Kline PRO:

A powerful tool for the salon industry based on transactional data

Data Published Quarterly

Regional Coverage: United States ■ United Kingdom

This comprehensive interactive database enables users to access the latest performance data on the professional hair care industry. Based on actual salon transactions, it yields category, brand, and product-level sales and service data on a quarterly basis.

This Database Addresses Such Questions as:

- What are the category drivers and trends?
- Who are the leading marketers of salon hair care products?
- How do my brand's sales compare to my competition?

- What new product innovations and trends are hitting the market?
- What services are being offered in salons?
- What are the service revenues, transaction counts, and average prices?

Database Contents

Products
- Category (Table 1)
- Segment (Table 4)
- Company
- Master brand, brand, sub-brand
- Item
- Salon demographics (Table 3)

Metrics
- Revenue
- Volume (ounces)
- Quantity
- Shares
- % Change vs. previous quarter and year prior

Services
- Service type (Table 2)
- Segment, sub-segment (Table 5)
- Salon demographics (Table 3)

Metrics
- Revenue
- Transaction count
- Average price per service
- Shares
- % Change vs. previous quarter and year prior

Table 1: Product Categories
Conditioners
Hair styling products and sprays
Shampoos
Treatments
Kits/promotions

Table 2: Service Types
Hair cut
Hair coloring
Styling
Texturizing
Treatment
Combination services
Other goods and services

Table 3: Salon Demographics
Region: United States: Central, Midwest, Northeast, South, West
Region: United Kingdom: London, Midlands and East, North, Scotland, Wales and Northern Ireland, South
Salon size: small, medium, large
Salon positioning: value, moderate, premium

Database Features

- User friendly in a simple yet sophisticated system
- Flexible search options
- Two separate views: retail products, services

- Quarterly updates
- View of individual product performance
- Eight quarter rolling historical data available

Quarterly Summary Report

- Salon Retail Overview
  - Revenue and volume shares and change
  - Segment shares and change
  - Regional revenue share
  - Revenue share by salon size and positioning share
  - Leading companies by category
  - Leading master brands by category
  - Top 5 items and top 5 movers by category
  - Top new items by category

- Services Overview
  - Shares and change for revenue and transactions
  - Top 10 fastest growing services
  - Services creating value

Table 4: Product Category Segmentation

	Treatments	Conditioners	Hair styling products and sprays	Shampoos	Kits/promotions
Form	Detangler Dry conditioner Leave-in other 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

Table 5: Service Segmentation

Hair coloring	Texturizing	Hair cut	Treatment	Styling	Combination hair services	Other goods and services

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

Scope

Kline PRO provides an unbiased view of the performance of the professional hair care industry based on hard, transactional data collected from a panel of thousands of salons. The service is delivered quarterly. A rolling historical database covering eight (8) quarters is maintained so that users will have the ability to do full year-over-year comparisons. This program covers, register transactions (salon retail), and services. Data is reported on both the unit and revenue levels.

Salon Retail

Register transactions of products

Data sourced from:
Independent salons

Services

All services provided:
by salon revenue and
transaction count

Data sourced from:
Independent salons
reported

Key Benefits

This service is an excellent resource to empower sales, marketing, and management personnel to utilize the most up-to-date transaction based data in their areas of responsibility. It provides subscribers with an accurate picture of the size, segmentation, and performance of the professional hair care market and enables users to exploit business opportunities by understanding market dynamics, competitive forces, and product trends. It offers a timely source to identify and track emerging trends and the latest new product launches. Specifically, this study assists in:

- New product development
- Industry/category/brand assessments
- Strategic planning
- Acquisition screening

Methodology

Data for Kline PRO is collected primarily from salons via software providers. Two weeks after the close of each quarter, product and service data is transmitted directly to a designated secure server at Kline. Once the data is received, it is then translated into appropriate categories/segments and aggregated to one total. At no time is the specific location from which the data originates shared with Kline.

Kline respects the privacy of all panelists and has agreements in place that prevent Kline from receiving any identifiable information. Only the general demographics of region, salon size and pricing tiers is shared. Data from each participant is anonymously aggregated with data from all providers. Data that could identify any distributor, software company, or salon is never disclosed and will always be protected under the strict code of ethics that Kline has practiced for nearly 60 years.

Kline digitally collects and aggregates millions of anonymous transactions from salon management software providers

Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for nearly 60 years.

A FULL SPECTRUM OF SERVICES

CUSTOM RESEARCH	▪	MARKET RESEARCH REPORTS	▪	MANAGEMENT CONSULTING

North America	**Latin America**	**Europe**	**China**	**India**	**Japan**
+1-973-435-3407	+55-11-3079-0792	+32-2-770-4740	+86-21-6012-6500	+91-124-4546-100	+81-3-3242-6277