

## In-salon Hair Services - UK - August 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Salons competing for loyalty, and a new generation of booking platforms have resulted in a strong discounting culture in the hair services market, with sales declines anticipated for 2015 as a result. Encouraging clients to trade up, or expand to new treatments and services is essential for returning the market to growth.”

### This report looks at the following areas:

- Salons need to appeal more to an older consumer
- Expanding treatment options for men
- The impact of booking apps

The in-salon hair services market is predicted to slip into decline in 2015 following a period of discounting and continued special offers in the category, as well as continued innovation in home hair colouring. Salon visits amongst key consumer groups such as young men and mature women remain frequent, however encouraging them to trade up or expand to new treatments and services is essential to drive growth in an increasingly discount-driven market.

Consumer research for this report explores usage and expenditure amongst a male and female audience, the key drivers in choosing a salon and attitudes towards booking apps and websites.

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### DID YOU KNOW?

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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