



Kline PRO: United Kingdom Annual Summary Report

Kline PRO provides a unique and fact-based perspective on the professional salon industry. Sourced from actual salon transactions, it yields category, brand, and product-level sales and service data and is updated on a quarterly basis. This report is a comprehensive summary by category and service type. This report rolls up the findings from the full calendar year 2018.

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Report benefits

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



Product Category Segmentation

| | Treatments | Conditioners | Hair styling products and sprays | Shampoos | Kits/promotions |
|----------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Form | Detangler Dry conditioner Not specified Oil Rinse-out treatment | Cleansing Daily rinse | Aerosol Cream Gel Glaze/lotion Mousse Non-aerosol Pomade/paste Powder | Daily rinse Dry | 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 | 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 Finishing General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Texturizing 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 |

Service Segmentation

| Hair coloring | Texturizing | Hair cut | Treatment | Styling | Combination hair services | Other goods and services |
|----------------------------|-----------------------------|-------------------|-------------------------|------------------|---------------------------|--------------------------|
| Coloring | Straightening and smoothing | Bang or neck trim | Bond builder treatment | Blow out | Color/cut | Beard services |
| Color glossing/toning | Keratin | Child's haircut | Clarifying treatment | Braiding | Color/style | Body treatment |
| Color refresh | Thermal reconditioning | Men's haircut | Conditioning treatment | Child's style | Color/cut/style | Consultation |
| Corrective color | Relaxer | Women's haircut | Scalp treatment | Flat ironing | Cut/style | Eyebrow tinting |
| Creative color | Not specified | Not specified | Thinning hair treatment | Special occasion | Men's cut/color | Eyelash services |
| Demi-permanent | Perming/waving | | Not specified | Not specified | Perm/cut | Gift cards |
| Semi-permanent | Not specified | | | | Not specified | Extension/weave |
| Men's coloring | | | | | | Hair removal |
| Single process | | | | | | Makeup application |
| Virgin color | | | | | | Massage |
| Lightening | | | | | | Nail |
| Balayage/hair painting | | | | | | Shaving |
| Bleach & tone | | | | | | Skin care |
| Highlight/lowlight full | | | | | | Tanning |
| Highlight/lowlight partial | | | | | | Not specified |
| Men's lightening | | | | | | |
| Ombre | | | | | | |
| Virgin Bleach | | | | | | |
| Not specified | | | | | | |