

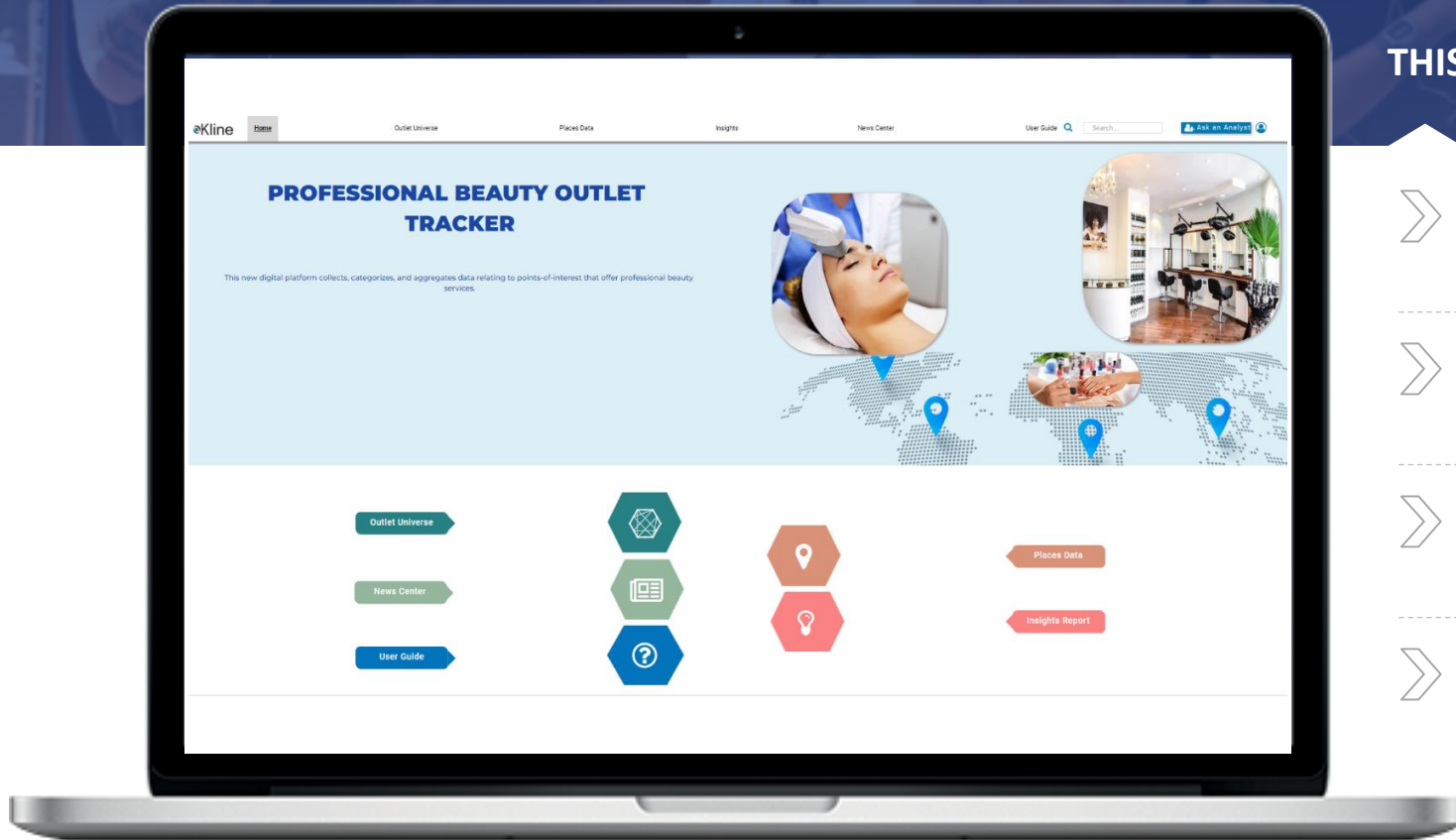
# PROFESSIONAL BEAUTY OUTLET TRACKER

PRODUCT OVERVIEW



# About the Professional Beauty Outlet Tracker

This new digital platform collects, categorizes, and aggregates data relating to points-of-interest that offer professional beauty services.



