

# Indian Salon Industry Report

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## Abstracts

### Executive summary

Beauty consciousness has dawned due to rising affluence of consumers. With an increase in the number of households upgrading to a higher consumption lifestyle, there is an accelerated growth in the Indian beauty space. Branded salons have emerged as a key growth constituent. With this industry perspective salon chains like Jawed Habib, Lakmé, VLCC etc. are speeding up to establish their presence across the country. In addition to home grown players, foreign chains like Jean-Claude Biguine, Saks, Toni & Guy are also setting up salons to groom the Indian consumer. The current size of the salon market in India is estimated to be around Rs. XX Bn in 2010, which has grown from Rs. XX Bn in 2005 at a CAGR of XX% p.a. The urban market has been growing at a faster pace of XX% p.a. from 2005–2010 compared to the rural market which has been growing at a CAGR of XX%. Currently Delhi and Mumbai put together constitute more than XX% of the organized salon industry size in India. Among the tier 2 cities, Ahmedabad is the largest market followed by Surat, Nagpur and Chandigarh. The urban salon market in India is spending Rs. XX billion annually on salon services. This is far lower than the world standards. We are expecting this number to grow to Rs. XX billion by 2015. Similarly the total market as per our estimates is expected to cross Rs. XXX billion by 2015. The roughly Rs. XX billion organized salon market is growing at XXX% every year. At this rate, it has the potential to become a Rs. XX billion by 2015.

### Key highlights

Wellness Industry overview

Market Sizing, Growth Drivers, Business Dynamics

Business model, Unit economics

City wise Market size, Key players, Number of outlets and Price analysis

Private Equity Deals in the Salon Industry (Valuation and Deal Multiple)

Detailed Player Profiles (With Financials)

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