

Head To Toe:

How Professional Hair and Nail Markets Maintain Double-Digit Growth in India

A presentation for:

COSMOPROF
INDIA MUMBAI

June 13, 2019



Agenda

INTRODUCTION

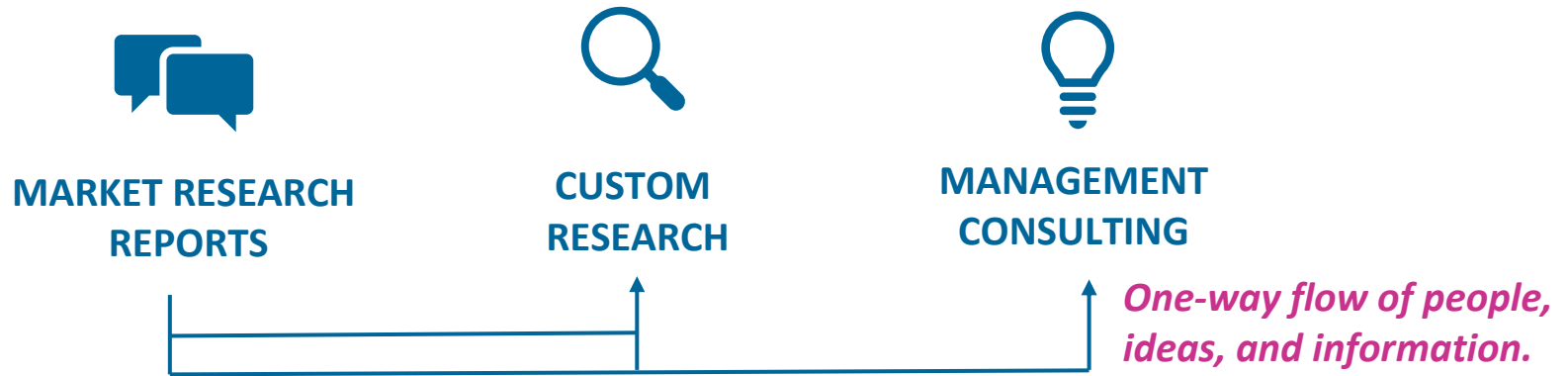
SALON HAIR CARE

PROFESSIONAL NAIL CARE

**DISTRIBUTION AND SALON
LANDSCAPE**

OPPORTUNITIES AHEAD

Kline is a leading global management consulting and market research firm offering to its clients the complete spectrum of services.



Select clients



9 Offices worldwide



Dedication to the Industry

60

**YEARS OF
EXPERIENCE IN
THE BEAUTY
INDUSTRY**

30+

**YEARS OF
COVERING THE
PROFESSIONAL
SECTORS**

1st

**TO REPORT
ON VARIOUS
NICHE
MARKETS**

IN PARTNERSHIP WITH:



**INVITED TO
SPEAK AT KEY
INDUSTRY
EVENTS**

Why Kline?



PRIMARY RESEARCH

Kline research heavily leans on a high number of in-depth interviews conducted for each report.

SECONDARY RESEARCH

Primary research is supported by constant tracking of additional resources.

MARKET INTELLIGENCE

Kline's proven methodology allows effective, precise, and reliable market intelligence

01 **NEARLY 60 YEARS OF MARKET DATA**
Serving our industries **SINCE 1959**

05 **NICHE MARKET COVERAGE**
Data on **OVER 70 COUNTRIES**

02 **INTENSIVE PRIMARY RESEARCH**
OVER 75% of research conducted based on in-depth interviews

06 **B2B FOCUS**
Our research helped **OVER 1,000** large and small businesses

03 **STAFF INDUSTRY EXPERTS**
OVER 500 YEARS of collective industry-experience among our staff experts

07 **FUTUREVIEW SCENARIOS**
FIVE- AND TEN-YEAR forecasts

04 **THE USE OF LOCAL LANGUAGES**
Our analysts speak the languages of countries where the research is conducted

08 **UNLIMITED USER ACCESS**
TO DATABASES AND REPORTS

SALON HAIR CARE AND PROFESSIONAL NAIL CARE GLOBAL SERIES!

