

Indian Salon Hair and Skin Products Industry Report

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Abstracts

Executive summary

The growth of salon products industry is a direct fall out of the surge witnessed in demand for salon industry in India. The salon products industry has seen a similar trend as observed in the salon industry due to the direct correlation of the services offered by salons and the products which form the part of these services. The industry has seen a sea change from limited product offerings to a wider product portfolio especially targeted towards professional salon segment.

Hair care and skin care are the main constituents of this industry. The two categories show a distinct trend with hair care being dominated by a few international brands like XXX, whereas the skin care category is highly fragmented with multiple options of domestic and international brands.

The size of the salon products (hair and skin) market in India was Rs. XXX billion in 2010, of which hair constituted XXX% i.e. Rs. XXX billion and skin constituted Rs. XXX billion. The share of the urban market was around XXX% i.e. Rs. XXX billion.

As per our estimates, the urban salon products market will more than double and reach Rs. XXX billion i.e. a CAGR of XXX% (2010-2015E). The total salon hair products market in India is expected to reach Rs. XXX billion and salon skin products is expected to reach Rs. XXX billion growing at a CAGR of XX% (2010-2015E). However the industry has to overcome challenges like etc. which are acting as an impediment to growth.

Key highlights

Market Sizing, Growth Drivers, Business Dynamics

Salon Product Category Differentiation, Business model, Unit economics

Brand Spread across organized salon (salon chain wise) and unorganized salon (city wise)

Primary Interviews of salon professionals and distributors and survey of end customers

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