



# SALON DISTRIBUTION BENCHMARKING

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

---

eKline

Powered by [Kline PRO](#)

Salon Retail Products and Services Database



# About the Salon Distribution Benchmarking Dashboard

Monitors how retail products are carried and sold across hair salons, leveraging point-of-sale data from **Kline PRO**

## It helps you to:

- Benchmark performance against industry competition.
- Track the evolution of distribution and product range over time.
- Compare price indices with brands present in both stocking and non-stocking salons.



Access ready-made views and get input on building your own to address specific business needs.



## Methodology



**Kline PRO's** panel of over 3,300 salons providing millions of retail transactions





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



Interactive dashboard

### Coming in 2H 2024

-  New velocity metrics to include both weighted and unweighted views for total brand as well as average item sales rates
-  Updating data tables across the dashboards to include change vs YA metrics for ease of use and faster insights

## Contents of the Platform

**Ranking Reports**

---

**Health of Stocking Salons**

---

**Quality of Distribution**

---

**Glossary**



# Ranking Reports

- View key distribution metrics at the company, brand, and SKU levels.
- Investigate opportunities for optimizing the range and build category stories to increase your distribution.
- Measure your brand's share of retail sales in individual salon.



# Health of Stocking Salons

**@Kline Salon Distribution Benchmarking Dashboard**

Export Visible Page to ...

Periods: 2023-Q3 | Top Master Brands: All | Master Brand: BRAND A

Stocking Salon's Health/Metrics | Quality of Distribution

**Stocking Salons Health**

Metric	Total	Stockists	Non-Stockists	Index Stockists vs Non-Stockists
\$ Product Sales Per Salon	\$5,418	\$7,339	\$4,849	151

Metric	Total	Stockists	Non-Stockists	Index Stockists vs Non-Stockists
\$ Service Sales Per Salon	\$86,736	\$123,707	\$77,643	159

**Stocking Salons Metrics**

Price Per Service | \$ Service Sales Per Salon

Service Type	Total	Stockists	Non-Stockists	Index Stockists vs Non-Stockists
Texturizing	\$165.32	\$178.45	\$160.33	111
Hair Coloring	\$97.70	\$99.30	\$96.99	102
Hair Cut	\$50.67	\$55.91	\$48.99	114
Styling	\$50.40	\$49.82	\$50.55	99
Other Goods and Services	\$33.03	\$49.45	\$28.92	171
Treatment	\$32.95	\$36.28	\$31.97	113

**Company/Master Brand Stocking Salons**

Category	Value Share	Volume Share	Units Share	Total Number of SKUs	Avg. Number of SKUs where Listed	PPV	PPV vs Others	PPU	PPU vs Others	Salon Overall PPV vs. Non-Stocking Salons Total PPV
Total	100.0%	100.0%	100.0%	53	3.9	5.44	125	\$31.22	98	106
Hair Styling Products and Sprays	18.2%	11.9%	19.2%	3	1.2	8.30	168	\$29.50	104	104
Shampoos	29.8%	45.8%	31.0%	9	1.8	3.54	111	\$30.01	93	106
Treatments	25.5%	14.6%	26.5%	14	1.9	9.46	146	\$30.02	85	104
Conditioners	16.8%	27.6%	16.9%	7	1.1	3.31	99	\$31.09	93	104
Kits/Promotions	9.7%		6.4%	20	1.1			\$47.54	134	109

© 2024 Kline & Company, all rights reserved. | Powered by Kline | myKline | Kline Website | Contact Us

➤ Evaluate brand performance in stocking salons versus competitors for total brand and by product category.