Consumer Products

21st Edition

Salon Hair Care Global Series: Market Analysis and Opportunities

Data to be Released:

1st Quarter 2019: Full year 2018 data for all countries covered in this study

3rd Quarter 2019: First half of 2019 data covering selected countries

Reports to be Published 2nd to 3rd Quarters 2019

Base Year: 2018, H1 2019

Forecasts to 2023

Regional Coverage: Asia ■ Australia ■ Europe ■ Latin America ■ Middle East ■ North America

A comprehensive analysis of the global professional hair care market, focusing on market size and growth, key changes, challenges, and business opportunities.

This Report Will Address Such Questions as:

- What is the size and growth of the salon hair care market?
- What are the category drivers and trends?
- What are the leading regional markets and product categories globally?
- How is distribution structured?
- How big are professional hair care sales outside of salons?
- Who are the leading marketers of salon hair care products, and what are their market shares?
- What are the opportunities for salon hair care marketers?
- Which are the hottest indie brands in the industry globally, and why are they successful?

Now with new volume: **Indie Brands!**

Now with half-year data updates for key markets!

www.Klinegroup.com

Report #Y357U | © 2018 Kline

Kline

Consumer Products

Professional Nail Care: Global Market Brief

To be Published 1st Quarter 2019

Base Year: 2018

Forecasts to 2023

Regional Coverage: Asia ■ Europe ■ Latin America ■ North America

A robust analysis of the dynamic market for nail polishes, gels, care products, and nail enhancements sold and used in nail salons, focusing on key trends, developments, and business opportunities.

This Report Answers Such Questions As:

- How big is the market?
- How are different product categories and different regional and country markets performing?
- How large is the nail enhancements category?
- What are the opportunities in this market?
- What are the key trends and emerging technologies prompting growth?
- What are the fastest growing professional nail brands, and why?
- Who are the market leaders?

Now with country snapshots of *Brazil, China, France, Germany, Italy, Japan, and the United States!*

www.Klinegroup.com

Report #Y722F | © 2018 Kline & Company, Inc.

Kline



Salon Hair Care

SALON HAIR CARE MARKET: SCOPE AND DEFINITIONS

- This report covers consumable hair care products sold to professional salons for back-bar and take-home use.
- The goal of the salon hair care program is to capture sales of all professional hair care products within each respective country.
 - While the majority of sales occur through salons, all channels are accounted for.
 - However, if a professional hair care brand generates over 50% of its sales in a given country in traditional consumer outlets/stores (i.e., retail channels), the brand's sales generated in traditional consumer outlets/stores are excluded from the scope of the study.
- **Back-bar products** are defined as products used by stylists on consumers for services performed in the salon.
- **Take-home products**, or salon retail products, are defined as those professional hair products that are sold through salons and other retail outlets (both brick-and-mortar and online) to consumers for at home use.

