

**Salon Chairs Market - Global Industry Size, Share, Trends, Opportunity, and Forecast,  
Segmented By Mechanism (Electric, Hydraulic), By Distribution Channel (Direct  
Sales, Indirect Sales), By Region, By Competition, 2018-2028**

Market Report | 2023-11-21 | 190 pages | TechSci Research

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**Report description:**

In 2022, the Global Salon Chairs Market achieved a valuation of USD 13.09 Billion, and it is poised for robust growth in the foreseeable future, with a projected Compound Annual Growth Rate (CAGR) of 5.4% through 2028. The global salon chairs market has undergone significant evolution and expansion recently, driven by the ever-changing trends in the beauty and grooming industry. Salon chairs stand as indispensable pieces of furniture in salons, spas, and beauty parlors, serving a pivotal role in enhancing customer comfort and elevating the overall aesthetics of the salon environment. The latest market analysis reveals that the global salon chairs market is characterized by a surge in demand for ergonomic and stylish chairs that cater to the functional and aesthetic preferences of modern salon proprietors and clientele.

A major catalyst behind this market's growth is the increasing emphasis on personal grooming and beauty treatments. As individuals increasingly prioritize self-care and their appearance, salons are upgrading their equipment, including chairs, to offer a more opulent and comfortable experience. Moreover, technological advancements have ushered in innovative features in salon chairs, such as massage and heating functions, which further contribute to the market's expansion.

From a geographical perspective, North America is witnessing substantial growth in this market, driven by the burgeoning middle class, shifting lifestyles, and a surge in disposable income, all of which are fueling the demand for salon services. Nonetheless, environmental concerns and sustainability considerations are also influencing consumer purchasing decisions, leading to a growing interest in eco-friendly and recyclable materials. As the beauty industry continues to evolve, the global salon chairs market is expected to adapt to changing consumer preferences, technological advancements, and sustainability trends.

Key Market Drivers

Rising Beauty and Grooming Industry

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One of the primary drivers of the global salon chairs market is the continuous growth of the beauty and grooming industry. In recent years, there has been a notable increase in the demand for various beauty treatments and services, including haircuts, styling, facials, and massages. As consumers become more conscious of their appearance and well-being, salons are expanding their services to cater to these needs. This expansion translates to a higher demand for salon chairs, which are essential equipment for providing these services comfortably and efficiently.

#### Evolving Consumer Preferences

Consumer preferences in terms of salon experiences are constantly evolving. Modern consumers not only seek high-quality services but also expect a pleasant and comfortable environment during their salon visits. This shift in consumer preferences has driven the demand for salon chairs that are not only functional but also aesthetically pleasing and ergonomically designed. Customers are willing to pay more for a salon experience that offers comfort and relaxation, making salon owners invest in upgraded and stylish chairs that enhance the overall ambiance of their establishments.

#### Technological Advancements

Technology has made its way into the salon industry, and this has a direct impact on the salon chairs market. Advanced features such as heated seats, massage functions, and built-in electronics (e.g., USB charging ports) have become popular in salon chairs. These technological enhancements enhance customer satisfaction and provide a competitive edge to salons. Additionally, some salon chairs are now equipped with smart features that allow for customization of massage settings, making them more appealing to clients seeking a personalized experience.

#### Globalization and Urbanization

The increasing pace of urbanization and globalization has contributed to the growth of the salon industry worldwide. Urban areas have higher concentrations of salons and spas, catering to a diverse clientele. As more people move to cities and become part of the urban lifestyle, the demand for salon services and, subsequently, salon chairs, continues to rise. Moreover, globalization has made beauty trends and standards more accessible to a global audience, resulting in a wider customer base for salons across different regions.

#### Sustainability and Environmental Concerns

In recent years, there has been a growing awareness of environmental issues and sustainability in various industries, including the salon and beauty sector. This awareness has influenced consumer choices and purchasing decisions. Many salon owners are now opting for eco-friendly and sustainable salon chairs made from materials that are recyclable or have a reduced environmental impact. Sustainability is not only a consumer preference but also a regulatory requirement in some regions, driving the adoption of eco-conscious salon equipment.