## THIS PLATFORM WILL HELP YOU:

- Understand the universe of outlets offering hair, skin, and other pro beauty services
- Identify opportunities for partnerships and distribution expansion with multi-site chains and independents
- Track outlet counts quarterly organized by country, region/state, and outlet type
- Keep a pulse on industry news and new developments in these outlets



# Methodology: POI Tracking + Kline Expertise

## SOURCES OF INFORMATION



- Geospatial data - location data, satellite data, open web sources, building footprint data, corporate information, demographic data
- Real-time news monitoring platforms and tools
- Kline's own research and analysis

## KLINE TEAM



- Aggregate data
- Filter content
- Add insights and analysis

## DELIVERABLE



- Interactive Platform
- Quarterly Insights Report

## Customizable and Tailored for Your Needs

### OUTLET COUNT (PLACES) DATA

#### HAIR

- Barber shops
- Blow dry bars
- Color bars
- Hair salons
- Salon suites

#### SKIN

- Beauty institutes
- Dermatologist offices
- Facial studios
- Medical spas
- Plastic surgeon offices
- Spas

#### OTHER PRO BEAUTY

- Brow studios
- Lash studios
- Nail salons/bars
- Semi-permanent makeup studios
- Tanning salons
- Tattoo studios
- Waxing salons

#### MARKET COVERAGE

##### NORTH AMERICA

- United States
- Canada

##### LATIN AMERICA

- Brazil

##### EUROPE

- France
- Germany
- Italy
- Spain
- United Kingdom

## Contents of the Platform

- › Home Page
- › Outlet Universe
- › Places Data
- › Insights Reports
- › News Center
- › User Guide

