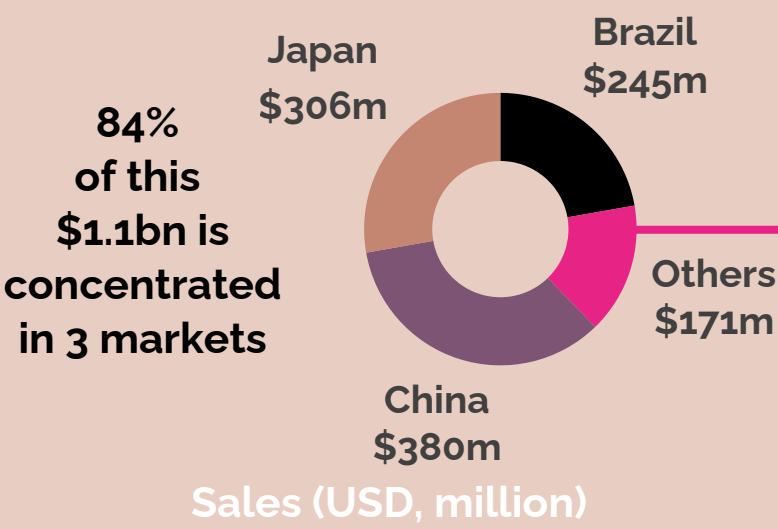


Bond building

A **\$1.1bn** opportunity in Asia and LatAM

The scale giants



The emerging opportunities

Mexico: \$78m
South Korea: \$62m
Indonesia: \$31m

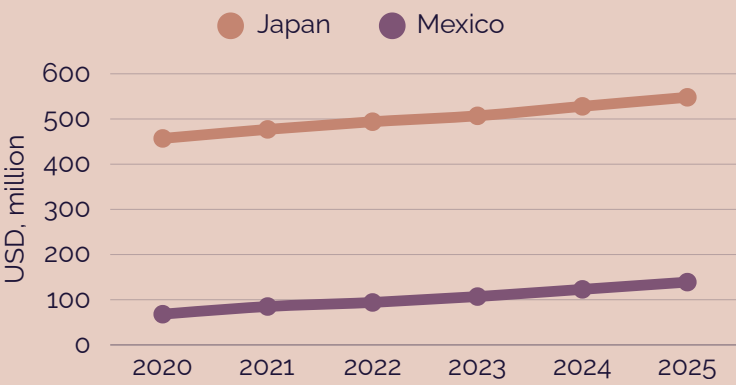


The world's leading bond-building brands aren't yet capturing most of this opportunity.



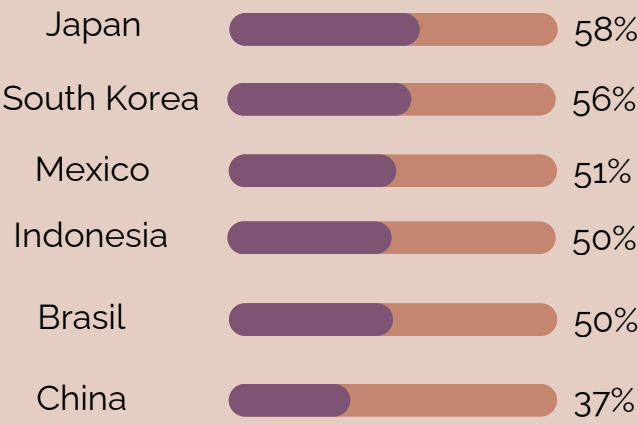
The competitive gap

Olaplex has sales only in Japan and Mexico.
K18 has no sales across any of the six.



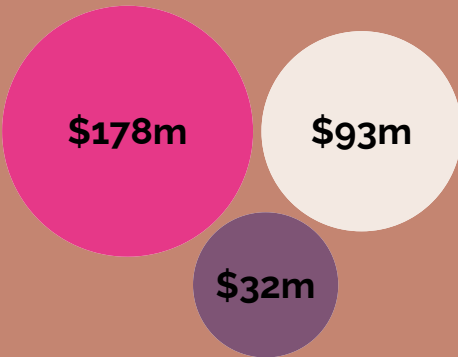
Treatments are the powerhouse accross all 6 territories

Treatment as a percentage of each country's total professional hair-care market



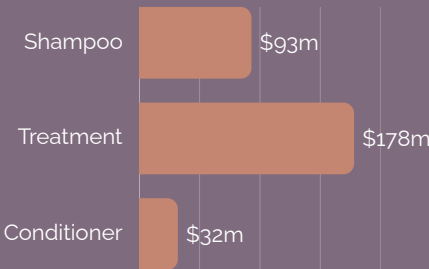
Japan Perfect fit for premium bond building

\$307M
Bond-building market opportunity



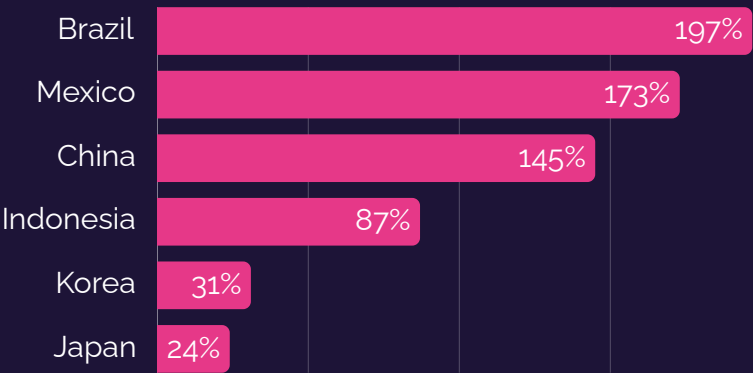
Brazil

\$245M
Bond-building market opportunity



Treatments are also the growth engine

Sales growth 2020-2025



Scope of study:

- Sources: Kline and Mintel, All sales channels, Manufacturer levels sales
- Professional hair care (shampoo, conditioner, treatment)
- 📍 China, Japan, South Korea, Indonesia, Brazil, Mexico



Find out more about bond building solutions at www.crodabeauty.com

Market opportunity is scaled based Mintel data that indicates 28% of prestige launches make a bond bilding claims