

Salon and Stylists Purchase Channels

Find out where, what, and how often professional hair care products are purchased by salons and independent stylists.

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What's in it for you?

- Purchase behaviors by segment, including premium, moderate, and value salons as well as independent stylists
- Preferred purchase channels and expenditure share
- Top brands used in salons and by independent stylists and the reasons behind their choices
- Factors motivating salons and stylists to increase product sales
- Revenue streams with split by product retailing and services
- Combined survey data with expert insights for a holistic view

SCOPE

1,400 Salons
1,400 Stylists

France
Germany
Italy
Spain
United Kingdom
United States

APPROACH

Quantitative Survey +
Expert Interviews

15-minute online
questionnaire

Unstructured
interviews

OUTPUT

In-Depth Analysis

Expert analysis

Survey tabulations