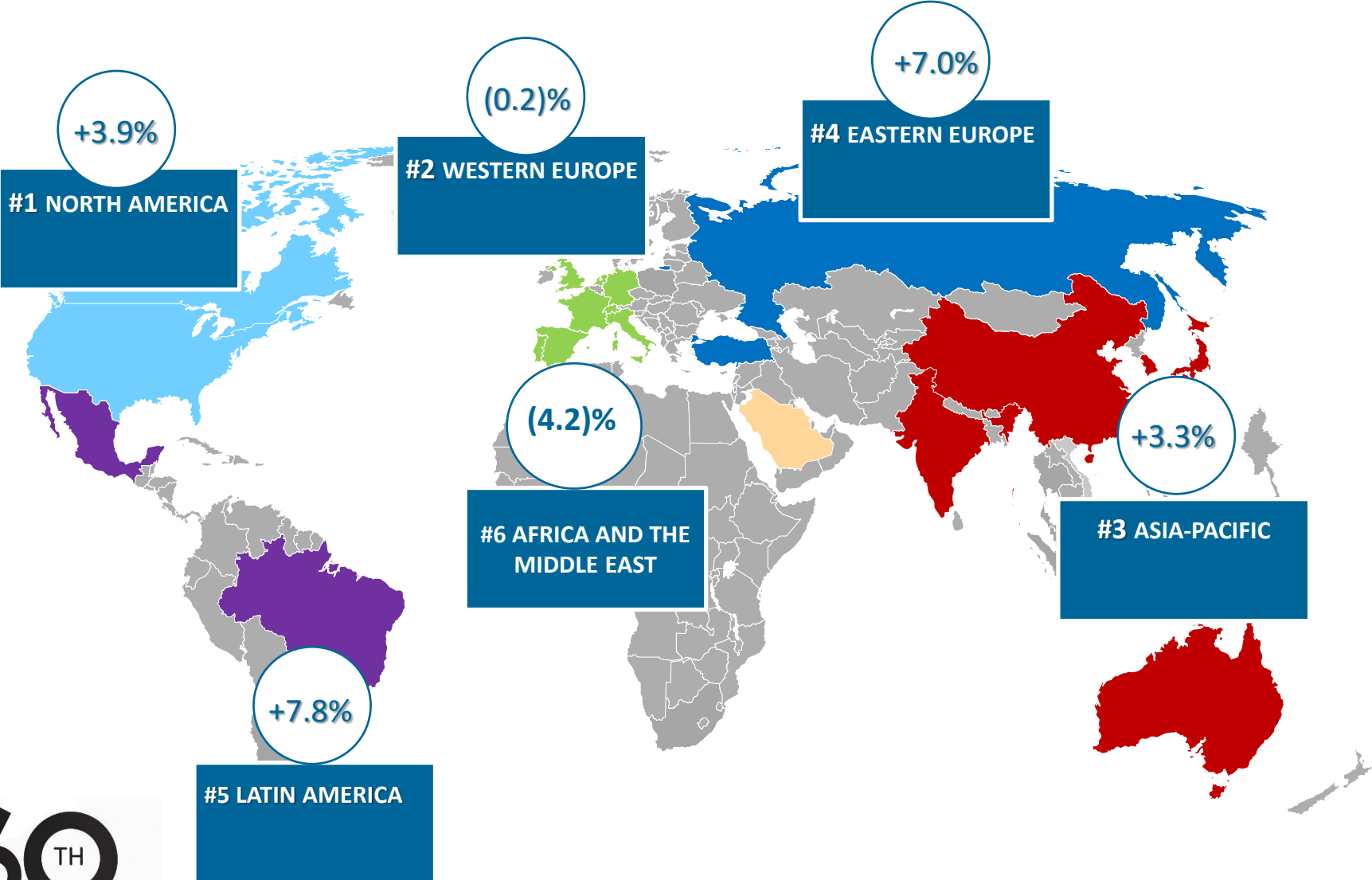
Included

- Conditioners
- Hair coloring products
- Hair styling products and sprays
- Hair texturizing products
- Shampoos



- All data in the presentation has been converted on a constant basis, using the average rates for 2018.
- **Manufacturers' sales** refers to the price received by the marketer before distributor and/or retail markups.
- **Currency.** All data in this presentation is expressed in USD at the manufacturers' sales level.
- **Brand sales.** Brand sales are not always broken down in our database. If a brand is very small (USD 1 million or less or less than 1% of the country market) its sales are included under "All other" companies.
- **Marketers.** Any company that sells a branded product is considered a marketer in this study, even if it has no manufacturing facilities of its own.

In 2018, global market grows at similar speed to the previous year (2.8% vs 2.7%). Latin America and Asia-Pacific are accelerating their growth while Western Europe is getting flat.