In conclusion, the global salon chairs market is shaped by a combination of factors, including the growth of the beauty and grooming industry, evolving consumer preferences, technological advancements, urbanization and globalization, and sustainability concerns. These drivers collectively contribute to the expansion and transformation of the market as salons and beauty establishments strive to meet the changing needs and expectations of their clients while staying competitive in a rapidly evolving industry.

#### Key Market Challenges

##### Economic Volatility and Consumer Spending Patterns

Economic factors, including recessions, inflation, and fluctuations in consumer spending, can significantly affect the salon chairs market. During economic downturns, consumers may cut back on discretionary spending, including salon visits, which can lead to reduced demand for salon equipment, including chairs. Additionally, the pandemic-induced economic disruptions highlighted the vulnerability of the beauty industry to external shocks. Salons and spas were among the hardest-hit businesses during lockdowns, and many struggled to survive. This economic uncertainty can make salon owners cautious about investing in new or expensive salon chairs, impacting market growth.

##### Intense Competition

The beauty and grooming industry is highly competitive, with a multitude of salons and beauty establishments vying for the attention of consumers. This competition extends to the choice of salon furniture, including chairs. Salon owners face a constant challenge of staying relevant and offering unique experiences to attract and retain clients. This competitive pressure can lead to

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price wars and a focus on cost-cutting measures, which may deter salon owners from investing in high-quality, ergonomic, and stylish chairs that could improve the overall salon experience. As a result, manufacturers in the salon chairs market must continually innovate to provide value-added solutions that stand out in a crowded market.

#### Regulatory Compliance and Safety Standards

The beauty industry is subject to various regulations and safety standards that salon owners must adhere to. These regulations often change over time to address emerging health and safety concerns. For salon chairs, compliance with safety and ergonomic standards is essential to ensure the well-being of both salon workers and clients. Manufacturers must invest in research and development to design chairs that meet evolving regulatory requirements, which can be a costly and time-consuming process. Failure to comply with these standards can lead to fines and reputational damage, making it imperative for manufacturers to stay up to date with industry regulations.

#### Environmental Sustainability and Ethical Sourcing

Increasing awareness of environmental sustainability and ethical sourcing practices presents a challenge to the salon chairs market. Consumers are becoming more conscious of the environmental impact of their purchases and prefer products that are made from sustainable materials and are eco-friendly. Additionally, there is a growing demand for transparency in the supply chain, including ethical sourcing of materials and fair labor practices. Manufacturers in the salon chairs market must adapt by sourcing materials responsibly, reducing their carbon footprint, and ensuring ethical labor practices throughout the production process. These changes can be costly and require ongoing commitment to sustainability, but they are essential for attracting environmentally conscious consumers.

#### Rapid Technological Advancements

While technological advancements present opportunities in terms of innovation and enhanced salon experiences, they also pose challenges to the salon chairs market. Rapid changes in technology can render existing salon chairs outdated, leading salon owners to consider frequent replacements or upgrades to stay competitive. Additionally, integrating technology into salon chairs, such as massage functions or smart features, can increase the cost of manufacturing, potentially making these chairs more expensive. Salon owners may be reluctant to invest in technologically advanced chairs if they are concerned about the return on investment and the pace of technological obsolescence. Striking a balance between offering innovative features and affordability is a challenge for manufacturers in the market.

In conclusion, the global salon chairs market faces several challenges, including economic volatility, intense competition, regulatory compliance, environmental sustainability, and the rapid pace of technological advancements. Overcoming these challenges requires manufacturers and salon owners to adapt to changing consumer preferences and industry trends while staying compliant with regulations and maintaining ethical practices. By addressing these challenges proactively, the salon chairs market can continue to evolve and thrive in the dynamic beauty and grooming industry.

