

Kline PRO:

Salon Retail Products and Services Database

Base Year: 2021

**To be published:
Quarterly**

A comprehensive interactive database that enables users to access the latest performance data on the professional hair care industry. Based on actual salon transactions from a panel of thousands of salons, it yields category, brand, and product-level sales and service data on a quarterly basis.

Regional Coverage:

- Canada
- 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

FEATURING AT-A-GLANCE DASHBOARD



DATABASE CONTENTS

Kline PRO provides an unbiased view of the performance of the professional hair care industry based on hard, transactional data collected from a panel of thousands of salons. The service is delivered quarterly with monthly views available. A rolling historical database covering eight (8) quarters is maintained so that users will have the ability to do full year-over-year comparisons. This program covers register transactions (salon retail) and services. Data is reported on both the unit and revenue levels.

Retail Products

- Category (Table 1)
- Segment (Table 4)
- Company
- Master brand, brand,
- sub-brand
- Item
- Salon demographics (Table 3)

Metrics for Retail Products

- Revenue
- Volume (ounces)
- Quantity (number of units)
- Shares
- % change vs. previous quarter/year prior

Services

- Service type (Table 2)
- Segment, sub-segment (Table 5)
- Salon demographics (Table 3)

Metrics for Services

- Revenue
- Service transaction count
- Average price per service
- Shares
- % change vs. previous quarter/year prior

Table 1. Product Categories

Conditioners
Hair styling products and sprays
Shampoos
Treatments
Kits/promotions

Table 2. Service Types

Hair coloring
Hair cut
Styling
Texturizing
Treatment
Other goods and services



Table 3. Salon Demographics

Region:
<u>Canada</u> : Atlantic Canada, British Columbia, Ontario, Prairies, Quebec
<u>United States</u> : Central, Midwest, Northeast, South, West
Salon size: Small, Medium, Large
Salon positioning: Value, Moderate, Premium

DATABASE CONTENTS

TABLE 4. 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

TABLE 5. SERVICE SEGMENTATION

HAIR COLORING	HAIR CUT	STYLING	TEXTURIZING	TREATMENT	OTHER
Coloring Color/cut Color/cut/treatment Color/treatment 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/treatment Men's haircut Men's cut/beard or shave service Women's haircut Not specified	Blowout Braiding Child's style Curling Flat ironing Special occasion Not specified	Straightening and smoothing Keratin Thermal reconditioning Relaxer Straightening and Smoothing/cut 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 services Eyelash services Gift cards Extension/weave Hair removal Makeup application Massage Nails Shaving Skin care Tanning Not specified



REPORT CONTENTS

Quarterly Summary Reports

- 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



KEY BENEFITS

This service provides subscribers with an accurate picture of the size, segmentation, and performance of the professional hair care market and enables users to exploit business opportunities by understanding market dynamics, competitive forces, and product trends. It offers a timely source to identify and track emerging trends and the latest new product launches.

This study assists in:

- New product development
- Industry/category/brand assessments
- Strategic planning
- Acquisition screening

Supported by quarterly report featuring:

- Executive summary
- Category shares and change
- Leading companies and brands
- Top new items

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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KLINE CREDENTIALS

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