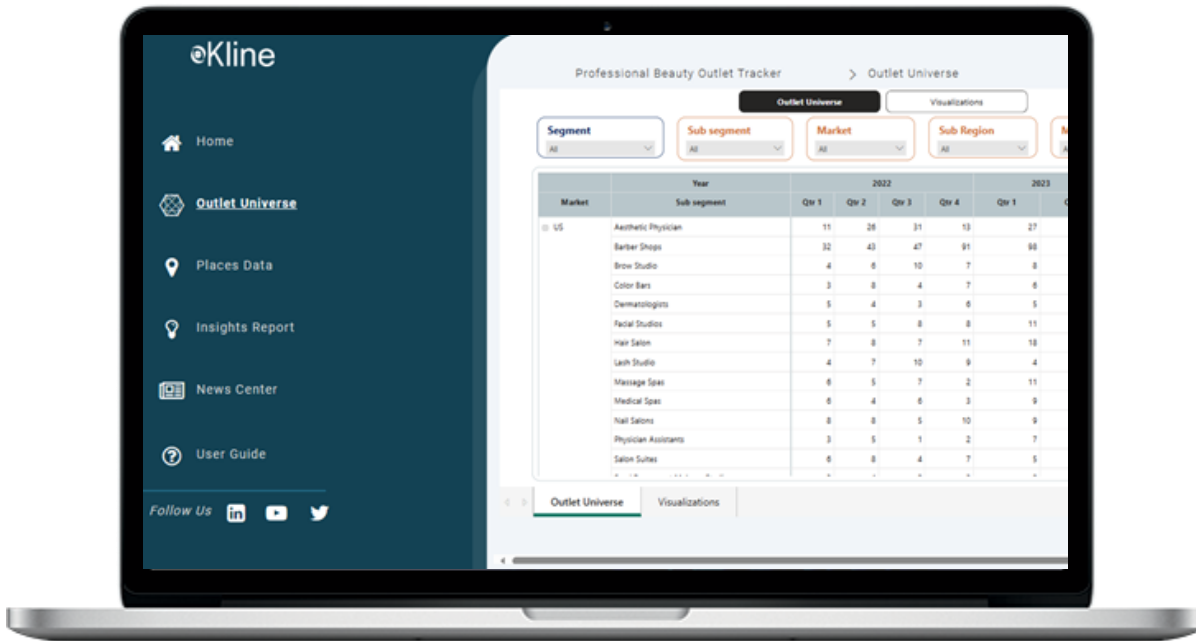


# Outlet Universe

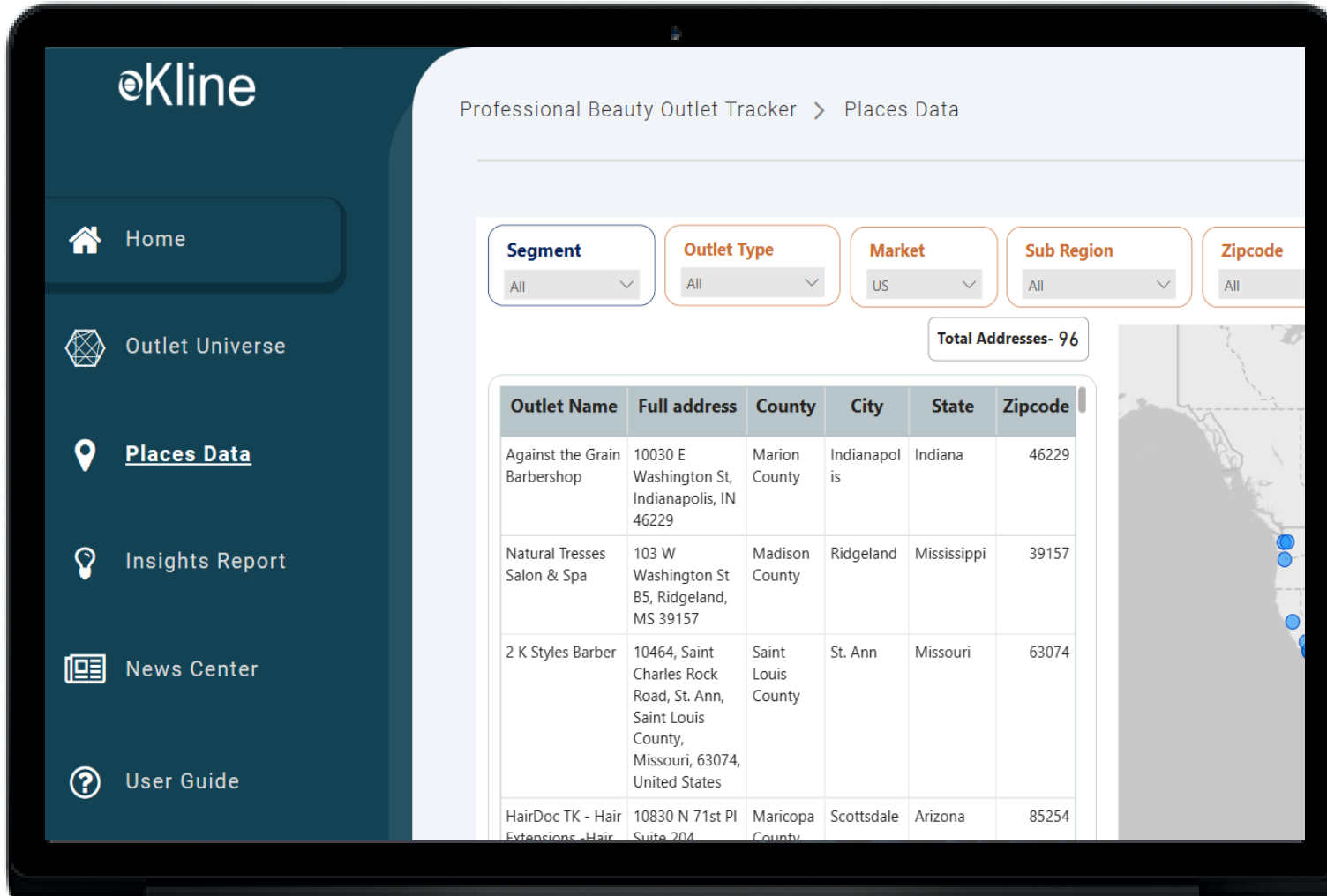
Outlet Universe monitors and analyzes the number and evolution of outlets offering professional beauty services.

