



1st Edition

# Barbershops: Global Market Brief

Published July 2017

Base Year: 2016

Forecasts to 2021

Regional Coverage: Brazil ■ Europe ■ United States

The increasing number of barbershops is one of the key factors driving growth in the professional hair care market. The barbershop revival is most apparent in European countries, but is also present in other parts of the world. On the product side, many major players are launching or relaunching lines of products designed specifically for men, while a new crop of smaller men's brands have been born out of this barbershop trend. Based on a survey to be conducted with hundreds of barbershops across seven countries, along with Kline's principle approach of unstructured interviews with market participants, this new study takes a first-ever deep look into this important market niche.

## This Report Addresses Such Questions as:

- How many barbershops are there in each country?
- Which services are offered?
- Which products are the most popular?
- What is the size and growth of this segment in terms of service revenue?
- How does this new generation of barbershops differ from previous generations?
- Which brands are making an impact?



# Report Contents

## Introduction

### Global Executive Summary

- Key lessons learned
- Trends and developments
- Market sales and growth (2015 and 2016)
- Services offered
- Breakdowns by region/country
- Brands offered
- Future outlook

## Market Summaries

Brief summaries highlighting the key features for each market listed in Table 1. Information provided includes:

- Estimated number of barbershops (2015 and 2016)
- Estimated market sales and growth (2015 and 2016)
- Breakdowns by country (Europe only)
- Role of barbershops in the overall professional market
- Dynamics and trends
- Services offered
- Product recommendations and trends
- Brands offered
- Future outlook

**Table 1: Markets Covered**

- Brazil
- Europe (with a focus on France, Germany, Italy, Spain, and the United Kingdom)
- United States



## Scope

Barbershops: Global Market Brief provides a detailed independent appraisal of this fast-moving market segment and explore opportunities and challenges for industry participants.

- For the purposes of this study, a barbershop is defined as a location where the primary business activity is to offer hair and grooming/shaving services for men. The barbershop must perform beard services to be included in the study.
- Unisex salons that offer men's services are excluded.
- Geographic scope: Brazil, Europe (France, Germany, Italy, Spain, and the United Kingdom), and the United States.
- The sample for the structured survey is balanced by geography, size, and service pricing.



## Key Benefits

This report helps market participants better capitalize on the growing barbershop trend.

- Develop business strategies by understanding the trends and developments that are driving the barbershop market.
- Understand the landscape with key data and insights on the number of barbershops, their main characteristics, and the services they offer.
- Learn which products and product forms are most important to barbershops.
- Understand the decision making-factors when it comes to choosing the brands used and sold.
- Design your product development, marketing, and sales strategies.
- Develop market-entry and market expansion strategies.



## Methodology

Kline’s approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 50-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

### Primary Research

#### We Know Who to Talk to. We Know How to Listen.



A structured survey is completed with approximately 300 barbershops across nine countries. The sample is stratified by geography, size, and service pricing so that it is representative of all types of barbershops. Kline’s analysts also conduct a high number of in-depth, unstructured discussions with industry insiders.

- Barbershops
- Marketers/manufacturers
- Distributors
- Government agencies
- Retailers
- Suppliers
- Trade organizations

### Secondary Research

#### We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

### Comprehensive Market Intelligence

#### We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

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