTURE OF UK HAIR CARE MARKET

Chart And Figure

CHART AND FIGURE

Chart Industry Value Chain

Chart Colorants Market Size and Growth Rate

Chart Hair Spray Market Size and Growth Rate

Chart Conditioners Market Size and Growth Rate

Chart Styling Gel Market Size and Growth Rate

Chart Hair Oil Market Size and Growth Rate

Chart Shampoos Market Size and Growth Rate

Chart Others Products Market Size and Growth Rate

Chart Internet Retailing (E-Commerce) Market Size and Growth Rate

Chart Hypermarkets Market Size and Growth Rate

Chart Specialty Stores Market Size and Growth Rate

Chart Pharmacies Market Size and Growth Rate

Chart Supermarkets Market Size and Growth Rate

Chart Departmental Stores Market Size and Growth Rate

Chart Others Products Market Size and Growth Rate

Chart Shiseido Interview Record (Partly)

Figure Shiseido Hair Care Product Picture

Chart Shiseido Hair Care Business Profile

Chart Unilever Interview Record (Partly)

Figure Unilever Hair Care Product Picture

Chart Unilever Hair Care Business Profile

Chart Procter & Gamble Interview Record (Partly)

Figure Procter & Gamble Hair Care Product Picture

Chart Procter & Gamble Hair Care Business Profile

Chart Kao Interview Record (Partly)

Figure Kao Hair Care Product Picture

Chart Kao Hair Care Business Profile

Chart L??real Interview Record (Partly)

Figure L??real Hair Care Product Picture

Chart L??real Hair Care Business Profile

Chart Avon Products Interview Record (Partly)

Figure Avon Products Hair Care Product Picture

Chart Avon Products Hair Care Business Profile

Chart CavinKare Interview Record (Partly)

Figure CavinKare Hair Care Product Picture

Chart CavinKare Hair Care Business Profile
Chart Oriflame Cosmetics Interview Record (Partly)
Figure Oriflame Cosmetics Hair Care Product Picture
Chart Oriflame Cosmetics Hair Care Business Profile
Chart Est?e Lauder Interview Record (Partly)
Figure Est?e Lauder Hair Care Product Picture
Chart Est?e Lauder Hair Care Business Profile
Chart Revlon Interview Record (Partly)
Figure Revlon Hair Care Product Picture
Chart Revlon Hair Care Business Profile

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