NOTE: Based on 21 countries
Source: KLINE Salon Hair Care 2018

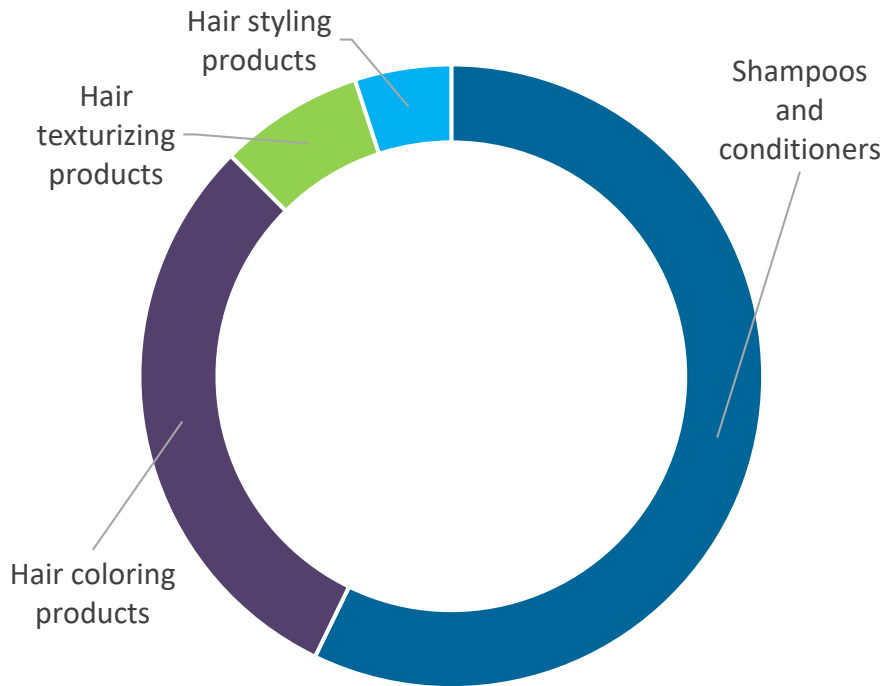
INDIA OVERVIEW – SALON HAIR CARE



Hair coloring products continues to be the most dynamic category

Hair care and hair coloring products collectively represent more than 85% of market sales

Sales Share of Salon Hair Care Products by Category, 2018



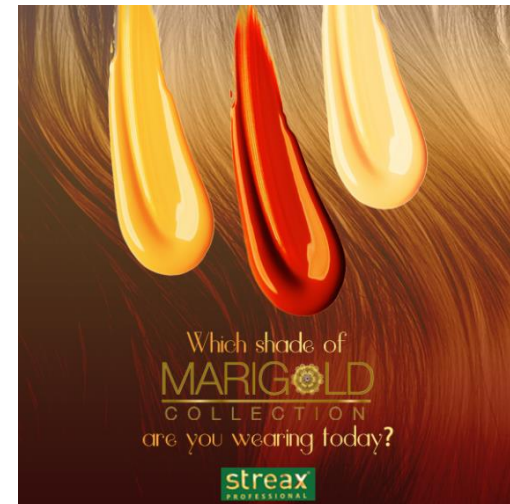
Sales Growth of Salon Hair Care Products by Category, 2018



