

Global Professional Hair Care Market Research Report 2024, Forecast to 2032

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Abstracts

Report Overview

Nowadays, numerous consumers are more concerned about the hair aesthetics and scalp nourishment. There is an increase in demand for hair styling, dyeing, straightening and other hair treatments by the consumers without compromising the hair and scalp health. These factors have significantly increased the demand for professional hair care products thereby spurring the professional hair care market.

The global Professional Hair Care market size was estimated at USD 15110 million in 2023 and is projected to reach USD 20237.99 million by 2032, exhibiting a CAGR of 3.30% during the forecast period.

North America Professional Hair Care market size was estimated at USD 4163.12 million in 2023, at a CAGR of 2.83% during the forecast period of 2024 through 2032.

This report provides a deep insight into the global Professional Hair Care market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Professional Hair Care Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players,

which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Professional Hair Care market in any manner.

Global Professional Hair Care Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

L'Oreal Group

Henkel AG and Co.

Procter and Gamble Co.

Unilever Corporation

Kao Corporation

Aveda Corporation (Estee Lauder)

Avon Products Inc.

Revlon Inc.

Olaplex

Pai Shau

Market Segmentation (by Type)

Hair Coloring

Shampoo

Styling Agent

Straightening and Perming Product

Market Segmentation (by Application)

Hypermarket

Salon

E-commerce

Pharmacy

Specialty Store

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Professional Hair Care Market

Overview of the regional outlook of the Professional Hair Care Market:

Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each

region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Professional Hair Care Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region from the consumer side and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 shares the main producing countries of Professional Hair Care, their output value, profit level, regional supply, production capacity layout, etc. from the supply side.

Chapter 10 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 11 provides a quantitative analysis of the market size and development potential of each region during the forecast period.

Chapter 12 provides a quantitative analysis of the market size and development potential of each market segment during the forecast period.

Chapter 13 is the main points and conclusions of the report.

Contents

1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE

- 1.1 Market Definition and Statistical Scope of Professional Hair Care
- 1.2 Key Market Segments
 - 1.2.1 Professional Hair Care Segment by Type
 - 1.2.2 Professional Hair Care Segment by Application
- 1.3 Methodology & Sources of Information
 - 1.3.1 Research Methodology
 - 1.3.2 Research Process
 - 1.3.3 Market Breakdown and Data Triangulation
 - 1.3.4 Base Year
 - 1.3.5 Report Assumptions & Caveats

2 PROFESSIONAL HAIR CARE MARKET OVERVIEW

- 2.1 Global Market Overview
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region

3 PROFESSIONAL HAIR CARE MARKET COMPETITIVE LANDSCAPE

- 3.1 Global Professional Hair Care Revenue Market Share by Company (2019-2024)
- 3.2 Professional Hair Care Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.3 Company Professional Hair Care Market Size Sites, Area Served, Product Type
- 3.4 Professional Hair Care Market Competitive Situation and Trends
 - 3.4.1 Professional Hair Care Market Concentration Rate
 - 3.4.2 Global 5 and 10 Largest Professional Hair Care Players Market Share by Revenue
 - 3.4.3 Mergers & Acquisitions, Expansion

4 PROFESSIONAL HAIR CARE VALUE CHAIN ANALYSIS

- 4.1 Professional Hair Care Value Chain Analysis
- 4.2 Midstream Market Analysis
- 4.3 Downstream Customer Analysis

5 THE DEVELOPMENT AND DYNAMICS OF PROFESSIONAL HAIR CARE

MARKET

- 5.1 Key Development Trends
- 5.2 Driving Factors
- 5.3 Market Challenges
- 5.4 Market Restraints
- 5.5 Industry News
 - 5.5.1 Mergers & Acquisitions
 - 5.5.2 Expansions
 - 5.5.3 Collaboration/Supply Contracts
- 5.6 Industry Policies

6 PROFESSIONAL HAIR CARE MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Professional Hair Care Market Size Market Share by Type (2019-2024)
- 6.3 Global Professional Hair Care Market Size Growth Rate by Type (2019-2024)

