

Kline PRO: Annual Summary Report

Base Year: 2020

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Kline PRO provides a unique and fact-based perspective on the professional salon industry. Sourced from actual salon transactions, it yields category, brand, and product-level sales and service data and is updated on a quarterly basis. This report is a comprehensive summary by category and service type; it rolls up the findings from the full calendar year 2020.

Regional Coverage: United States

SCOPE

› Retail Products

- Conditioners
- Hair styling products and sprays
- Shampoos
- Treatments
- Kits/promotions

› Services

- Haircut
- Hair coloring
- Styling
- Texturizing
- Treatment
- Other goods and services

FEATURES YEAR IN REVIEW

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Annual Summary Report

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DATA SEGMENTATION

RETAIL PRODUCT SEGMENTATION

	CONDITIONERS	HAIR STYLING PRODUCTS AND SPRAYS	SHAMPOOS	TREATMENTS	KITS/PROMOTIONS
FORM	Cleansing Daily rinse	Aerosol Cream Gel Glaze/lotion Mousse Non-aerosol Pomade/paste Powder	Dry Daily rinse	Detangler Dry conditioner Leave-in other Oil Rinse-out treatment	Not specified
FUNCTION	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Curl care General/multi-purpose Finishing Shine Smoothing/frizz control Texturizing Thermal care Volumizing	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing
OTHER	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product

SERVICE SEGMENTATION

HAIR COLORING	HAIRCUT	STYLING	TEXTURIZING	TREATMENT	OTHER
Coloring Color/cut Color/cut/treatment Color/treatment Color glossing/toning Color refresh Corrective color Creative color Demi-permanent Semi-permanent Men's color/cut Men's coloring Single process Virgin color Lightening Balayage/hair painting Bleach & tone Highlight/lowlight full Highlight/lowlight partial Men's lightening Ombre Virgin bleach Not specified	Bang or neck trim Child's haircut Cut/treatment Men's haircut Men's haircut/beard or shave service Women's haircut Not specified	Blowout Braiding Child's style Curling Flat ironing Special occasion Not specified	Straightening and smoothing Keratin Thermal reconditioning Relaxer Straightening and smoothing/cut Not specified Waving Perm Perm/cut Not specified	Bond builder treatment Clarifying treatment Conditioning treatment Scalp treatment Thinning hair treatment Not specified	Beard services Body treatment Consultation Eyebrow tinting Eyelash services Gift cards Extension/weave Hair removal Makeup application Massage Nails Shaving Skin care Tanning Not specified

KEY BENEFITS

- Provides view of relationship between service revenues, transaction counts, and service pricing
- Identifies fastest-growing products and services
- Ranks leading companies and brands based on revenue and volume
- Measures performance of product functions/benefits and forms for trend analysis and planning

METHODOLOGY

Data for Kline PRO is collected primarily from independent salons via software providers. Transactional data is securely transmitted to Kline. It is then translated into appropriate categories/segments and aggregated. At no time is the specific location from which the data originates shared with Kline.

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