#### Key Market Trends

##### Ergonomic Design and Comfort

In recent years, there has been a significant emphasis on ergonomic design and comfort in salon chairs. Salon owners are increasingly recognizing the importance of providing a comfortable and relaxing experience for their clients. Ergonomically designed chairs not only enhance client comfort but also reduce strain and fatigue for stylists and therapists. These chairs often feature padded seats, adjustable headrests, lumbar support, and footrests to accommodate clients of all shapes and sizes. Additionally, many salon chairs now come with memory foam cushions that conform to the body's shape, ensuring maximum comfort during lengthy salon sessions. Ergonomic design also extends to the chair's functionality. For instance, some chairs are equipped with electric or hydraulic mechanisms that allow for easy height adjustment and reclining, enabling stylists to work comfortably and efficiently. As clients increasingly seek a spa-like experience in salons, chairs with massage and heating functions are becoming more popular, further enhancing comfort and relaxation during treatments.

##### Smart Salon Chairs

Technology has made its way into salon chairs, giving rise to the concept of "smart salon chairs." These chairs are equipped with integrated electronic features that enhance the overall salon experience. For example, some smart chairs come with built-in USB charging ports, allowing clients to charge their devices while receiving services. This is particularly appealing to modern consumers who are constantly connected to their smartphones and tablets. Moreover, smart chairs may offer customizable

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massage settings, enabling clients to personalize their relaxation experience. These chairs may also have remote controls or smartphone apps that allow clients to adjust chair settings to their liking. Salon owners benefit from these technological innovations as they can provide a more tailored and high-tech experience, setting their salon apart from competitors.

#### Versatility and Multifunctionality

To optimize space and cater to a wider range of salon services, many salon owners are opting for versatile and multifunctional chairs. These chairs are designed to accommodate various beauty and grooming treatments, from haircuts and styling to manicures, pedicures, facials, and massages. By investing in multifunctional chairs, salon owners can maximize their salon's efficiency and offer a broader array of services, attracting a diverse clientele.

Multifunctional chairs often come with swivel bases, adjustable height, and removable or interchangeable components, allowing for seamless transitions between different treatments. This trend aligns with the growing demand for full-service salons and spas that provide comprehensive beauty and wellness experiences under one roof.

#### Sustainability and Eco-Friendly Materials

As environmental awareness continues to rise, sustainability has become a paramount concern in the salon chairs market. Salon owners and consumers alike are increasingly seeking eco-friendly and sustainable options. Manufacturers are responding by incorporating sustainable materials into their chair designs, such as responsibly sourced wood, recycled plastics, and low-impact upholstery fabrics. Furthermore, some chairs are designed with disassembly and recyclability in mind, making them easier to recycle or repurpose at the end of their lifecycle. Manufacturers may also adopt energy-efficient production processes to reduce their carbon footprint. Sustainability certifications, such as Cradle to Cradle, are becoming more common, allowing consumers to make informed choices about eco-friendly salon chairs.

#### Customization and Personalization

Personalization is a key trend in the salon chairs market. Clients are increasingly seeking unique and personalized salon experiences. To cater to this demand, some manufacturers offer customization options for salon chairs. Clients can choose from a variety of upholstery colors, patterns, and materials to match their salon's branding or create a distinctive look. Salon owners may also have the option to add features like embroidered logos or monograms to the chairs, further enhancing the salon's identity. Additionally, salon chairs can be customized to accommodate specific client needs. For example, chairs can be designed with extra-wide seats or additional padding for clients with mobility concerns or those seeking extra comfort. This trend not only allows salons to differentiate themselves but also fosters a sense of exclusivity and individualized attention, which is highly valued by clients.

In conclusion, the salon chairs market is characterized by a range of exciting trends that are shaping the future of salon experiences. These trends include ergonomic design and comfort, the integration of technology into smart chairs, versatile and multifunctional chairs, a focus on sustainability and eco-friendly materials, and the growing demand for customization and personalization. Staying up to date with these trends is essential for both manufacturers and salon owners to meet the evolving expectations of clients and remain competitive in the beauty and grooming industry.

