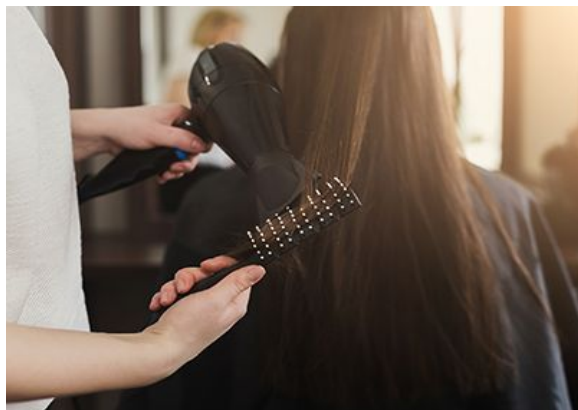


## Salon Services - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"While routine maintenance is a top reason for seeking salon services, resulting in many being loyal to the same destinations and professionals, other reasons for receiving services exist. The desire to pamper or seek services for social activities could motivate some consumers to consider alternative destinations, such as at-home treatments or on-the-go destinations."

– Alexis DeSalva, Retail & Apparel Analyst

This report looks at the following areas:

Salons need to use tools like social media, alternative pricing, and flexible booking options to cater to more consumers' needs and establish deeper connections with clients, encouraging future loyalty and frequency.

- **Bad experiences can result in lost sales and customers**
- **Alternative destinations pose a threat to traditional salon formats**

**BUY THIS  
REPORT NOW**

**VISIT:**  
[store.mintel.com](http://store.mintel.com)

**CALL:**  
EMEA  
+44 (0) 20 7606 4533

Brazil  
0800 095 9094

Americas  
+1 (312) 943 5250

China  
+86 (21) 6032 7300

APAC  
+61 (0) 2 8284 8100

**EMAIL:**  
[reports@mintel.com](mailto:reports@mintel.com)

### DID YOU KNOW?

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

# Salon Services - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Table of Contents

### Overview

What you need to know  
Definition

### Executive Summary

Overview  
The issues  
Bad experiences can result in lost sales and customers  
Figure 1: Attitudes for receiving services, July 2018  
Alternative destinations pose a threat to traditional salon formats  
Figure 2: Destinations, July 2018  
The opportunities  
Desire for professionals drives loyalty among most consumers  
Figure 3: preferences for receiving salon services, July 2018  
Don't overlook the men  
Figure 4: Frequency of services, by gender, July 2018  
What it means

### The Market – What You Need to Know

A positive sales trend is expected to continue  
Destinations are on the rise  
Consumers have more needs and more money to spend

### Market Size and Forecast

Double digit growth expected over the next five years  
Figure 5: Total US sales and fan chart forecast of salon services, at current prices, 2013-23  
Figure 6: Total US revenues and forecast for salon services, at current prices, 2013-23

### Market Breakdown

In-home versus out-of-home  
Figure 7: Destinations – out-of-home versus in-home, July 2018  
Destinations are on the rise  
Figure 8: Total number of salon service establishments 2013-18

### Market Factors

Population of women supports category growth, creates various needs  
Figure 9: Female population by age, 2013-23  
Young men could drive additional category interest/opportunities  
Figure 10: Male population by age, 2013-23  
Multicultural population growth creates diversified beauty needs

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)  
**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094  
Americas +1 (312) 943 5250 | China +86 (21) 6032 7300  
APAC +61 (0) 2 8284 8100 |  
**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Salon Services - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 11: Population by race and Hispanic origin, 2013-23

More income could enable more spending and frequency

Place of residence could influence where and how consumers receive salon services

Figure 12: Number of households, by area of residence, 2007 and 2017

## Key Players – What You Need to Know

Many consumers are loyal to their preferred professional

Other, more convenient formats could challenge traditional salons

Rethinking branding, pricing, and at-home products

## What's Working?

Men care about their appearance

Figure 13: Frequencies of services, by gender and age, July 2018

Most consumers are loyal to location, stylists

Figure 14: Repertoire of destinations, July 2018

Salon goers describe which services they leave to the professionals

## What's Struggling?

Beauty bars are a potential threat to traditional salons

Figure 15: Destinations by Types of Services, July 2018

Salon customers describe their preferred booking methods

## What's Next?

Evolving beyond a destination and into a brand

Figure 16: Preferences for and attitudes toward receiving salon services, July 2018

Will at-home become the new "it" destination?

