

# Kline PRO: Salon Retail Products and Services Database

**Base Year: 2023**

**To be Published:  
Quarterly**

The comprehensive interactive database enables users to access the latest performance data on the professional hair salon 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 salon 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 quarters is maintained so that users can 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)

## Services

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

## Metrics for Retail Products

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

## 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<br>Daily rinse  | Aerosol<br>Cream<br>Gel<br>Glaze/lotion<br>Mousse<br>Non-aerosol<br>Pomade/paste<br>Powder                                      | Dry<br>Daily rinse  | Detangler<br>Dry conditioner<br>Leave-in other<br>Oil<br>Rinse-out treatment  | Not specified   |
| FUNCTION | Anti-aging<br>Clarifying<br>Color care<br>Curl care<br>General/multipurpose<br>Moisturizing<br>Repair/condition<br>Scalp care<br>Shine<br>Smoothing/frizz control<br>Thermal care<br>Thinning hair<br>UV/sun protection<br>Volumizing | Curl care<br>General/multipurpose<br>Finishing<br>Shine<br>Smoothing/frizz control<br>Texturizing<br>Thermal care<br>Volumizing | Anti-aging<br>Clarifying<br>Color care<br>Curl care<br>General/multipurpose<br>Moisturizing<br>Repair/condition<br>Scalp care<br>Shine<br>Smoothing/frizz control<br>Thermal care<br>Thinning hair<br>UV/sun protection<br>Volumizing | Anti-aging<br>Clarifying<br>Color care<br>Curl care<br>General/multipurpose<br>Moisturizing<br>Repair/condition<br>Scalp care<br>Shine<br>Smoothing/frizz control<br>Thermal care<br>Thinning hair<br>UV/sun protection<br>Volumizing | Anti-aging<br>Clarifying<br>Color care<br>Curl care<br>General/multipurpose<br>Moisturizing<br>Repair/condition<br>Scalp care<br>Shine<br>Smoothing/frizz control<br>Thermal care<br>Thinning hair<br>UV/sun protection<br>Volumizing |
| OTHER    | Nature-inspired<br>Men's product  | Nature-inspired<br>Men's product  | Nature-inspired<br>Men's product  | Nature-inspired<br>Men's product  | Nature-inspired<br>Men's product  |

TABLE 5. SERVICE SEGMENTATION

| HAIR COLORING   | HAIR CUT  | STYLING  | TEXTURIZING  | TREATMENT  | OTHER   |
|---|---|--|--|--|---|
| Coloring<br>Color/cut<br>Color/cut/treatment<br>Color/treatment<br>Colors glossing/<br>toning<br>Color refresh<br>Corrective color<br>Creative color<br>Demi-permanent<br>Semi-permanent<br>Men's color/cut<br>Men's coloring<br>Single process<br>Virgin color<br>Lightening<br>Balayage/hair<br>painting<br>Bleach & tone<br>Highlight/lowlight<br>full<br>Highlight/lowlight<br>partial<br>Men's lightening<br>Ombre<br>Virgin Bleach<br>Not specified | Bang or neck trim<br>Child's haircut<br>Cut/treatment<br>Men's haircut<br>Men's cut/beard or<br>shave service<br>Women's haircut<br>Not specified | Blowout<br>Braiding<br>Child's style<br>Curling<br>Flat ironing<br>Special occasion<br>Not specified | Straightening and<br>smoothing<br>Keratin<br>Thermal<br>reconditioning<br>Relaxing<br>Straightening and<br>smoothing/cut<br>Not specified<br>Waving<br>Perm<br>Perm/cut<br>Not specified | Bond builder<br>treatment<br>Clarifying treatment<br>Conditioning<br>treatment<br>Scalp treatment<br>Thinning hair<br>treatment<br>Not specified | Beard services<br>Body treatment<br>Consultation<br>Eyebrow services<br>Eyelash services<br>Gift cards<br>Extension/weave<br>Hair removal<br>Makeup application<br>Massage<br>Nails<br>Shaving<br>Skin care<br>Tanning<br>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 based upon millions of anonymous transactions collected on a regular basis from thousands of salons via software providers. Point of sales (POS) data is securely transmitted to Kline. The data is then classified and coded so that it can be aggregated at the item level and extrapolated to a national view. At no time is the specific location from which the data originates shared with Kline.

Kline's 60-plus years in the business gives us the foundation of pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

### A Full Spectrum of Services



Custom  
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Reports



Management  
Consulting

## 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 60 years.

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