## FEATURES

- Tracking and quantifying of outlets over time by segment, outlet type, country, and region/state
- Data visualizations that capture trends and change in outlet counts
- Data export options



# Places Data



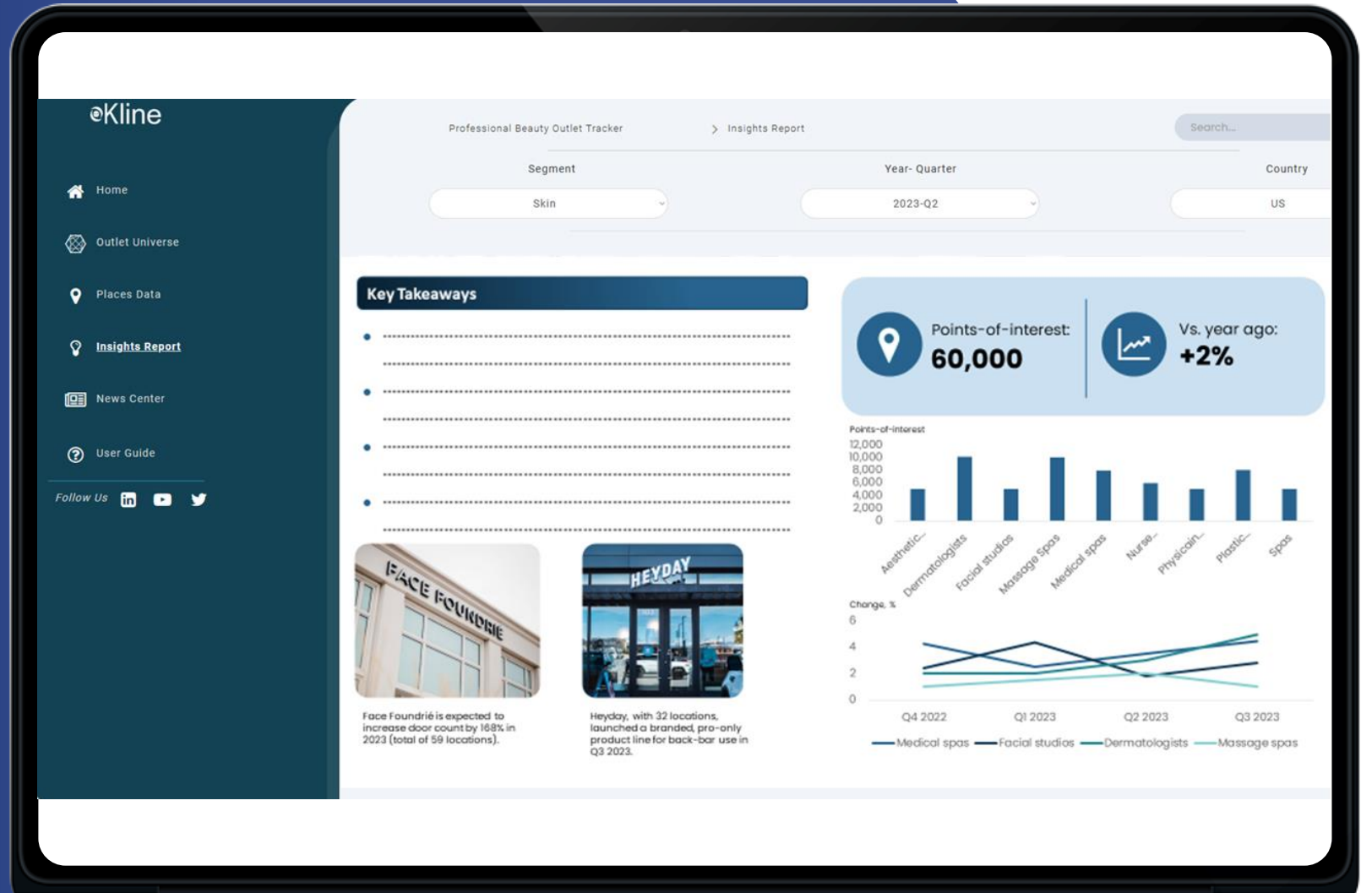
Interactive, customizable dashboard containing point-of-interest data and geographical details

- Populates a list of outlets with place details such as outlet name and address
- Ability to search all outlets by segment, outlet type, country, and region/state
- Details on key multi-site chains such as Massage Envy, Heyday, and Supercuts