PRODUCT NOVELTIES



PRODUCT NOVELTIES



L'Oréal Professionnel and Streak gain market share



MATRIX



streak[®]
PROFESSIONAL



L'ORÉAL
PROFESSIONNEL
PARIS



SYSTEM
PROFESSIONAL

PAUL MITCHELL[®]
PROFESSIONAL SALON PRODUCTS

KÉRASTASE
PARIS



Schwarzkopf
PROFESSIONAL

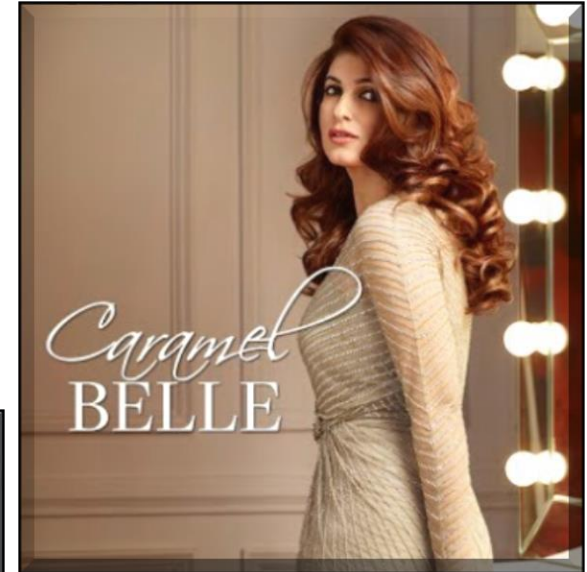


Dreamron
PROFESSIONAL COSMETICS



60TH
eKline
Anniversary

