

PROFESSIONAL HAIRCARE MARKET

AQQA

A truly representative benchmark for the French market!

In 2024, AQQA launched the **Pro Hair Panel** to measure all aspects of the professional hairdressing market (hair salons) in France — the first building block of a reference tool designed to cover the entire **Hair and Beauty ecosystem**.

As the industry faces multiple challenges, this tool has established itself as an **essential reference**.

An independent and representative source

The **Pro Hair Panel** is based on data from over 3,000 hair salons, extrapolated to represent the market in all its diversity.

Each month, AQQA publishes the key indicators of the professional hairdressing market: salon traffic, services, retail sales, and in-salon product consumption.

Over the past months, through the active collaboration of partner software providers and engagement with key industry stakeholders (manufacturers such as **L'Oréal** and **Wella**, salon networks, and independent operators), the tool has evolved, further enhancing the precision of its measurements.

Several enhancements are currently underway, including sample expansion, the introduction of new indicators, and forecasting capabilities, all designed to deliver accurate and actionable insights to the entire professional hairdressing sector.

A €7 billion market confronted with major challenges

In 2024, the sector's revenue amounted to nearly €7 billion, with €6.6 billion generated from services — the true driver of activity — and €352 million from product sales.

The market, challenged by lower salon traffic and a sharp drop in hair product sales, grew modestly by +1.1% in July 2025 compared to July 2024, while year-to-date figures remain down **-5.0%**.

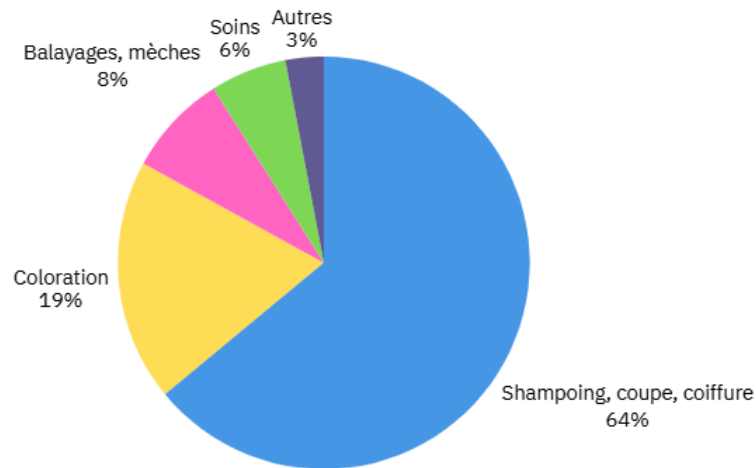
Services have shown greater resilience, with a limited decline of -4.9%, whereas product sales fell more sharply (-7.7%).

To meet these challenges, **hairdressers are upgrading in-salon services**, emphasizing technological diagnostics, personalized consultations, care rituals, and Head Spa treatments.

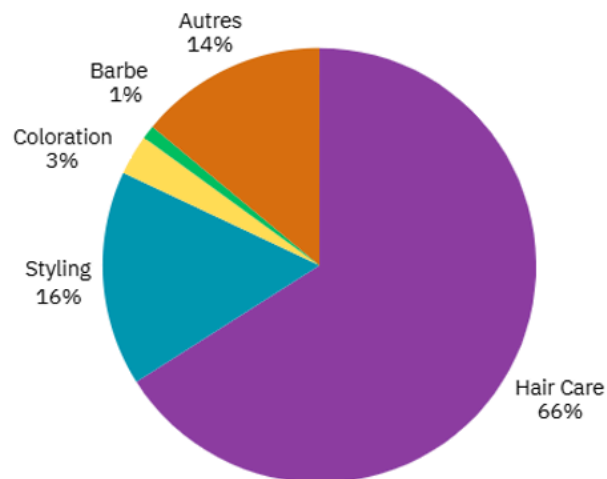
Key Figures

In 2024, France had approximately 65,000 hair salons and 15,000 mobile hairdressers.

SERVICE REVENUE 2024 : €6.584 billion



PRODUCT SALES REVENUE 2024 : €352 million



Source: Pro Hair Panel France, AQOA (salon-only scope, excluding mobile hairdressers)

For nearly 20 years, AQOA has been helping its clients leverage their data as powerful growth drivers. A specialist in market research, AQOA develops benchmarks and analytical tools that provide reliable measurements and clear insights, enabling industry players to effectively manage their activities.

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