

# Kline PRO: Annual Summary Report

**Base Year: 2021**

**To be Published:  
April 2022**

Kline PRO provides a unique and fact-based perspective on the professional salon industry. Sourced from 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. This report is a comprehensive summary by category and service type; it rolls up the findings from the full calendar year 2021 and provides a direct comparison with 2020.

**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

**FEATURES YEAR IN REVIEW**

# REPORT CONTENTS

## Annual Summary Report

- 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



# DATA SEGMENTATION

## 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  |

## SERVICE SEGMENTATION

| HAIR COLORING  | HAIRCUT  | STYLING  | TEXTURIZING  | TREATMENT   | OTHER  |
|--|--|--|--|---|--|
| Coloring<br>Color/cut<br>Color/cut/treatment<br>Color/treatment<br>Color<br>glossing/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 painting<br>Bleach & tone<br>Highlight/lowlight full<br>Highlight/lowlight 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 haircut/beard or 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 smoothing<br>Keratin<br>Thermal reconditioning<br>Relaxer<br>Straightening and smoothing/cut<br>Not specified<br>Waving<br>Perm<br>Perm/cut<br>Not specified | Bond builder treatment<br>Clarifying treatment<br>Conditioning treatment<br>Scalp treatment<br>Thinning hair treatment<br>Not specified | Beard services<br>Body treatment<br>Consultation<br>Eyebrow tinting<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 |

## KEY BENEFITS

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

## 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  
Research



Market Research  
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 more than 60 years.

### Americas

+1-973-435-3407

### Brazil

+55-11-3079-0792

### China

+86-21 6012-6500

### Abu Dhabi

+971 02 654 4147

### Europe

+32-2-770-4740

### India

+91-124-4546-100

### Japan

+81-3-3242-6295