7 PROFESSIONAL HAIR CARE MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Professional Hair Care Market Size (M USD) by Application (2019-2024)
- 7.3 Global Professional Hair Care Market Size Growth Rate by Application (2019-2024)

8 PROFESSIONAL HAIR CARE MARKET SEGMENTATION BY REGION

- 8.1 Global Professional Hair Care Market Size by Region
 - 8.1.1 Global Professional Hair Care Market Size by Region
 - 8.1.2 Global Professional Hair Care Market Size Market Share by Region
- 8.2 North America
 - 8.2.1 North America Professional Hair Care Market Size by Country
 - 8.2.2 U.S.
 - 8.2.3 Canada
 - 8.2.4 Mexico
- 8.3 Europe
 - 8.3.1 Europe Professional Hair Care Market Size by Country
 - 8.3.2 Germany
 - 8.3.3 France
 - 8.3.4 U.K.

8.3.5 Italy

8.3.6 Russia

8.4 Asia Pacific

8.4.1 Asia Pacific Professional Hair Care Market Size by Region

8.4.2 China

8.4.3 Japan

8.4.4 South Korea

8.4.5 India

8.4.6 Southeast Asia

8.5 South America

8.5.1 South America Professional Hair Care Market Size by Country

8.5.2 Brazil

8.5.3 Argentina

8.5.4 Columbia

8.6 Middle East and Africa

8.6.1 Middle East and Africa Professional Hair Care Market Size by Region

8.6.2 Saudi Arabia

8.6.3 UAE

8.6.4 Egypt

8.6.5 Nigeria

8.6.6 South Africa

9 KEY COMPANIES PROFILE

9.1 L'Oreal Group

9.1.1 L'Oreal Group Professional Hair Care Basic Information

9.1.2 L'Oreal Group Professional Hair Care Product Overview

9.1.3 L'Oreal Group Professional Hair Care Product Market Performance

9.1.4 L'Oreal Group Professional Hair Care SWOT Analysis

9.1.5 L'Oreal Group Business Overview

9.1.6 L'Oreal Group Recent Developments

9.2 Henkel AG and Co.

9.2.1 Henkel AG and Co. Professional Hair Care Basic Information

9.2.2 Henkel AG and Co. Professional Hair Care Product Overview

9.2.3 Henkel AG and Co. Professional Hair Care Product Market Performance

9.2.4 Henkel AG and Co. Professional Hair Care SWOT Analysis

9.2.5 Henkel AG and Co. Business Overview

9.2.6 Henkel AG and Co. Recent Developments

9.3 Procter and Gamble Co.

- 9.3.1 Procter and Gamble Co. Professional Hair Care Basic Information
- 9.3.2 Procter and Gamble Co. Professional Hair Care Product Overview
- 9.3.3 Procter and Gamble Co. Professional Hair Care Product Market Performance
- 9.3.4 Procter and Gamble Co. Professional Hair Care SWOT Analysis
- 9.3.5 Procter and Gamble Co. Business Overview
- 9.3.6 Procter and Gamble Co. Recent Developments
- 9.4 Unilever Corporation
 - 9.4.1 Unilever Corporation Professional Hair Care Basic Information
 - 9.4.2 Unilever Corporation Professional Hair Care Product Overview
 - 9.4.3 Unilever Corporation Professional Hair Care Product Market Performance
 - 9.4.4 Unilever Corporation Business Overview
 - 9.4.5 Unilever Corporation Recent Developments
- 9.5 Kao Corporation
 - 9.5.1 Kao Corporation Professional Hair Care Basic Information
 - 9.5.2 Kao Corporation Professional Hair Care Product Overview
 - 9.5.3 Kao Corporation Professional Hair Care Product Market Performance
 - 9.5.4 Kao Corporation Business Overview
 - 9.5.5 Kao Corporation Recent Developments
- 9.6 Aveda Corporation (Estee Lauder)
 - 9.6.1 Aveda Corporation (Estee Lauder) Professional Hair Care Basic Information
 - 9.6.2 Aveda Corporation (Estee Lauder) Professional Hair Care Product Overview
 - 9.6.3 Aveda Corporation (Estee Lauder) Professional Hair Care Product Market Performance
 - 9.6.4 Aveda Corporation (Estee Lauder) Business Overview
 - 9.6.5 Aveda Corporation (Estee Lauder) Recent Developments
- 9.7 Avon Products Inc.
 - 9.7.1 Avon Products Inc. Professional Hair Care Basic Information
 - 9.7.2 Avon Products Inc. Professional Hair Care Product Overview
 - 9.7.3 Avon Products Inc. Professional Hair Care Product Market Performance
 - 9.7.4 Avon Products Inc. Business Overview
 - 9.7.5 Avon Products Inc. Recent Developments
- 9.8 Revlon Inc.
 - 9.8.1 Revlon Inc. Professional Hair Care Basic Information
 - 9.8.2 Revlon Inc. Professional Hair Care Product Overview
 - 9.8.3 Revlon Inc. Professional Hair Care Product Market Performance
 - 9.8.4 Revlon Inc. Business Overview
 - 9.8.5 Revlon Inc. Recent Developments
- 9.9 Olaplex
 - 9.9.1 Olaplex Professional Hair Care Basic Information