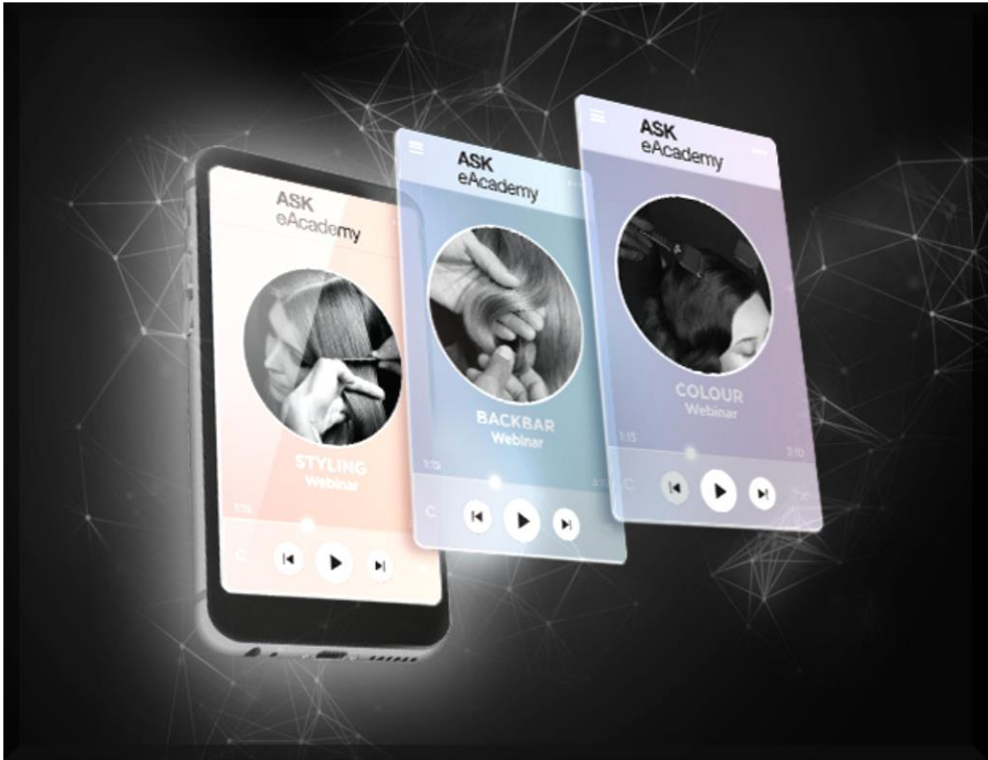
MARKETING INITIATIVES



MARKETING INITIATIVES



CONNECTED BEAUTY



PROFESSIONAL NAIL CARE



PROFESSIONAL NAIL CARE CATEGORIES EXPLORED

NAIL POLISHES



NAIL ENHANCEMENTS



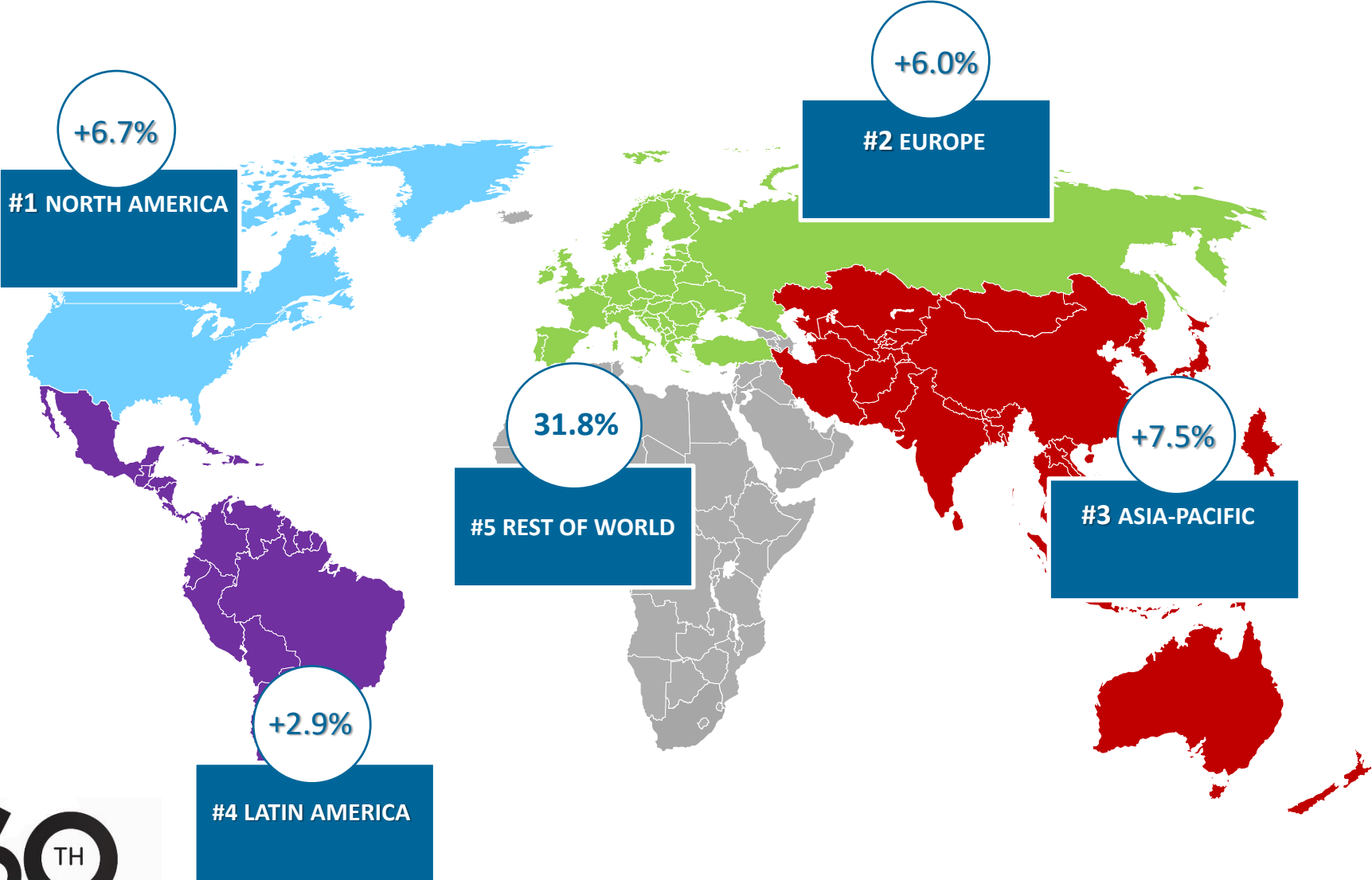
CARE PRODUCTS



GELS



North America is the leading region accounting for a major bulk of the global market