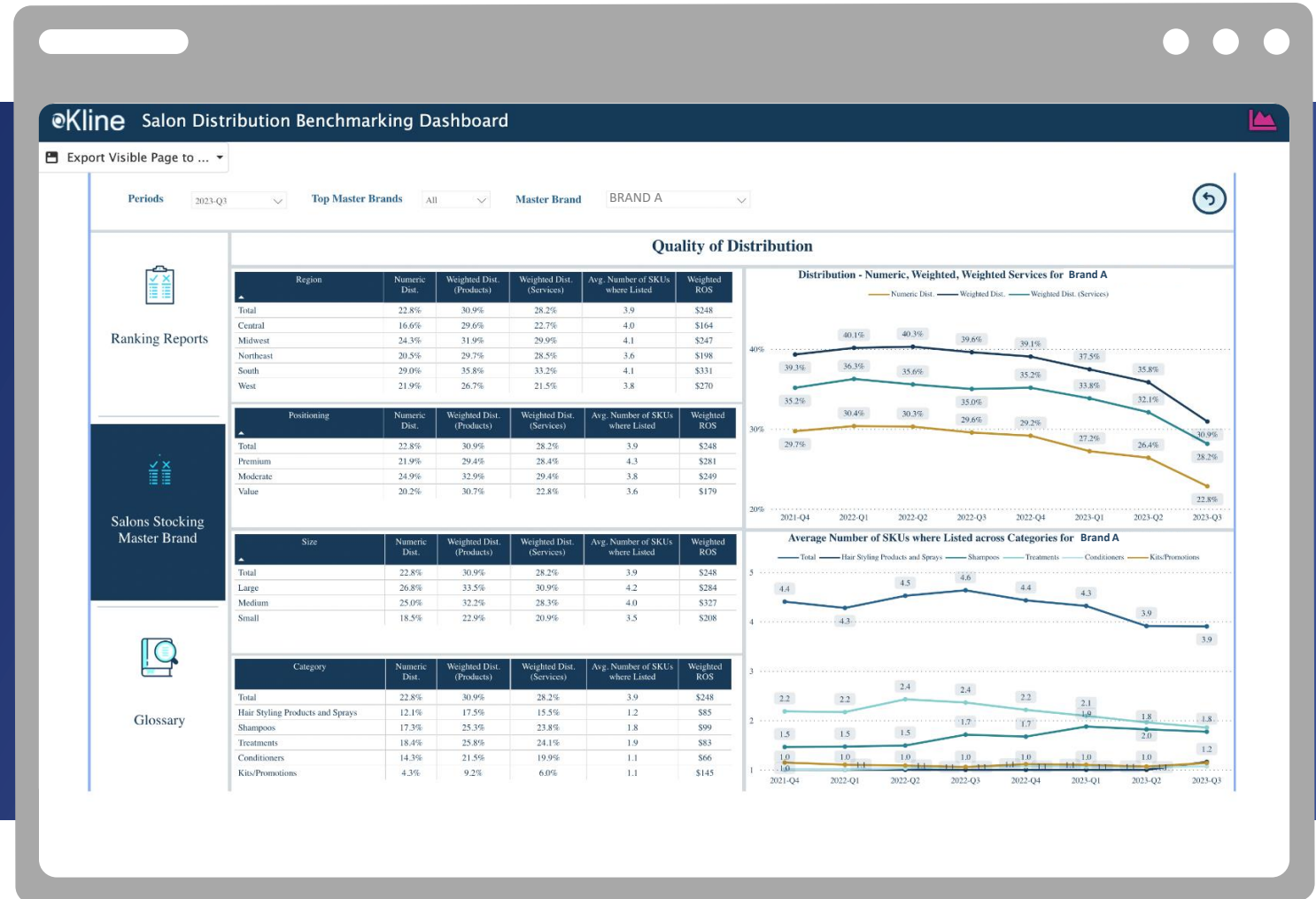
➤ Compare retail product or service sales between salons that carry your products and those that do not.



# Quality of Distribution

➤ Assess the quality of distribution breadth via numeric and weighted percentage of store selling metrics, for the total channel and across geographies, salon positioning, and salon size.

➤ Access the information presented for individual time periods as well as longitudinally for quick insights into drivers behind sales trends.



The screenshot shows the 'eKline Salon Distribution Benchmarking Dashboard' with a 'Glossary' section. The dashboard includes a navigation bar with 'eKline Salon Distribution Benchmarking Dashboard', an 'Export Visible Page to ...' dropdown, and two buttons: 'Selections' and 'Facts & Metrics'. The glossary table is as follows:

Page View	Tab	Selection	Description
Ranking Reports	COMPANY, MASTER BRAND and SKU	Periods	Allows results to be viewed for individual quarters or the latest 2 MATs (4 quarters each) individually or the full period of 8 quarters.
	COMPANY, MASTER BRAND and SKU	Salon Position	Allows results to be shown individually for Value, Moderate, and Premium as well as possible combinations of these and the total universe.
	COMPANY and MASTER BRAND	Top Companies/Top Master Brands	Allows quick selection of the top 5, 10, 15 and 20 Companies/Master Brands based on reported \$ Value Sales for the selections in Periods and Salon Position.
Salons Stocking Master Brand	COMPANY and MASTER BRAND	Companies/Master Brands	Allows for any Companies/Master Brands to be selected from the full list or for ones to be removed when the Top Companies/Master Brands option is selected.
	SKU	Top SKUs	Selects the top 25, 50, 75, and 100 SKUs based on reported \$ Value Sales for selections in Period and Salon Position.
	SKU	SKU	Allows for any SKU/SKUs to be selected from the full list or for ones to be removed when the Top Companies/Master Brands option is selected.
	SKU	Numeric Dist Range	The Kline PRO data contains a large number of SKUs due to the large sample size and level of granularity. Some of these SKUs may be present in only a few salons. Using these figures can lead to \$ Weighted ROS figures which are not statistically valid. While all results are available in the data, we recommend using this filter to eliminate very minor SKUs. Setting a minimum level of Numeric Distribution will remove SKUs with very limited distribution. Values can be set using the slider or by directly entering a value into the box.
	Stocking Salons' Health/Metrics and Quality of Distribution	Periods	Allows results to be viewed for individual quarters or the latest 2 MATs (4 quarters each) individually or the full period of 8 quarters.
Stocking Salons' Health/Metrics and Quality of Distribution	Company and Master Brand	Allows selection of the Company and Master Brand on which the report is to be based.	

© 2024 Kline & Company, all rights reserved. Powered by Kline myKline | Kline Website | Contact Us



Detailed descriptions of each view and tracked KPIs





## eKline

Kline, an advisory consultancy and market research firm, combines industry expertise and technology to provide highly predictive and actionable data, insights, and advice. Known as "The Industry Experts," we deliver top-notch services in lubricants and petroleum specialties, professional beauty, and specialty chemicals. This focus gives us a competitive advantage and global leadership in these areas. While we also serve adjacent industries, our specialization sets us apart as the leading experts in our chosen fields.

 [www.klinegroup.com](http://www.klinegroup.com)

Follow us on [in](#) [▶](#) [✕](#)



10 Waterview Blvd, Suite 102,  
Parsippany, NJ 07054



+1-973-435-6262



[Beauty@klinegroup.com](mailto:Beauty@klinegroup.com)