

Italy Hairdresser Salon Market Size, Share & Trends Analysis Report By Region (Toscana, Liguria, Piemonte, Trentino Alto Adige, Marche, Umbria, Abruzzo, Molise, Puglia), And Segment Forecasts, 2025 - 2030

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Abstracts

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Italy Hairdresser Salon Market Growth & Trends

The Italy hairdresser salon market size is expected to reach USD 1,349.4 million by 2030, registering a CAGR of 8.3% from 2025 to 2030, according to a new report by Grand View Research, Inc. Many renowned hair salons and stylists are employing English-speaking staff to cater to the tourists from all over the world and understand their requirements while getting any service.

For instance, in May 2022, Le Pettinose, a famous salon chain in Italy, opened its new space in the vibrant and artistic neighborhood of Garbatella. The staff in the salon have years of experience, nationally and internationally, and are fluent in English. Such initiatives taken by the regional players are likely to attract tourists from all over the world to the salons.

Hairdresser salons in Italy mainly source professional haircare and styling products from regional and international brands. For instance, Italy Hair & Beauty Company is one of the top suppliers of haircare and styling products in the country. It offers various professional brands designed specifically for hairdresser salons; some of these are PROCOLORIST, Synergicare, and WondHairFul.

Consumer choices are heavily influenced by the economy. Italian consumers typically have strong purchasing power, allowing them to spend more on high-end, high-quality goods. In comparison to other nations, Italy does well across a range of well-being metrics according to the OECD's Better Living Index. In terms of health, work-life balance, and civic participation, Italy scores better than the average. Consumers that visit hair salons tend to be younger and wealthier, and they demand a custom-tailored media experience when they are there.

In terms of region, Lombardia (Lombardy) was the largest in 2021, valued at USD 129.3 million, and is expected to dominate throughout the forecast year. The region comprises the highest number of hairdresser salons in Italy. Some of the top salons in the region include Sue's Salon, Jackie's Cut'N Curl, Fringe Studio, Hair Say, Studi16 Barbering & Hairstyling, Joanne & Sherry's Custom Cuts and Hair station 29.

However, Marche is the second fastest-growing region in Italy with a CAGR of 9.6% during the forecast period. The region is likely to gain major traction of the consumers because of increasing number of hairdresser salons in the region. Presence of key players in the region is likely to benefit the overall regional growth. For instance, L'Oreal Professionnel has partnered with some of the top salons in the region for distribution of the products. Some of the partnered salons in the region include Consoli Sandra, Mauranna S.N.C. Di Nardi Maura & Na, and Creation Style Di Ramadori Pamela.

Italy Hairdresser Salon Market Report Highlights

One of the key factors propelling the market is the rising consumer interest in beauty and personal care services. In addition, the trend of using natural & organic ingredients and products is also impacting the salon industry positively.

BULLI E PUPE DI STRAMESI ALESSIO is a hairdresser salon owned by L'Oreal Paris Professionel. The partnership was initiated to increase the sales of hair care products offered by L'Oréal via the salon. Such hair care product-oriented strategies will increase the salon's brand visibility among the consumers in the region.

The demand for hairdresser salon services in Marche is anticipated to grow at a CAGR of 9.8% from 2025 to 2030.

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