



Professional Beauty and Grooming Treatments - UK - 2023

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This report looks at the following areas:

- The impact of COVID-19 and the rising cost of living on professional beauty and grooming treatments.
- How consumers intend to change their use of professional beauty and grooming treatments in the next 12 months.
- Where consumers have professional beauty and grooming treatments and how they perceive different types of treatment venues.
- Consumer loyalty toward professional beauty and grooming treatments, including opportunities to boost loyalty toward treatment providers.
- Opportunities to boost the appeal of professional beauty and grooming treatments.

Within the professional beauty/grooming and hair treatment space, 89% of users prefer to go to the same people/person for treatments, reflective of significant loyalty within the sector. This spotlights the relevance of loyalty schemes as a way to offer protection in the case of a beautician leaving a treatment venue. Businesses can tempt clients to stay and switch to a new therapist through loyalty rewards.

The ongoing income squeeze could pose challenges for the sector as many look to reduce their discretionary spend through trading down on treatments used, adopting DIY behaviours or delaying time between appointments.

The biggest threat to the sector is a shift towards at-home DIY behaviours. Whilst this poses an opportunity for BPC as many will be willing to trade-up on an at-home product if the results are more aligned with professional treatments, for professionals this could hinder spend activity. There is opportunity to drive trade-up with demonstration-led appointments as if people are looking to recreate appointments at home, they will seek out information to support best practice.



“Post-COVID-19 recovery is expected to continue within professional treatments in 2023, with the sector set to return to pre-pandemic value levels in 2025. Recovery will be hindered by value-led attitudes amid the ongoing income squeeze, signalling opportunity to cater for those on a budget with cheaper treatment options.”

– **Maddie Malone, Senior Beauty and Personal Care Analyst, February 2023**

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One of the most significant opportunities is around broadening the appeal of professional treatments, particularly within the beauty/grooming space. For example, many men don't use these treatments, with this under usage largely driven by social stigmas. Tackling these gender norms, for example through celebrity partnerships, and providing appointments targeted at men will broaden appeal and drive value in the sector.

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