

Salon Purchase Channels

U.S., Europe & China Market Analysis

Base Year: 2023

Forecast: 2028

**To Be Published:
Q4 2023**

1st edition

Salons traditionally purchased their supplies directly from manufacturers or from distributors/wholesalers and their stores. This purchase behavior has changed, and salons nowadays have a variety of ways to obtain professional hair care products. In particular e-commerce to professionals has been blooming in recent years. In this study Kline asks directly hundreds of salons about their purchase behaviors.

SCOPE

This report compiles a quantitative survey among salons and opinions from unstructured interviews with industry experts across United States, key European markets and Mainland China. Observing changes in salons purchase patterns as well as development of online platforms selling to stylists for professional hair care marketers and distributors it is important to understand where and why salons shop. The report includes information on:

- › Number of salons
- › Salons segmentation
- › Salons purchase behaviors:
 - › Where they shop
 - › How often they shop
 - › Reasons behind choice of purchase channel
- › Brands they use
- › Services they provide
- › Product retailing and spending on salon hair care products

Results from this study should enable companies to better select channels through which they reach different types of salons.

METHODOLOGY

- **Quantitative Study**
- Sample size for each European country:
N=200
- Sample size United States and China (each):
N=400
- Method: 15-minute telephone interviews
- Fieldwork: September-October 2023
- Respondents: Salon owners/managers/stylists responsible for choosing and buying products

- **Unstructured interviews** with industry experts from manufacturers, distributors, associations, media, or salons

TABLE 1: MARKETS *

Europe	North America	Asia
France	United States	Mainland China
United Kingdom		
Germany		
Italy		
Spain		

Table 2: SALON SEGMENTS

• Premium
• Moderate
• Value

* Subject to charter subscriber input



METHODOLOGY

Information Gathered from Quantitative Survey*

- **Salon segmentation**
 - Pricing of coloring services
 - Pricing of hair cuts

(the above will allow ups to split the sample into premium mid-tier and economy salons)
- **Purchase channels**
 - Where they purchase products from
 - Share of each purchase channel on their total expenditure
 - Number of channels they source products from
 - Quantities of products bought online and traditionally
 - Which brands are purchased through which channel
 - Reasons behind selection of various channels
- **Services they provide**
 - Services they provide
 - How their revenue is split by type of service
- **Product sales**
 - Share of product retail in their revenues
 - How do they sell products to clients (physically or online)
 - What would encourage them to sell more products to customers
- **Products and brands they use or sell to customers**
 - The amount that they pay for product purchase per month
 - Brands they use
 - Reasons for selecting the brands they use

Information Gathered from Unstructured Industry Interviews*

- **Number of hair salons**
- **Sales channels of key marketers**
- **Outlook**
- **Additional insights helping understand the market and survey results**

* Subject to charter subscriber input

REPORT BENEFITS

This program provides subscribers with an understanding of the purchase behaviors of different types of salons in United States, Europe and Mainland China. Results from this study will enable companies to better understand reasons behind selection of purchase channels and brands, importance of product retailing as well as services provided by salon tier. This knowledge should help marketers to create effective partnerships and agreements with salons.

Deliverables

- Report combining findings from survey and unstructured interviews
- Survey results tabulations
- The possibility to compare results across different salon segments
- Incorporating expertise from the Kline Salon Hair Care annual study.

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

A Full Spectrum of Services



Custom
Research



Market Research
Reports



Management
Consulting

KLING CREDENTIALS

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 60 years.

Americas

+1-973-435-3407

Brazil

+55-11-3624-8718

China

+86-21-2226 5078

Abu Dhabi

+971 02 654 4147

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6295