

In-salon Hair Services - UK - September 2019

Report Price: £1995.00 | \$2693.85 | €2245.17

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“The in-salon hair services category is expected to show a 3% rise in market value in 2019 as added value and out-of-hours services encourage bookings. Whilst consumer confidence is up, an uncertain UK economy driven by Brexit could see people cutting back on ‘treats’ such as salon services.”

– **Roshida Khanom, Category Director - BPC**

This report looks at the following areas:

- **The money problem**
- **Men are engaging with salons**

In-salon hair services are expected to show a 3% rise in value in 2019 to reach £7.81 billion as added-value treatments and out-of-hours services encourage bookings.

Purchase of professional products is high amongst visitors (51%), however 15% buy professional products outside the salon/barber suggesting that salons can do more to encourage purchase at the point of visit. Recommendations from the hair professional is the top reason for buying professional hair products (46%) highlighting the significance of stylist expertise in this category.

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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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