



SALON DISTRIBUTION BENCHMARKING

Performance Insights of Companies, Brands, and SKUs
in U.S. Salons

Powered by Kline PRO
Salon Retail Products and Services Database



Adding the Why to Kline PRO: Using Our Sample Universe

Kline PRO currently gives a granular view of how companies and master brands perform in the U.S. salon marketplace. Sales and share trends by region, positioning, and size are available along with detailed pricing information. Our sample with new facts and analysis allows us to investigate the why.

1

Top rankings

View at the company, brand, and SKU levels, and understand your performance vs. competition. Investigate opportunities for optimizing the range and build stories to the trade to increase your distribution.

3

Distribution*

Analyze distribution and quality of distribution using numeric, service dollar weighted, and product dollar weighted available from company down to the SKU level.

* Distribution is defined using sales recorded.

2

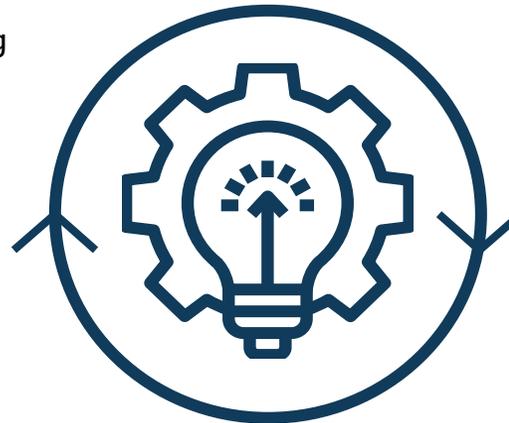
Performance where listed

Understand your performance and that of your competition in salons that stock your brand. Delivering a new universe based on the company or brand stocked. How are salons that carry your brand performing compared to those that do not?

4

Ranging

How many SKUs are in the range, what is the rate of sale, and should some lines in your range be placed as lead SKUs? Which brands are you competing head-to-head with in your stocking salons?



Key Initial Dashboards at Launch: Visualizations to Easily Extract Insight

Top Rankings

View by company, brand, and SKU. Identify opportunities and how you perform vs. competition.

Performance in Your Salons

How are your salons performing? How is your distribution and range changing over time?

Other Brands in Your Salons

How many other brands are in your salons, and which are you more likely to share space with? How does your range perform where listed?

Additional Views?

Get input into development and create new views to answer other business questions you may have.



- Analysis in stable samples with two full years of history by year or quarter to see emerging trends
- Filters to select universe based on salons stocking for any company or brand
- Quick view of bubble charts to understand opportunities
- Top rankings and opportunity to maximize your range using multiple metrics to allow side-by-side SKU comparison

Methodology:

SOURCES OF INFORMATION



Kline PRO's panel
Over 3,500 salons providing millions of retail transactions

KLINER TEAM



Anonymous data is coded, aggregated, and extrapolated to a national view

DELIVERABLE



Interactive dashboard



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.

For more information, visit www.KlineGroup.com.

CONTACT US

GLOBAL HEADQUARTERS

E-mail: CustomerCare@KlineGroup.com

Phone: +1-973-435-6262

Fax: +1-973-435-6291