# INSIGHTS REPORTS

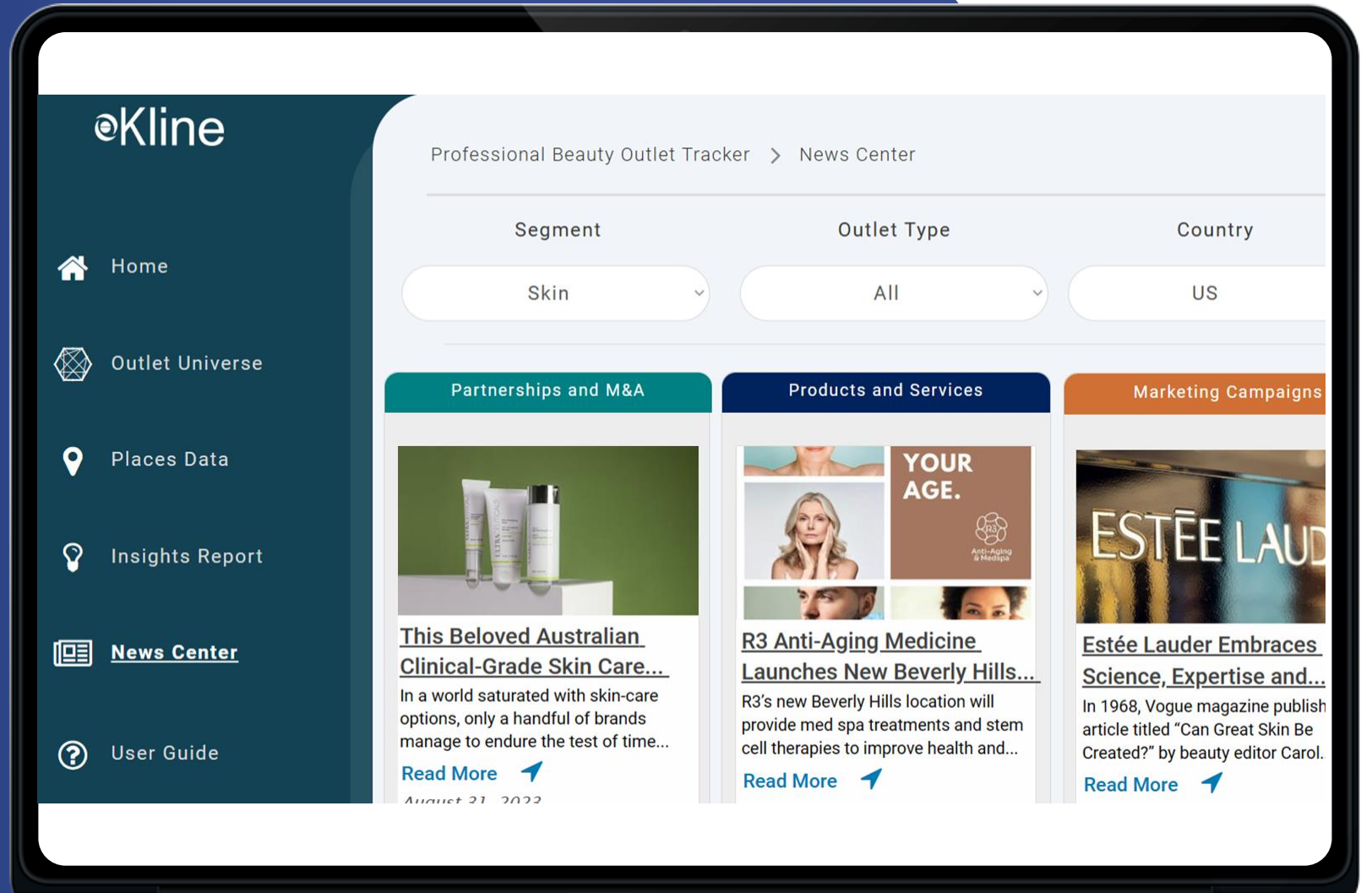
Insights reports published quarterly that discover patterns in the outlet data and provide key takeaways





# NEWS CENTER

Real-time newsfeed on various aspects of the professional beauty industry and outlets performing beauty services





Kline is a worldwide consulting and research firm dedicated to providing the kind of insight and knowledge that helps companies find a clear path to success. The firm has served the management consulting and market research needs of organizations in the agrochemicals, chemicals, materials, energy, life sciences, and consumer products industries for over 60 years.

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