Figure 17: Attitudes toward receiving salon services, by select demographics, July 2018

Rethinking pricing

Trends on the horizon

A continued focus on hair care

Figure 18: Sephora email campaign, August 2018

Figure 19: Sephora email campaign, October 2017

## The Consumer – What You Need to Know

Salons are top destinations, but at-home services on the rise

Hair care is a top priority, but some seek other treatments more frequently

Professional preference fuels loyalty

A bad experience could be detrimental

## Destinations

More consumers seek expert service

Figure 20: Destinations, July 2018

Older women head to the salon, while young men seek services at chains and barbershops

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Salon Services - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 21: Destinations, by gender and age, July 2018

Moms and younger generations have a DIY attitude

Figure 22: Destinations, by select demographics, July 2018

Hispanic consumers prefer chain salons, while Black consumers opt for in-home services and barbershops

Figure 23: Destinations, by race and Hispanic origin, July 2018

## Types and Frequencies of Services

Hair care is a top priority

Figure 24: Types of services, July 2018

Figure 25: Frequency of services, July 2018

Dads and young men experiment with tanning, anti-aging services

Figure 26: Types of services, by select demographics, July 2018

Older women routinely seek hair and nail maintenance, while younger women pamper themselves in other ways

Figure 27: Types and frequency of services, by gender and age, July 2018

Hispanic consumers seek a variety of services

Figure 28: Types of services, by Hispanic origin, July 2018

## Reasons for Receiving Services

Routine maintenance and pampering drive salon services

Figure 29: Reasons for receiving services, July 2018

Younger generations prioritize pampering, regardless of income

Figure 30: Reasons for receiving services, by age and household income, July 2018

Style and self-care are important to moms

Figure 31: Reasons for receiving services, by parental Status, July 2018

Multicultural adults cite social activity, pampering as reasons for choosing salon services

Figure 32: Reasons for receiving services, by race and Hispanic origin, July 2018

## Preferences for Receiving Services

A preference for professionals

Figure 33: Preferences for receiving services, July 2018

Women display a loyalty to their stylist

Figure 34: Preferences for receiving services, by gender and age, July 2018

Outside sources influence younger generations

Figure 35: Preferences for receiving services, by gender and age, July 2018

Multicultural consumers prefer using products from trusted sources

Figure 36: Preferences for receiving services, by race and Hispanic origin, July 2018

## Attitudes toward Receiving Salon Services

Negative experiences and stylist recommendations strongly influence consumers' decisions

Figure 37: Attitudes toward receiving salon services, July 2018

Young men are more forgiving

Figure 38: Attitudes toward receiving salon services, by gender and age, July 2018

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)

# Salon Services - US - September 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

## Multicultural consumers don't stick to the salon

Figure 39: Attitudes toward receiving salon services, by race and Hispanic origin, July 2018

In their own words

## Cluster Analysis

### Consumer attitudes split between adventurous, cost-conscious, enthusiastic, and professional preference

Figure 40: Cluster analysis – Attitudes toward receiving salon services, July 2018

Figure 41: Attitudes toward receiving salon services, by attitudes toward receiving salon services clusters, July 2018

### Cost-Conscious Customers

Figure 42: Profile of cost-conscious customers, July 2018

### Engaged Enthusiasts

Figure 43: Profile of engaged enthusiasts, July 2018

### Preference for Professionals

Figure 44: Profile of preference for professionals, July 2018

### Salon Adventurers

Figure 45: Profile of salon adventurers, July 2018

## Price Sensitivity

### Price influences the types of services and destinations consumers seek

#### \$40 is the sweet spot for hair color services

Figure 46: Price sensitivity analysis- threshold price chart, July 2018

Figure 47: Price sensitivity analysis- Optimal price point (opp), July 2018

### Women are willing to spend more

Figure 48: price sensitivity analysis, by select demographics, July 2018

### Hispanic consumers are more price sensitive

Figure 49: Price sensitivity analysis, by race and Hispanic origin, July 2018

### How much, and for what, consumers are willing to pay

## Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Direct marketing creative

Abbreviations and terms

Abbreviations

## Appendix – The Market

Figure 50: Total US sales and forecast of salon services, at inflation-adjusted prices, 2013-23

**BUY THIS  
REPORT NOW**

**VISIT:** [store.mintel.com](http://store.mintel.com)

**CALL:** EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100 |

**EMAIL:** [reports@mintel.com](mailto:reports@mintel.com)