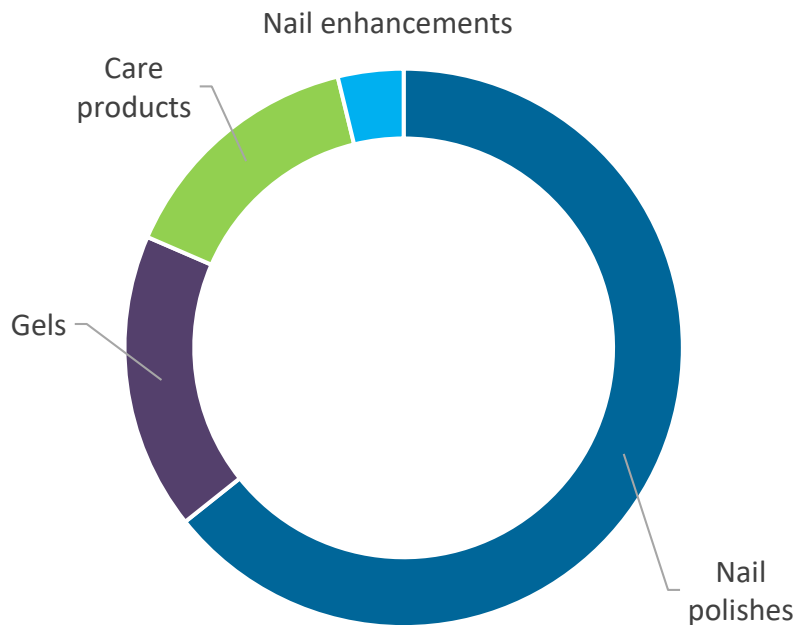
PROFESSIONAL NAIL CARE - INDIA OVERVIEW



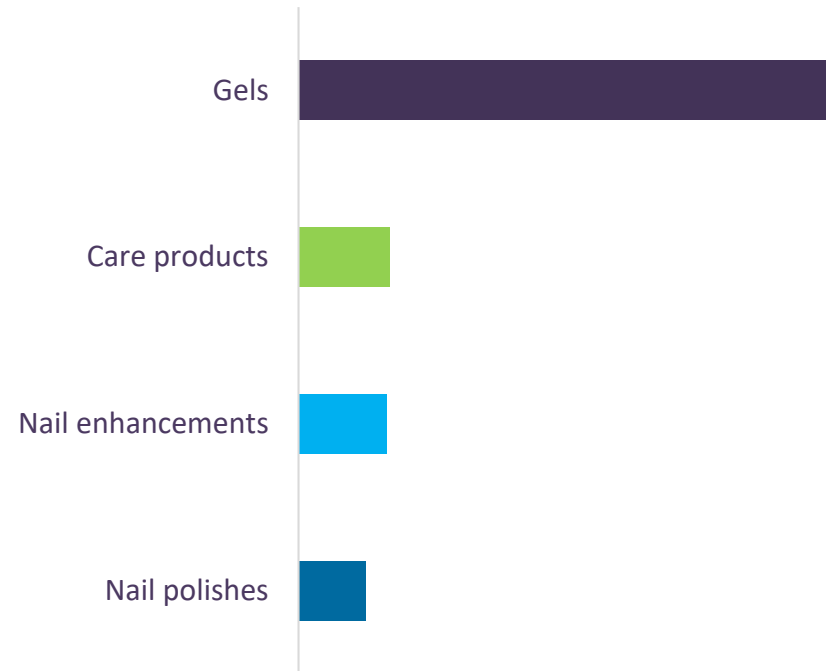
Nail polishes represent the bulk of the professional nail care market

Nail polishes and gels collectively represent more than 80% of market sales

Sales Share of Professional Nail Care Products by Category, 2018



Sales Growth of Professional Nail Care Products by Category, 2018



MARKET TRENDS



MARKETING INITIATIVES



MARKETING INITIATIVES





Distribution and Salon Landscape

Many international brands are present through distributors

Lewanna Group



MOROCCANOIL.

