



PRO Pulse:

U.S. Independent Salon Market Performance Index

Base Year: 2020

**To be published:
Quarterly**

A fact-based assessment of the U.S. salon industry as salons reopen and emerge from the COVID-19 shutdowns and beyond.

Regional Coverage:

- United States



SCOPE

- Indexing monthly revenue performance of both salon service and retail product categories from Kline PRO, our proprietary program that provides an unbiased view of the professional hair care industry based on hard, transactional data collected from a panel of thousands of salons.



EASY AT-A-GLANCE FORMAT

REPORT CONTENTS



Services

TABLE 1. SERVICE TYPES

Haircut
Hair coloring
Styling
Texturizing
Treatment
Other goods and services

Salon Retail

TABLE 2. PRODUCT CATEGORIES

Conditioners
Hair styling products and sprays
Shampoos
Treatments
Kits/promotions

Report Details

- Revenue by Service Types (Table 1) and Product Categories (Table 2) for each month of 2020 is indexed to the same period YAG
- Excel format
- Updated each quarter with monthly views

eKline

REVENUES	JAN	FEB	MAR	APR	MAY	JUNE
TOTAL SERVICES	103.6	99.1	34.0			
Hair coloring	102.1	96.3	35.0			
Coloring	101.7	97.9	40.0			
Lightening	102.4	96.3	30.0			
Not specified	103.4	96.8	28			
Hair cut	103.8	99.2				
Styling	103.0	10	24.0			
Texturizing	101.6	97.3	28.0			
Treatment	101.1	98.0	22.0			
Other	107.3	103.1	41.0			
TOTAL PRODUCTS	98.6	94.1	25.0			
Conditioners	106.8	96.4	26.0			
Hair styling products and sprays	95.7	91.0	18.0			
Shampoos	101.7	97.9	24.0			
Treatments	95.9	93.5	28.0			
Kits/promotions	93.3	94.1	31.0			

Indices < 100 = Decline; > 100 = Growth

Updated: Jun 8, 2020
Source: Kline PRO USA

ILLUSTRATIVE



KEY BENEFITS

This report is a timely and easy-to-understand resource to measure consumer responsiveness and demand for salon services and products. It will also:

Offer actionable data on the market's reaction to each category

Provide sales, marketing, and management personnel the most up-to-date transaction-based data

Complement forecast models for business planning

METHODOLOGY

Data for Kline PRO is collected primarily from salons via software providers. Two weeks after the close of each quarter, product and service data is transmitted directly to a designated, secure server at Kline. Once the data is received, it is then translated into appropriate categories/segments and aggregated to one total. At no time is the specific location from which the data originates shared with Kline.

Kline respects the privacy of all panelists and has agreements in place that prevent Kline from receiving any identifiable information. Only the general demographics of region, salon size, and pricing tiers are shared. Data from each participant is anonymously aggregated with data from all providers. Data that could identify any distributor, software company, or salon is never disclosed and will always be protected under the strict code of ethics that Kline has practiced for more than 60 years.

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North America

+1-973-435-3407

Dubai

+971-4-214-9892

Latin America

+55-11-3079-0792

India

+91-124-4546-100

Europe

+32-2-770-4740

Japan

+81-3-3242-6277