- 9.9.2 Olaplex Professional Hair Care Product Overview
- 9.9.3 Olaplex Professional Hair Care Product Market Performance
- 9.9.4 Olaplex Business Overview
- 9.9.5 Olaplex Recent Developments
- 9.10 Pai Shau
 - 9.10.1 Pai Shau Professional Hair Care Basic Information
 - 9.10.2 Pai Shau Professional Hair Care Product Overview
 - 9.10.3 Pai Shau Professional Hair Care Product Market Performance
 - 9.10.4 Pai Shau Business Overview
 - 9.10.5 Pai Shau Recent Developments

10 PROFESSIONAL HAIR CARE REGIONAL MARKET FORECAST

- 10.1 Global Professional Hair Care Market Size Forecast
- 10.2 Global Professional Hair Care Market Forecast by Region
 - 10.2.1 North America Market Size Forecast by Country
 - 10.2.2 Europe Professional Hair Care Market Size Forecast by Country
 - 10.2.3 Asia Pacific Professional Hair Care Market Size Forecast by Region
 - 10.2.4 South America Professional Hair Care Market Size Forecast by Country
 - 10.2.5 Middle East and Africa Forecasted Consumption of Professional Hair Care by Country

11 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)

- 11.1 Global Professional Hair Care Market Forecast by Type (2025-2032)
- 11.2 Global Professional Hair Care Market Forecast by Application (2025-2032)

12 CONCLUSION AND KEY FINDINGS

List Of Tables

LIST OF TABLES

Table 1. Introduction of the Type

Table 2. Introduction of the Application

Table 3. Market Size (M USD) Segment Executive Summary

Table 4. Professional Hair Care Market Size Comparison by Region (M USD)

Table 5. Global Professional Hair Care Revenue (M USD) by Company (2019-2024)

Table 6. Global Professional Hair Care Revenue Share by Company (2019-2024)

Table 7. Company Type (Tier 1, Tier 2, and Tier 3) & (based on the Revenue in Professional Hair Care as of 2022)

Table 8. Company Professional Hair Care Market Size Sites and Area Served

Table 9. Company Professional Hair Care Product Type

Table 10. Global Professional Hair Care Company Market Concentration Ratio (CR5 and HHI)

Table 11. Mergers & Acquisitions, Expansion Plans

Table 12. Value Chain Map of Professional Hair Care

Table 13. Midstream Market Analysis

Table 14. Downstream Customer Analysis

Table 15. Key Development Trends

Table 16. Driving Factors

Table 17. Professional Hair Care Market Challenges

Table 18. Global Professional Hair Care Market Size by Type (M USD)

Table 19. Global Professional Hair Care Market Size (M USD) by Type (2019-2024)

Table 20. Global Professional Hair Care Market Size Share by Type (2019-2024)

Table 21. Global Professional Hair Care Market Size Growth Rate by Type (2019-2024)

Table 22. Global Professional Hair Care Market Size by Application

Table 23. Global Professional Hair Care Market Size by Application (2019-2024) & (M USD)

Table 24. Global Professional Hair Care Market Share by Application (2019-2024)

Table 25. Global Professional Hair Care Market Size Growth Rate by Application (2019-2024)

