

Hong Kong Professional Hair Care Market is estimated to hit HKD 524.71 million (\$67.67 million) by 2023

The Professional Hair Care Product market of Hong Kong was valued at HKD 442.007 million (\$57.005 million) in 2017, and is projected to grow at a CAGR of 2.9%

HYDERABAD, TELANGANA, INDIA, June 28, 2018 /EINPresswire.com/ -- According to the new market research report by [IndustryARC](#) titled "Hong Kong Professional Hair Care Market: By Categories (Coloring, Perming & Straightening, Shampoo & Conditioning & Styling); Sales Channel (Back Bar and Take Home) & By Company - Forecast(2018-2023)", the market is driven by the rising demand for professional hair care products and beauty care products from end use customers.



The Professional Hair Care Product market of Hong Kong was valued at HKD 442.007 million (\$57.005 million) in 2017, and is projected to grow at a CAGR of 2.9% to reach HKD 524.71 million (\$67.67 million) by 2023. Professional Hair color products are estimated to witness the highest growth rate of 3.8% compared to other services during the forecast period 2018-2023.

Selected / Sample Analysis done in the full Report:

The rising beauty concerns among both men and women are fueling the growth of the professional hair styling products market in Hong Kong. For female styling, hair sprays are widely used, followed by hair mousse while men prefer gels, waxes, clay and pomades.

Root lift sprays for thinner hair are gaining prominence among the female population. Hair styling services in Hong Kong is estimated to grow at 3.7%, which is considerably high as the consumers are experimenting with new hairstyles frequently.

Goldwell, Schwarzkopf and Wella are the popular International brands for hair styling products in Hong Kong.

Many regional players like Evo, IDA, Lebel, Bingo and Feeling have an entrenched presence in the professional hair styling products market.

Other professional hair styling brands present in Hong Kong are Moroccan oil, Paul Mitchell, Kevin Murphy, Alpaparf Aveda, Kerastase, Redken, Joico, Sebastian and Systems Professional.

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

<https://industryarc.com/Report/7404/hong-kong-professional-hair-care-market-report.html>

Excerpts on Market Growth Factors Mentioned in the Full Report:

Social media is a key influencer of consumers' purchasing decisions. Beauty Exchange, Elle and

She Critiques are popular beauty websites. Celebrities and trendsetters are publicizing their styles through blogs and social media. These trends are closely followed by the citizen's increasing salon visits. This in turn drives the market growth. The hot and humid climatic conditions over the years, coupled with the increasing use of chemicals on hair, has fueled the growth of shampoo, conditioner and treatment products to protect and maintain the condition of the hair. This growing demand is set to propel the market growth.

Talk to one of our sales representative about the full report by providing your details in the below link:

<https://industryarc.com/support.php?id=7404>

Key Players of the Hong Kong Professional Hair Care Market:

L'Oreal Group is the major key player in the Hong Kong Professional Hair Care Market. It features the top professional hair care brands in Hong Kong such as L'Oreal Professional, Matrix, Redken and Kerastase, which are the key players accounting for 19.75% of the total professional hair care market in Hong Kong.

L'Oreal group is consolidating its market presence in the professional hair care market by increasing the sales of L'Oreal Inoa for coloring and positioning kerastase products in luxury and premium salons for treatment services. L'Oreal is exhibiting strong growth in the take home sales of shampoo and conditioners as treatment customers prefer the following treatment regime, using similar products at home.

Hong Kong Professional Hair Care Market Report is Segmented as below.

Hong Kong Professional Hair Care Market By Product Category :

Coloring

Perming & Straightening

Shampoo & Conditioning

Styling

Hong Kong Professional Hair Care Market By Distribution Channel:

Direct

Distributor / Wholesalers

Others

Hong Kong Professional Hair Care Market By Sales Channel:

Back Bar

Take Home

Hong Kong Professional Hair Care Market By Geography

Hong Kong Professional Hair Care Market Entropy

Companies Cited / Interviewed

Procter & Gamble Co.

Kao Corporation

Henkel AG & Co.

Shiseido Co.

World Hair Cosmetics Ltd.

Company 6

Company 7

Company 8

Company 9

Company 10+

Related Report:

A. China Professional Hair care Market

<https://industryarc.com/Report/7400/china-professional-hair-care-market-report.html>

B. Singapore Professional Hair care Market

<https://industryarc.com/Report/3337/Singapore-Hair-Care-Market-Analysis-Report.html>

What can you expect from the report?

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

Market Size by Product Categories

Market trends

Manufacturer Landscape

Distributor Landscape

Pricing Analysis

Top 10 End user Analysis

Product Benchmarking

Product Developments

Mergers & Acquisition Analysis

Patent Analysis

Demand Analysis (By Revenue & Volume)

Country level Analysis (10+)

Competitor Analysis

Market Shares Analysis

Value Chain Analysis

Supply Chain Analysis

Strategic Analysis

Current & Future Market Landscape Analysis

Opportunity Analysis

Revenue and Volume Analysis

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IndustryARC primarily focuses on Cutting Edge Technologies and Newer Applications in a Market. Our Custom Research Services are designed to provide insights on the constant flux in the global supply-demand gap of markets. Our strong team of analysts enables us to meet the client research needs at a rapid speed, with a variety of options for your business.

We look forward to support the client to be able to better address their customer needs, stay ahead in the market, become the top competitor and get real-time recommendations on business strategies and deals. Contact us to find out how we can help you today.

Venkat Reddy

IndustryARC

6145888538

email us here

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