

Professional Beauty Monitor: Consumer Attitudes and Behaviors

Base Year: 2020

**To be published:
Quarterly, 2021**

1st edition

An independent research study, this quarterly monitor will assess consumer attitudes, behaviors, and purchasing patterns toward beauty services and products in professional outlets. It will help marketers understand the type of products and services that are most sought-after by consumers, how they differ from before the COVID-19 shutdown, and how they will evolve over time.

Regional Coverage: * China * Europe * United States

SCOPE

- › Attitudes and behaviors of consumers regarding professional beauty services and products
- › Impact of COVID-19 on consumer spending (near- and long-term), purchasing decisions, and frequency of visits, plus average ticket
- › Channel coverage
 - Salons
 - Spas
 - Beauty institutes
 - Aesthetic practitioners (dermatologists, plastic surgeons, medi-spas)
- › Geographic scope
 - China
 - Europe (France, Germany, Italy, Spain, and the United Kingdom)
 - United States

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Results will be published separately each quarter for each region in Table 1, with a global analysis available for subscribers to all regions.

Introduction

Key Findings

Quarterly results pertaining to consumer behavior, attitudes, and purchasing patterns across the following dimensions:

- Pre-shutdown behavior vs. post-shutdown behavior
- Frequency of visits
- Price
- Services desired
- Products used/purchased
- Health concerns
- Opportunities and challenges

All results will be analyzed by the channels in Table 2 and categories in Table 3. The results for Europe will also be analyzed by country.



Table 1. REGIONS COVERED

China
Europe (France, Germany, Italy, Spain, United Kingdom)
United States

Table 2. PROFESSIONAL CHANNELS

Beauty institutes
Hair salons
Nail salons
Spas

Table 3. CATEGORIES

Hair care
Nail care
Skin care
Other (makeup, lash and brow, waxing, massage, body treatments and non-invasive treatments such as microblading)

Table 4. PUBLICATION TIMING

TIME PERIOD COVERED	TARGET PUBLICATION MONTH
Q4 2020	Feb 2021
Q1 2021	May 2021
Q2 2021	Aug 2021
Q3 2021	Nov 2021

REPORT BENEFITS

This report serves as an excellent resource for manufacturers and marketers to identify and plan around intended consumer spending in professional beauty services and product purchases near- and long-term. It will also help subscribers:

Understand the factors that consumers consider when choosing to book an appointment at a professional outlet

Comprehend consumer behavior and attitudes pre-, during- and post-COVID-19

Identify unmet consumer needs with respect to products and services

METHODOLOGY

This quarterly study will be based on intelligence gathered via social listening, with continuous monitoring across an array of social media sites, blogs, and forums. We will hone in on conversations and posts relating to attitudes, behaviors, and sentiments around salons, spas, and beauty institutes. These results will be analyzed and synthesized by our team of industry experts.

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