Table 26. Global Professional Hair Care Market Size by Region (2019-2024) & (M USD)

Table 27. Global Professional Hair Care Market Size Market Share by Region (2019-2024)

Table 28. North America Professional Hair Care Market Size by Country (2019-2024) & (M USD)

Table 29. Europe Professional Hair Care Market Size by Country (2019-2024) & (M USD)

USD)

Table 30. Asia Pacific Professional Hair Care Market Size by Region (2019-2024) & (M USD)

Table 31. South America Professional Hair Care Market Size by Country (2019-2024) & (M USD)

Table 32. Middle East and Africa Professional Hair Care Market Size by Region (2019-2024) & (M USD)

Table 33. L'Oreal Group Professional Hair Care Basic Information

Table 34. L'Oreal Group Professional Hair Care Product Overview

Table 35. L'Oreal Group Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)

Table 36. L'Oreal Group Professional Hair Care SWOT Analysis

Table 37. L'Oreal Group Business Overview

Table 38. L'Oreal Group Recent Developments

Table 39. Henkel AG and Co. Professional Hair Care Basic Information

Table 40. Henkel AG and Co. Professional Hair Care Product Overview

Table 41. Henkel AG and Co. Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)

Table 42. Henkel AG and Co. Professional Hair Care SWOT Analysis

Table 43. Henkel AG and Co. Business Overview

Table 44. Henkel AG and Co. Recent Developments

Table 45. Procter and Gamble Co. Professional Hair Care Basic Information

Table 46. Procter and Gamble Co. Professional Hair Care Product Overview

Table 47. Procter and Gamble Co. Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)

Table 48. Procter and Gamble Co. Professional Hair Care SWOT Analysis

Table 49. Procter and Gamble Co. Business Overview

Table 50. Procter and Gamble Co. Recent Developments

Table 51. Unilever Corporation Professional Hair Care Basic Information

Table 52. Unilever Corporation Professional Hair Care Product Overview

Table 53. Unilever Corporation Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)

Table 54. Unilever Corporation Business Overview

Table 55. Unilever Corporation Recent Developments

Table 56. Kao Corporation Professional Hair Care Basic Information

Table 57. Kao Corporation Professional Hair Care Product Overview

Table 58. Kao Corporation Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)

Table 59. Kao Corporation Business Overview

- Table 60. Kao Corporation Recent Developments
- Table 61. Aveda Corporation (Estee Lauder) Professional Hair Care Basic Information
- Table 62. Aveda Corporation (Estee Lauder) Professional Hair Care Product Overview
- Table 63. Aveda Corporation (Estee Lauder) Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)
- Table 64. Aveda Corporation (Estee Lauder) Business Overview
- Table 65. Aveda Corporation (Estee Lauder) Recent Developments
- Table 66. Avon Products Inc. Professional Hair Care Basic Information
- Table 67. Avon Products Inc. Professional Hair Care Product Overview
- Table 68. Avon Products Inc. Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)
- Table 69. Avon Products Inc. Business Overview
- Table 70. Avon Products Inc. Recent Developments
- Table 71. Revlon Inc. Professional Hair Care Basic Information
- Table 72. Revlon Inc. Professional Hair Care Product Overview
- Table 73. Revlon Inc. Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)
- Table 74. Revlon Inc. Business Overview
- Table 75. Revlon Inc. Recent Developments
- Table 76. Olaplex Professional Hair Care Basic Information
- Table 77. Olaplex Professional Hair Care Product Overview
- Table 78. Olaplex Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)
- Table 79. Olaplex Business Overview
- Table 80. Olaplex Recent Developments
- Table 81. Pai Shau Professional Hair Care Basic Information
- Table 82. Pai Shau Professional Hair Care Product Overview
- Table 83. Pai Shau Professional Hair Care Revenue (M USD) and Gross Margin (2019-2024)
- Table 84. Pai Shau Business Overview
- Table 85. Pai Shau Recent Developments
- Table 86. Global Professional Hair Care Market Size Forecast by Region (2025-2032) & (M USD)
- Table 87. North America Professional Hair Care Market Size Forecast by Country (2025-2032) & (M USD)
- Table 88. Europe Professional Hair Care Market Size Forecast by Country (2025-2032) & (M USD)
- Table 89. Asia Pacific Professional Hair Care Market Size Forecast by Region (2025-2032) & (M USD)

