



# Kline PRO: United States Annual Summary Report

Kline PRO provides a unique and fact-based perspective on the professional salon industry. Sourced from actual salon transactions, it yields category, brand, and product-level sales and service data and is updated on a quarterly basis. This report is a comprehensive summary by category and service type. This report rolls up the findings from the full calendar year 2018.

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## Report benefits

- Provides view of relationship between service revenues, transaction counts, and service pricing
- Identifies fastest-growing products and services
- Ranks leading companies and brands based on revenue and volume
- Measures performance of product functions/benefits and forms for trend analysis and planning



Product Category Segmentation					
	Treatments	Conditioners	Hair styling products and sprays	Shampoos	Kits/promotions
Form	Detangler Dry conditioner Not specified Oil Rinse-out treatment	Cleansing Daily rinse	Aerosol Cream Gel Glaze/lotion Mousse Non-aerosol Pomade/paste Powder	Daily rinse Dry	Not specified
Function	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Curl care General/multi-purpose Finishing Shine Smoothing/frizz control Texturizing Thermal care Volumizing	Anti-aging Clarifying Color care Curl care General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Thermal care Thinning hair UV/sun protection Volumizing	Anti-aging Clarifying Color care Curl care Finishing General/multi-purpose Moisturizing Repair/condition Scalp care Shine Smoothing/frizz control Texturizing Thermal care Thinning hair UV/sun protection Volumizing
Other	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product	Nature-inspired Men's product

Service Segmentation						
Hair coloring	Texturizing	Hair cut	Treatment	Styling	Combination hair services	Other goods and services
Coloring	Straightening and smoothing	Bang or neck trim	Bond builder treatment	Blow out	Color/cut	Beard services
Color glossing/toning	Keratin	Child's haircut	Clarifying treatment	Braiding	Color/style	Body treatment
Color refresh	Thermal reconditioning	Men's haircut	Conditioning treatment	Child's style	Color/cut/style	Consultation
Corrective color	Relaxer	Women's haircut	Scalp treatment	Flat ironing	Cut/style	Eyebrow tinting
Creative color	Not specified	Not specified	Thinning hair treatment	Special occasion	Men's cut/color	Eyelash services
Demi-permanent	Perming/waving		Not specified	Not specified	Perm/cut	Gift cards
Semi-permanent	Not specified				Not specified	Extension/weave
Men's coloring						Hair removal
Single process						Makeup application
Virgin color						Massage
Lightening						Nail
Balayage/hair painting						Shaving
Bleach & tone						Skin care
Highlight/lowlight full						Tanning
Highlight/lowlight partial						Not specified
Men's lightening						
Ombre						
Virgin Bleach						
Not specified						