



Diagonal Reports

"Changes and Opportunities in the Beauty Services Market in Asia Pacific 2005"

**Cosmoprof Asia.
Hong Kong Convention and Exhibition Centre,
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- Characteristics of the professional beauty and hair services market in selected countries in Asia Pacific.
- Similarities and differences between the hair salon market in Asia Pacific and in other regions
- Market trends, a comparison of anticipated or future variations with past variations.
- A comparison of the performance of different types of salons, such as the traditional, the prestige, and chains salons.
- The critical factors driving growth in the best performing salons.
- Service menus in hair salons.
- An examination of salon income by type of service
- Focus on the main salon services hair and beauty
- The top consumer segments profiled.
- The top product categories in professional hair channel, and changes.
- The leading brands: in salon use and for in-salon retail to clients.
- How brands work with salons.
- Consumers' hair and beauty concerns.
- Asia Pacific: the view from some satellites of the emerging trend setter

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