



1st Edition

# Independent Stylists: Global Market Brief

To Be Published 1st Quarter 2019

Base Year: 2018

Forecasts to 2023

**Regional Coverage:** Brazil ■ Germany ■ United Kingdom ■ Russia ■ United States

The increasing importance and impact of independent hair stylists has been a major factor in the development of many professional hair care markets. Whether mobile and at-home hairdressers in Russia or booth renters in the United States, these independent stylists, growing in number and importance have drawn the attention of many salon hair care manufacturers, as their purchase patterns, brands they work with, and services they provide seem to differ from some of those that can be attributed to traditional hair salons. These independent stylists have become an important target group for several brands and can become game changers in the salon hair care industry. Based on a survey to be conducted with hundreds of independent stylists across five countries, along with Kline's principal approach of unstructured interviews with market participants, this new study will take the first-ever look into this important market niche.

## This Report Addresses Questions Such as:

- How many independent stylists are there in each country?
- Which services do they offer?
- Which products are the most popular?
- What is the size and growth of this segment be in terms of service revenue?
- Where do independent stylists purchase the products that they work with?
- Which brands make an impact?



# Tentative Report Contents\*

## Introduction

### Global Executive Summary

- Key lessons learned
- Trends and developments
- Market sales and growth (2017 and 2018)
- Services offered
- Breakdown 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 independent stylists (2017 and 2018)
- Estimated market sales and growth (2017 and 2018)
- Types of independent stylists present in the market
- Role of independent stylists in the overall professional market
- Purchase channels
- Services offered
- Brands used
- Future outlook

**Table 1: Markets Covered**

Brazil

Germany

Russia

United Kingdom

United States

\* Subject to charter subscriber input





## Scope

Independent stylists: Global Market Brief will provide a detailed independent appraisal of this fast-moving market segment and explore opportunities and challenges for industry participants.

- For the purposes of this study, independent hair stylists are those stylists working on their account, not affiliated with/employed by any hair salon.
- Independent stylists include mobile hairdressers, at-home hairdressers, as well as booth-renters (also renting out space in the so-called “salon-suites.”)
- Geographic scope: Brazil, Germany, Russia, the United Kingdom, and the United States.
- The sample for the structured survey will be balanced by geography.

## Key Benefits

This report will help market participants better capitalize on the growing independent stylists.

- Develop business strategies by understanding the trends and developments that will drive the independent stylists’ market.
- Understand the landscape with key data and insights on the number of independent stylists, brands they use, purchase pattern, and the services they offer.
- Learn which products and product forms will be most important to independent stylists.
- Understand the decision-making factors when it comes to choosing the brands used.
- 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 high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- 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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