NIOPHLEX

LIGHT ELEGANCE
WE'VE GOT GREAT CLINICIAN

60TH
eKline
Anniversary

Headstart
International



KEVIN.MURPHY

colorpHlex™

SUPERSILK™

Gloسل India



KEUNE
HAIR COSMETICS

Streamline
Services



OLAPLEX®

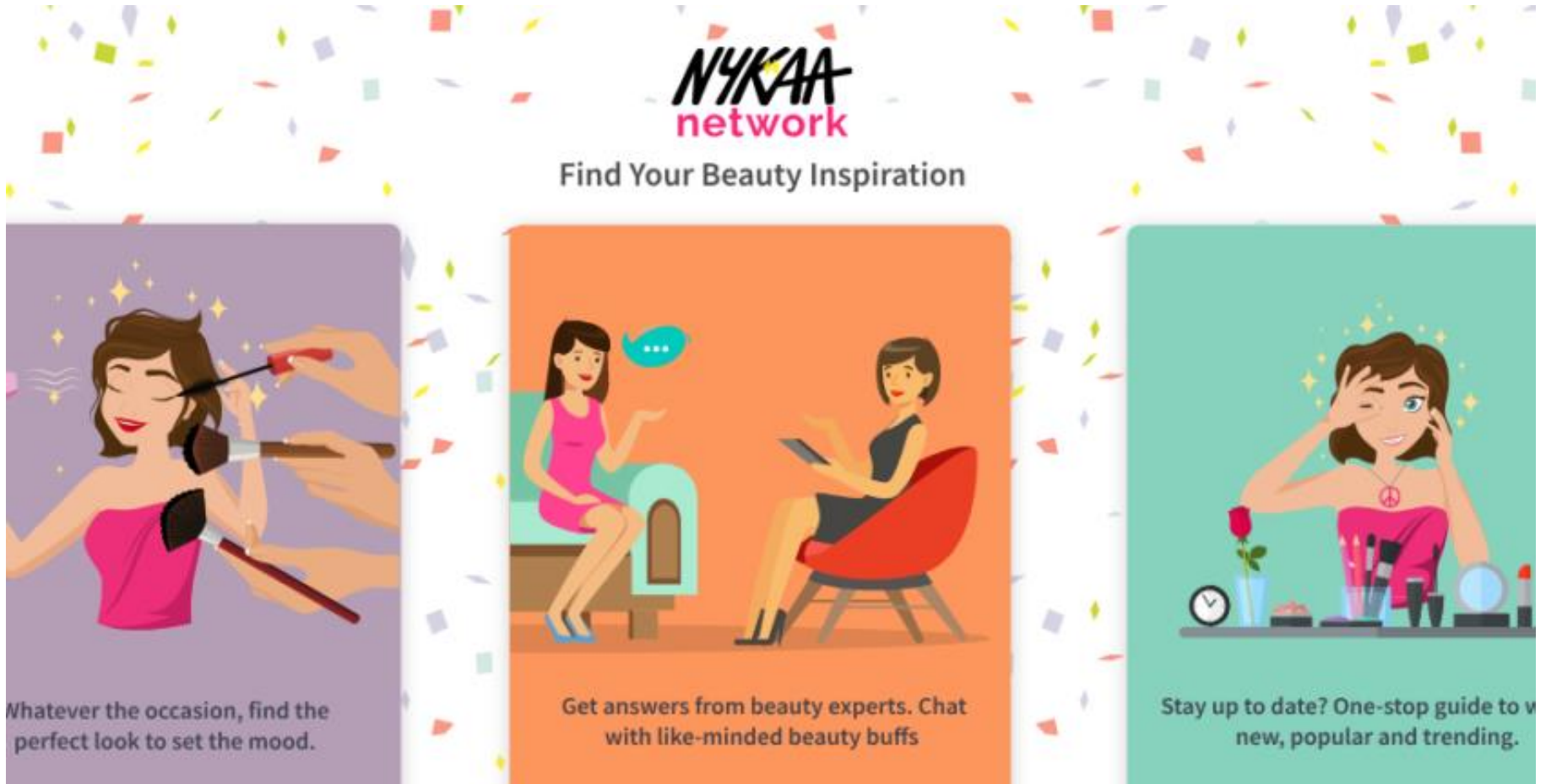
g^elish®
SOAK-OFF
GEL POLISH

MORGAN
TAYLOR®

Marketers are expanding their distribution network to the E-commerce channel

NYKAA
network

Find Your Beauty Inspiration



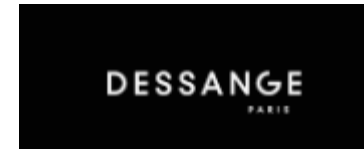
Whatever the occasion, find the perfect look to set the mood.

Get answers from beauty experts. Chat with like-minded beauty buffs

Stay up to date? One-stop guide to new, popular and trending.

The image features three vertical panels with a confetti background. The top panel shows a woman in a pink dress getting makeup applied. The middle panel shows two women sitting and talking, one holding a tablet. The bottom panel shows a woman in a pink dress looking at a beauty guide on a table with various makeup products.

Salon landscape comprises a good mix of local and international chain salons





Opportunities ahead

Key takeaways



LOOK OUT FOR:

Bond builders, scalp care, natural products, gels, and long-wear nail polishes

EDUCATION & TRAINING:
Surge in demand for skilled hairstylists and nail technicians

SALON LANDSCAPE:
Continued expansion of chain and franchise salons in Tier-2 and Tier-3 cities

Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the agrochemicals, chemicals, materials, energy, life sciences, and consumer products industries for over 50 years. For more information, visit www.KlineGroup.com.

SHIVANI SINGH

Project Lead, Consumer Products

t. 91-8800-846-241

e. Shivani.Singh@klinegroup.com

GLOBAL HEADQUARTERS

Kline

35 Waterview Blvd.
Suite 305
Parsippany, NJ 07054
United States.
Phone: +1-973-435-6262
Fax: +1-973-435-6291

INDIA OFFICES (Gurgaon)

Kline India

Vatika First India Place
2nd Floor; Block – A
MG Road; Sector 28
Gurgaon -122002
Haryana, India.
Phone: 91-0124-454-6100
Fax: 91-0124-4546-122

INDIA OFFICES (Hyderabad)

Kline India

Unit # 3; 5th Floor
Building # 9; KRC Mindspace IT Park
HITEC City, Madhapur
Hyderabad, 500081
A.P. India.
Phone: 91-40-4945-6100
Fax: 91-0124-4546-122

