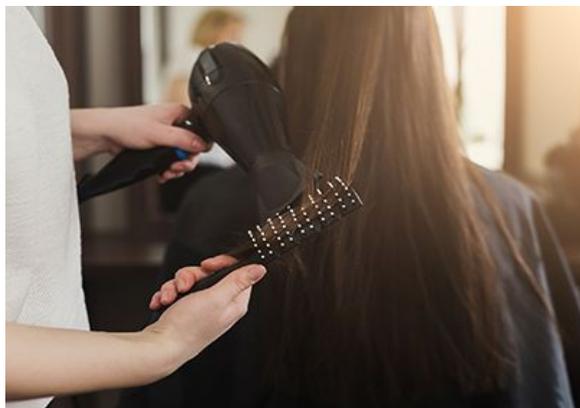


Salon Services - US - September 2018

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"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**

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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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