Table 90. South America Professional Hair Care Market Size Forecast by Country (2025-2032) & (M USD)

Table 91. Middle East and Africa Professional Hair Care Market Size Forecast by Country (2025-2032) & (M USD)

Table 92. Global Professional Hair Care Market Size Forecast by Type (2025-2032) & (M USD)

Table 93. Global Professional Hair Care Market Size Forecast by Application (2025-2032) & (M USD)

List Of Figures

LIST OF FIGURES

- Figure 1. Industrial Chain of Professional Hair Care
- Figure 2. Data Triangulation
- Figure 3. Key Caveats
- Figure 4. Global Professional Hair Care Market Size (M USD), 2019-2032
- Figure 5. Global Professional Hair Care Market Size (M USD) (2019-2032)
- Figure 6. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 7. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 8. Evaluation Matrix of Regional Market Development Potential
- Figure 9. Professional Hair Care Market Size by Country (M USD)
- Figure 10. Global Professional Hair Care Revenue Share by Company in 2023
- Figure 11. Professional Hair Care Market Share by Company Type (Tier 1, Tier 2 and Tier 3): 2023
- Figure 12. The Global 5 and 10 Largest Players: Market Share by Professional Hair Care Revenue in 2023
- Figure 13. Evaluation Matrix of Segment Market Development Potential (Type)
- Figure 14. Global Professional Hair Care Market Share by Type
- Figure 15. Market Size Share of Professional Hair Care by Type (2019-2024)
- Figure 16. Market Size Market Share of Professional Hair Care by Type in 2022
- Figure 17. Global Professional Hair Care Market Size Growth Rate by Type (2019-2024)
- Figure 18. Evaluation Matrix of Segment Market Development Potential (Application)
- Figure 19. Global Professional Hair Care Market Share by Application
- Figure 20. Global Professional Hair Care Market Share by Application (2019-2024)
- Figure 21. Global Professional Hair Care Market Share by Application in 2022
- Figure 22. Global Professional Hair Care Market Size Growth Rate by Application (2019-2024)
- Figure 23. Global Professional Hair Care Market Size Market Share by Region (2019-2024)
- Figure 24. North America Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 25. North America Professional Hair Care Market Size Market Share by Country in 2023
- Figure 26. U.S. Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)
- Figure 27. Canada Professional Hair Care Market Size (M USD) and Growth Rate

(2019-2024)

Figure 28. Mexico Professional Hair Care Market Size (Units) and Growth Rate

(2019-2024)

Figure 29. Europe Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 30. Europe Professional Hair Care Market Size Market Share by Country in 2023

Figure 31. Germany Professional Hair Care Market Size and Growth Rate (2019-2024)

& (M USD)

Figure 32. France Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 33. U.K. Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 34. Italy Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 35. Russia Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 36. Asia Pacific Professional Hair Care Market Size and Growth Rate (M USD)

Figure 37. Asia Pacific Professional Hair Care Market Size Market Share by Region in 2023

Figure 38. China Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 39. Japan Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 40. South Korea Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 41. India Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 42. Southeast Asia Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 43. South America Professional Hair Care Market Size and Growth Rate (M USD)

Figure 44. South America Professional Hair Care Market Size Market Share by Country in 2023

Figure 45. Brazil Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 46. Argentina Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 47. Columbia Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 48. Middle East and Africa Professional Hair Care Market Size and Growth Rate (M USD)

Figure 49. Middle East and Africa Professional Hair Care Market Size Market Share by Region in 2023

Figure 50. Saudi Arabia Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 51. UAE Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 52. Egypt Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 53. Nigeria Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 54. South Africa Professional Hair Care Market Size and Growth Rate (2019-2024) & (M USD)

Figure 55. Global Professional Hair Care Market Size Forecast by Value (2019-2032) & (M USD)

Figure 56. Global Professional Hair Care Market Share Forecast by Type (2025-2032)

Figure 57. Global Professional Hair Care Market Share Forecast by Application (2025-2032)

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