



Diagonal Reports

THE SALON MARKET IN THE UK 2004 (HAIR AND BEAUTY)

SAMPLE PAGES

SECTION 1 EXECUTIVE SUMMARY

Table 1 The salon market in UK at a glance

Salon market	
Salon turnover	£ x
Salon product market	£ x
Number of salons	x-x
Salon employees	x-x
Number of manufacturers	X
Number of distributors	X
Population	X

(Source: DR GSP 2004)

Market size and trends

The value of the salon market, that is turnover in the salon channel from services and product retail in UK is estimated at anything from £x billion to £x billion.

Number of leading manufacturers and distributors

Over x companies were identified as having sales in the professional hair (salon) channel in the UK. They include the leading manufacturers, small companies, and celebrity hairdresser (designer) hair care lines. x and x are the leaders, followed by x and x. Some x companies are involved in distributing hair care products, equipment, furniture, and tools to salons, of which about x are large-sized players.

Number of salons and best performers

There are approximately x salons in the UK. Multi-outlet salons account for just over x% of the salons, and only ten companies operate more than x salons. The two largest companies, in terms of the numbers of salons operated, are x and x

Currency

The currency used throughout this report is the British pound sterling (£).
The rate of exchange is US \$1 : GB £0.545 - 20 March 2004.

Date of publication

GSP UK 2004 (March).

SECTION 7 IN-SALON BUSINESS

In-salon business and the salon sample

This section of the report is based on sample salons, which mainly represent upmarket outlets. The sample salons are listed in the same order in the tables throughout the report. For more details on the sample salons, see Section 8.

CONSUMER PROFILES AND SPENDING

Table 13 Profile salon consumers

Gender	X
Age	x – x years
Status	x to x class

(Source: DR GSP 2004)

Table 14 Salon consumers – gender and age

(Figures rounded. Age of all clients unless otherwise stated)

Sample*	Women	Men	Age
1	x%	x%	X
2	x%	x%	X%
3	x%	x%	X
4	x%	x%	X
5	x%	x%	X
6	x%	x%	X
Average	x%	x%	

*Sample source. See Section 8, GSP Sample for more details.

(Source: DR GSP 2004)

Women clients

Women represent on average x% of clients in the sample. Although client ages range from x to x, the majority are aged between x and x. In one salon some x% of clients are women aged between x and x years.

The upmarket sample see few to no teenagers, because they cannot afford the prices charged.

Men

Men account for a higher percentage of clients in the sample than in the hair salon market in general in the UK. This is because the salons serve affluent and appearance conscious consumers.

Men account for the highest percentage of clients in salons located in major business districts, that is, with large office buildings nearby. A salon with

Table 17 Market drivers

(As % of sample reporting, multiple answers possible)

%	Driver
x%	Reason
x%	Reason
x%	Reason
x%	Reason
x%	Reason
x%	Reason
x%	Reason
x%	Reason

(Source: DR GSP 2004)

Table 18 Market drivers

S	Driver
1	Reason
2	Reason
3	Reason
4	Reason
5	Reason
6	Reason

(Source: DR GSP 2004)

A mixture of factors grew business in the sample salons, but the leading factors were a concern with x and increasing x (often of x lines).

Personal appearance

XX

Celebrity reputation

XX