Professional Hair Oils Market: Distribution Channel (Direct, Illegal, Online & Professional); Ingredient Type (Moroccan, Macadamia, Avocado & Others); Services & Retail

Description:

This report provides a comprehensive analysis of the Global Professional Hair Oils Market and primarily focusing on market size, growth, key changes, challenges, and business viability. The study is global in scope and is focused on the following major geographic regions:

Ø Asia: Japan, Vietnam, China, India, Malaysia, South Korea, Hong Kong, Thailand, Singapore, Taiwan and Indonesia
Ø North America: The United States, Mexico, and Canada
Ø South America: Colombia and Brazil
Ø Europe: Austria, Belgium, Denmark, Finland, France, Germany, Italy, The Netherlands, Norway, Poland, Portugal, Russia, Spain, Sweden, Switzerland and United Kingdom
Ø Oceania: Australia and New Zealand
Ø Rest of the World: Saudi Arabia and South Africa.

The service has deliverables in two forms: database and written report. The database encompasses the manufacturers' sales data for the professional hair oils market in several key markets across the globe. The database would enable searches and analysis by country, product type, company, brand and product segment.

The written report shall include figures, charts and trends related to the professional hair oils market.

The study focuses on consumable hair oils sold for back-bar (as described below) and take-home (as described below) purposes. Additionally, this report covers all channels where salon hair oil brands are sold. The report also includes the sale of products through other channels, including beauty supply stores, mass merchandisers, food stores, drug stores, cosmetic specialty stores, warehouse clubs, other mass outlets, and the internet. These channels are described in detail under the section Distribution Channel – By Type, wherein the various modes of distribution of salon products viz., direct, professional distributors, internet and mobile hairdressers and other off the book modes of distribution have been taken into account.

The study also includes competitive landscape at a brand level.

The sales values are all analyzed at the manufacturer level, which means that sales values have been estimated based on the prices at which manufacturers sell the products to the distributors and salons. These values exclude the retail and distributor mark-ups on the prices of the products.

The professional market for hair oil products is broadly divided into two classes that are as follows:

Ø Salon Service Products: Back-bar products are defined as products used by stylists on consumers for services performed in the salon.

Salon Retail Products: Salon Retail products are defined as those professional hair products that are sold through professional salons and other retail outlets to consumers for use at home.

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