

# Global Professional Hair Care Market Size Study & Forecast, by Product Type (Hair Coloring and Hair Styling), Distribution Channel (Salons and Specialty Stores), and End User (Individual Consumers and Salons & Spa Centers) and Regional Forecasts 2025-2035

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## Abstracts

The Global Professional Hair Care Market, valued at approximately USD 2.03 billion in 2024, is expected to grow at a CAGR of 5.96% during the forecast period 2025-2035. Professional hair care products, which include high-performance hair coloring and styling solutions, have become integral to both individual beauty regimens and professional salon services. The market expansion is driven by the rising awareness of hair health, an increasing emphasis on personal grooming, and the growing number of salons and spa centers offering specialized hair treatments. Innovations in product formulations, including damage repair, color longevity, and styling efficiency, are enhancing user experiences and bolstering market demand globally.

Increasing consumer preference for premium, salon-grade products at home, coupled with the proliferation of specialty stores and e-commerce platforms, is further fueling market growth. Technological advancements in hair care ingredients and the integration of organic and chemical-based solutions to address diverse hair concerns have opened avenues for product differentiation. While rising disposable incomes and fashion-conscious consumer behavior continue to bolster market adoption, regulatory standards regarding chemical compositions in hair care products are shaping market trends and influencing product innovation strategies.

**The detailed segments and sub-segments included in the report are:**

**By Product Type:**

Hair Coloring

Hair Styling

**By Distribution Channel:**

Salons

Specialty Stores

**By End User:**

Individual Consumers

Salons &amp; Spa Centers

**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

Mexico

#### Middle East & Africa

UAE

Saudi Arabia

South Africa

Rest of Middle East & Africa

## **Hair Coloring Products Expected to Dominate the Market**

Hair coloring remains the dominant product segment, capturing the largest market share due to the surging demand for personal expression, fashion trends, and professional salon services. The segment's prominence is strengthened by the constant innovation in formulations that cater to different hair types, provide longer-lasting results, and minimize damage. Simultaneously, hair styling products are witnessing substantial growth, particularly in salons and specialty stores, as consumers increasingly seek professional-grade solutions to achieve customized and trend-driven hairstyles.

## **Salons Lead in Revenue Contribution**

Segmenting the market by distribution channel reveals that salons currently generate the highest revenue, owing to their ability to offer professional services combined with product sales. Salons not only drive direct consumption but also influence consumer preferences through expertise and personalized recommendations. Specialty stores, while growing steadily, cater largely to individual consumers purchasing premium products for home use. The interplay between professional salon services and retail specialty outlets underscores the dynamic and multifaceted growth drivers within the professional hair care market.

North America dominated the market in 2025, benefiting from a mature beauty and personal care industry, widespread salon networks, and high consumer awareness regarding professional hair care solutions. Asia Pacific is projected to register the fastest growth during the forecast period, fueled by a rapidly expanding middle class, urbanization, and increasing demand for high-quality salon experiences. Europe exhibits stable growth, supported by strong consumer spending on personal grooming and stringent regulatory standards. Meanwhile, Latin America and the Middle East & Africa are witnessing steady adoption due to expanding salon infrastructure and rising beauty-conscious populations.

## **Major market players included in this report are:**

L'Oréal S.A.

Procter & Gamble Co.

Henkel AG & Co. KGaA

Kao Corporation

Unilever Plc.

Revlon, Inc.

Coty Inc.

Wella Company GmbH

Shiseido Company, Limited

Matrix Essentials

Schwarzkopf & Henkel

Amorepacific Corporation

Johnson & Johnson Consumer Inc.

Beiersdorf AG

Godrej Consumer Products Ltd.

#### Global Professional Hair Care Market Report Scope:

Historical Data – 2023, 2024

Base Year for Estimation – 2024

Forecast period - 2025-2035

Report Coverage – Revenue forecast, Company Ranking, Competitive Landscape, Growth Factors, and Trends

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

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

The objective of this study is to define market sizes of different segments and countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the countries involved in the study. Additionally, it provides detailed insights into market drivers, challenges, and growth opportunities, along with an exhaustive analysis of the competitive landscape and strategic initiatives of key players.

### **Key Takeaways:**

Market Estimates & Forecast for 10 years from 2025 to 2035.

Annualized revenues and regional-level analysis for each market segment.

Detailed analysis of the geographical landscape with country-level insights.

Competitive landscape with information on major players in the market.

Evaluation of key business strategies and recommendations on future market approach.

Assessment of competitive structure within the market.

Demand and supply side analysis of the market.

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