

Italy Professional Hair Care Market is anticipated to hit \$611.8 million by 2023 at a CAGR of 0.30%

North West Italy accounts for more than half of the share of the total purchase volume of professional hair care products

HYDERABAD, TELANGANA, INDIA, June 19, 2018 /EINPresswire.com/ -- According to the new market research report by [IndustryARC](#) titled "Italy Professional Hair Care Market: By Categories (Colouring, Perming & Straightening, Shampoo & Conditioning & Styling); Sales Channel (Back Bar and Take Home) & By Company - (2014-2020)", the market is driven by the ageing demographic and hair treatment products like hair masks and keratin treatments.



North West Italy held the largest share of purchase volume in the Italy Professional Hair Care Market

North West Italy accounts for more than half of the share of the total purchase volume of professional hair care products. The region, witnessing an increasing prevalence of salons stood in the forefront, followed by South Italy. Increased tendency of bleaching among Northern Italians keeps the hair dry and frizzy. This has created growth for sales of treatment products that soften and smoothen the hair, give it volume and make it more manageable.

Selected Value Chain Analysis done in the full report

L'Oreal Group with its brands like Matrix, L'Oreal Professionnel, Kerastase, Redken, Pureology and Shu Umeura, tops the professional hair products market in Italy.

Procter & Gamble Co with Wella, Sebastian, Nioxin, Vidal Sassoon brands accounted for a good market share.

International brands like Goldwell, Testanera (Schwarzkopf), Indola, TIGI, Paul Mitchell and Italian brands form the remaining market share.

Domestic brands are gaining strength amidst bad economic conditions.

To browse the table of contents of the report follow the link below:

<https://industryarc.com/Report/7410/italy-professional-hair-care-market-report.html>

Excerpts on Market Growth Factors

Italian hot summers leave hair dry and there is a demand for oil infused Italian shampoos and conditioners like L'Oreal Argan Mythic oil which help to retain moisture while keeping strands sleek and glossy.

Local Italian shampoos and conditioners are preferred due to their price competitiveness over international brands. Most premium salons prefer local economical alternatives over the international brands. For instance, Zerorighe, Capillum, Kemon are prominently used in neighborhood salons.

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Key players of Italy Professional Hair Care Market:

L'Oreal and P&G have established a good distribution network in the country offering good quality products. L'Oreal Group is the overall market leader in this category. The Group Company tops the list, with around 22.1% of total straightening and perming products market in Italy.

Other key players which includes Matrix, Wella, Framesi, Kemon and Davines, Schwarzkopf, Goldwell, Lisap, Revlon etc. are involved in manufacturing quality hair care products.

Economical Italian brands like Lisap, Kemon, Capillum, Alterego and others are used in some premium and neighborhood salons.

Schwarzkopf, L'Oreal, Wella, Sebastian, Vidal Sassoon, TIGI, Label m, Revlon, IT&LY, Alfaparf, Lisap are prominently used in organized salons for hair styling

Professional Hair Care Market Report is segmented as indicated below

Professional Hair Care Market By Distribution Channel:

- 1.Direct
- 2.Distributor/Wholesalers
- 3.Others

Professional Hair Care Market By Product

- 1.Coloring
- 2.Perming & Straightening
- 3.Shampoo & Conditioning
- 4.Styling

Companies Cited/Referenced/Interviewed:

- 1.L'Oreal Group
- 2.Procter & Gamble Co
- 3.Revlon Inc.
- 4.Kemon S.p.A
- 5.Henkal AG & Co, KGaA
- 6.Lisap
- 7.Farmaca International
- 8.Davines S.p.A
- 9.Kao Group
- 10.Company10+

Related Reports

A.Asia-Pacific Professional Hair Care Distribution Market Analysis

<https://industryarc.com/Report/18136/asia-pacific-professional-hair-care-distribution-market.html>

B.France Professional Hair Care Market

<https://industryarc.com/Report/7402/france-professional-hair-care-market.html>

What can you expect from the report?

The Italy Professional Hair Care Market is Prepared with the Main Agenda to Cover the following 20 points:

- 1.Market Size by Product Categories
- 2.Market trends
- 3.Manufacturer Landscape
- 4.Distributor Landscape

- 5.Pricing Analysis
- 6.Top 10 End user Analysis
- 7.Product Benchmarking
- 8.Product Developments
- 9.Mergers & Acquisition Analysis
- 10.Patent Analysis
- 11.Demand Analysis (By Revenue & Volume)
- 12.Country level Analysis (15+)
- 13.Competitor Analysis
- 14.Market Shares Analysis
- 15.Value Chain Analysis
- 16.Supply Chain Analysis
- 17.Strategic Analysis
- 18.Current & Future Market Landscape Analysis
- 19.Opportunity Analysis
- 20.Revenue and Volume Analysis

FAQ:

Does IndustryARC publish country, geography or application based reports in Italy Professional Hair Care Market?

Yes, we do have separate reports as mentioned below:

- 1.Direct Market for Italy Professional Hair Care (2018-2023)
- 2.Distributor/Wholesalers Market for Italy Professional Hair Care (2018-2023)
- 3.Coloring Market for Italy Professional Hair Care (2018-2023)
- 4.Perming & Straightening Market for Italy Professional Hair Care (2018-2023)
- 5.Shampoo & Conditioning Market for Italy Professional Hair Care (2018-2023)
- 6.Styling Market for Italy Professional Hair Care (2018-2023)

Does IndustryARC customize these reports and charge additionally for limited customization?

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- 4.Company profiles can be requested based on your interest.
- 5.Patent analysis, pricing, product analysis, product benchmarking, value and supply chain analysis can be requested for a country or end use segment.

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