#### Segmental Insights

##### Mechanism Insights

The global salon chairs market has witnessed a remarkable surge in the demand for electric chairs, marking a significant trend in recent years. Electric salon chairs have gained immense popularity due to their advanced functionality, convenience, and ability to enhance the overall salon experience for both clients and stylists. This rising demand can be attributed to several key factors. Firstly, electric salon chairs offer unmatched versatility and adjustability. They come equipped with electric motors that allow for easy and precise adjustment of chair height, recline, and footrest positioning. This level of customization ensures that clients can be comfortably positioned for various beauty treatments, such as haircuts, styling, coloring, and spa services, thereby improving the quality-of-service delivery. Additionally, electric chairs significantly reduce the physical strain on stylists and therapists, enabling them to work more efficiently and provide better care to clients.

Moreover, the trend towards electric salon chairs aligns with the broader consumer preference for enhanced comfort and modern conveniences. Clients now expect a salon experience that not only meets their grooming needs but also offers a spa-like atmosphere, complete with massage features and other technological enhancements. As salon owners seek to meet these

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expectations and stay competitive in the market, the adoption of electric chairs has become a strategic move to elevate the overall salon experience, ultimately driving their growing demand in the global salon chairs market.

#### Distribution Channel Insights

In the global salon chairs market, there has been a notable increase in the demand for direct sales channels. Direct sales refer to the practice of manufacturers selling their salon chairs directly to salon owners and businesses without intermediaries like distributors or wholesalers. This trend is gaining momentum due to several compelling factors.

Firstly, direct sales offer cost savings to both manufacturers and salon owners. By eliminating intermediaries, manufacturers can reduce their overhead costs, allowing them to offer competitive pricing for their salon chairs. Salon owners benefit from lower purchase costs, making it an attractive option for budget-conscious businesses.

Secondly, direct sales provide a more streamlined and efficient purchasing process. Salon owners can communicate directly with manufacturers, gaining access to comprehensive product information, customization options, and after-sales support. This direct line of communication facilitates quicker decision-making and ensures that salon owners can get

#### Regional Insights

The global salon chairs market has witnessed a rising demand from the North American region, making it a significant growth driver in recent years. This increased demand can be attributed to several factors that collectively shape the market landscape in this region.

Firstly, North America boasts a thriving beauty and grooming industry, with a substantial number of salons and spas catering to a diverse and discerning clientele. As consumers in North America prioritize self-care and personal grooming, salon owners are compelled to upgrade their equipment, including salon chairs, to provide a superior and more comfortable experience. This trend is further fueled by the region's economic stability and higher disposable income, allowing consumers to spend more on premium salon services.

Additionally, changing lifestyle preferences in North America have contributed to the demand for innovative and technologically advanced salon chairs. Consumers are increasingly seeking a holistic salon experience, which includes features like massage and heating functions, adjustable settings, and smart chair capabilities. As a result, salon owners in North America are eager to invest in modern, feature-rich chairs to meet these evolving customer expectations, thereby driving the growth of the global salon chairs market in the region.

#### Key Market Players

HBA Salon Equipment Pty Ltd.

DIR Group

LCL Beauty Inc.

Pietranera S.r.l.

Marc Salon & Beauty Equipments Private Limited

GAMMA & BROSS S.p.A.

Collions Manufacturing Co.

Maletti S.p.A.

Keller International, LLC

Foshan Yoocell Furniture Co. Ltd.

#### Report Scope:

In this report, the Global Salon Chairs Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

□ Salon Chairs Market, By Mechanism:

□ Electric

□ Hydraulic

□ Salon Chairs Market, By Distribution Channel:

□ Direct Sales

□ Indirect Sales

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Salon Chairs Market, By Region:

North America

United States

Canada

Mexico

Europe

France

Germany

Spain

Italy

United Kingdom

Asia-Pacific

China

Japan

India

Vietnam

South Korea

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Kuwait

Egypt

South America

Brazil

Argentina

Colombia

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Salon Chairs Market.

Available Customizations:

Global Salon Chairs Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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