

Global Hairdresser Salon Market Size study & Forecast, by Service Type (Hair Cutting and Styling, Hair Colouring and Highlights, Hair Treatments, Perms and Texturizing, Bridal and Special Occasion Styling), by Target Market (Men's Hair Salons, Women's Hair Salons, Unisex Hair Salons) and Regional Analysis, 2023-2030

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Abstracts

Global Hairdresser Salon Market is valued approximately USD XX billion in 2022 and is anticipated to grow with a CAGR of more than XX% over the forecast period 2023-2030. A hairdresser's salon is a place where skilled professionals provide a range of hair care and styling services. Clients can get haircuts, color treatments, and styling done by trained hairdressers using specialized tools and products. The salon offers a welcoming environment for clients to book appointments and receive personalized consultations, resulting in improved appearance and self-confidence. Moreover, rising household disposable income and growing fashion industry anticipated to be the growth drivers of the market. Furthermore, growing concern towards personal well-being and growing prevalence of advance hair treatments contribute in the market space during the forecasted year 2023-2030.

According to Statista in 2023, the United States stood out as the country with the highest gross adjusted per capita household disposable income among OECD nations in 2021. With a figure of approximately USD 62,335, the United States outpaced other countries in this regard. Luxembourg secured the second position with around USD 51,465, while Australia closely followed in third place. These numbers highlight the relatively higher income levels and economic prosperity in these countries compared to their OECD counterparts, countries with higher disposable incomes, such as the United

States, Luxembourg, and Australia, have a flourishing hairdresser salon market. Affluent individuals invest more in professional hairdressing services, creating opportunities for salons to thrive and expand. According to Statista in 2023, the hairdresser market is expected to witness a significant impact from the Fashion market, which is projected to reach a revenue of USD 701.40 billion, exhibiting an annual growth rate of 9.35%. Notably, China emerges as the top contributor, generating a substantial revenue of USD 226.90 billion. As the Fashion market expands, it is expected to attract a vast user base of 3.38 billion individuals by 2027, with an average revenue per user (ARPU) of USD 263.10. This growth in the Fashion market presents lucrative opportunities for hairdressers to cater to the evolving style preferences of consumers and capitalize on the increasing demand for hairstyling services. However, high service costs and a shortage of skilled workers may impede the growth of the hairdresser salon market despite the promising opportunities in the Fashion industry.

The key regions considered for the Global Hairdresser Salon Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Europe dominates the hairdresser salon market for several reasons. It is home to well-established salon chains, a thriving fashion and beauty industry, and a culturally diverse and innovative hairdressing scene. With an affluent consumer base, strong training and education, and stringent quality standards, European hairdresser salons offer high-quality services. The region's influential fashion trends and international clientele further contribute to its dominance in the market. Asia Pacific region is experiencing rapid growth in the hairdresser salon market due to factors such as a growing population, changing beauty standards, emerging fashion hubs, social media influence, and the rise of the men's grooming market. With increasing urbanization and disposable incomes, the region has become a thriving market for professional hairdressing services.

Major market player included in this report are:

Great Clips, Inc.

Regis Corporation

Dessange International

Ulta Beauty Inc.

The Lounge Hair Salon Limited

Seva Holdings, LLC.

Drybar Holdings LLC

Rich Hair and Skin Care Products Private Limited

The Leading Salons of the World, LLC.

The Snip-its Franchise Company

Recent Developments in the Market:

In November 2022, Reliance Retail recently unveiled its entry into the salon business through the acquisition of Natural Salon & Spa, a renowned chain operating over 650 salons across India. This strategic move positions the Reliance brand as a formidable competitor in the salon industry, directly challenging prominent players like HUL, who have established themselves in the salon category.

In November 2022, Salon Azure, a brand originating from Tennessee, United States, marked its entry into the Indian market with the opening of its first outlet in Guwahati, India. The salon offers a comprehensive range of services including haircuts, coloring, styling, waxing, tanning, facials, skincare treatments, and nail services.

Global Hairdresser Salon Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Service Type, Target Market, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Service Type:

Hair Cutting and Styling

Hair Colouring and Highlights

Hair Treatments

Perms and Texturizing

Bridal and Special Occasion Styling

By Target Market:

Men's Hair Salons

Women's Hair Salons

Unisex Hair Salons

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

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Rest of Middle East & Africa

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