

Kline PRO:

Annual Summary Report

Base Year: 2019

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Kline PRO provides a unique and fact-based perspective on the professional salon industry. Sourced from actual salon transactions, it yields category, brand and product-level sales and service data and is updated on a quarterly basis. This report is a comprehensive summary by category and service type; it rolls up the findings from the full calendar year 2019.

Regional Coverage:

- United Kingdom
- United States

SCOPE

- › Retail Products
 - Conditioners
 - Hair styling products and sprays
 - Shampoos
 - Treatments
 - Kits/promotions
- › Services
 - Haircut
 - Hair coloring
 - Styling
 - Texturizing
 - Treatment
 - Other goods and services

YEAR IN REVIEW



REPORT CONTENTS

Annual Summary Report

Separate volumes available for each country listed in Table 1

- Overview
- Executive summary
- Services quick view
- Salon retail quick view
- Category quick view
- Salon services overview
 - Shares and change for revenue and service count
 - Top 10 fastest-growing services
 - Services creating value
- Salon retail overview
- Revenue and volume shares and change
- Segment shares and change
- Regional revenue share
- Revenue share by salon size and positioning
- Leading companies, total market and by category
- Leading master brands, total market and by category
- Top 5 items and top 5 movers by category
- Top new items by category

Table 1. Regions Covered

United Kingdom

United States



DATA SEGMENTATION

| RETAIL PRODUCT SEGMENTATION | | | | | |
|-----------------------------|--|--|--|--|--|
| | CONDITIONERS | HAIR STYLING PRODUCTS AND SPRAYS | SHAMPOOS | TREATMENTS | KITS/PROMOTIONS |
| FORM | Cleansing Daily rinse | Aerosol Cream Gel Glaze/lotion Mousse Non-aerosol Pomade/paste Powder | Dry Daily rinse | Detangler Dry conditioner Leave-in other Oil Rinse-out treatment | Not specified |
| FUNCTION | Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing | Curl care General/multi-purpose Finishing Shine Smoothing/frizz control Texturizing Thermal care Volumizing | Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing | Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing | Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing |
| OTHER | Nature-inspired Men's product | Nature-inspired Men's product | Nature-inspired Men's product | Nature-inspired Men's product | Nature-inspired Men's product |

| SERVICE SEGMENTATION | | | | | |
|---|--|--|---|---|--|
| HAIR COLORING | HAIRCUT | STYLING | TEXTURIZING | TREATMENT | OTHER |
| Coloring Color/cut Color/cut/style Color/style Color glossing/toning Color refresh Corrective color Creative color Demi-permanent Semi-permanent Men's color/cut Men's coloring Single process Virgin color Lightening Balayage/hair painting Bleach & tone Highlight/lowlight full Highlight/lowlight partial Men's lightening Ombre Virgin bleach Not specified | Bang or neck trim Child's haircut Cut/style Men's haircut Women's haircut Not specified | Blowout Braiding Child's style Curling Flat ironing Special occasion Not specified | Straightening and smoothing Keratin Thermal reconditioning Relaxer Not specified Waving Perm Perm/cut Not specified | Bond builder treatment Clarifying treatment Conditioning treatment Scalp treatment Thinning hair treatment Not specified | Beard services Body treatment Consultation Eyebrow tinting Eyelash services Gift cards Extension/weave Hair removal Makeup application Massage Nails Shaving Skin care Tanning Not specified |

KEY BENEFITS

- Provides view of relationship between service revenues, transaction counts, and service pricing
- Identifies fastest-growing products and services
- Ranks leading companies and brands based on revenue and volume
- Measures performance of product functions/benefits and forms for trend analysis and planning

METHODOLOGY

Data for Kline PRO is collected primarily from independent salons via software providers. Transactional data is securely transmitted to Kline. It is then translated into appropriate categories/segments and aggregated. At no time is the specific location from which the data originates shared with Kline.

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