

In-salon Hair Services - UK - August 2017

Report Price: £1995.00 | \$2583.33 | €2370.86

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“Expensive colour trends and focus on hair health drive expected growth of the in-salon hair services market. With a predicted decline in disposable income will, salons should reward current clientele to ensure loyalty. Promotional offers should target younger adults, driven by inspiration from social media.”

–Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- The realities of loyalty
- Harnessing the youth trade
- A growing focus on hair health

The value of the in-salon hair services market declined slightly in 2016, but growth is expected in 2017 due to colour trends and a subsequent focus on hair health. While bleaching and recolouring is expensive, restoring hair structure with conditioning treatments has pushed spend up even further.

However, this upturn could be short-lived due to factors affecting disposable income, increasing the importance for salons to show their value in more creative ways; for example, supporting local communities in the hope of attracting new clients, and rewarding the loyalty of their current clientele. Salons could also look to increase frequency of visits from appearance-focused younger adults with discount packages and follow-up services, potentially benefiting the value of the sector further.

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This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

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#HairInspiration

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