



Beauty Services Market USA 2005.
The Impact of Changing Lifestyles on
the Consumption of Services and
Products (Hair, Face, Nails, Beauty,
Spa, Body).



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EXECUTIVE SUMMARY

Some salons continue to outperform the relatively stagnant US market. They grew by 9% in 2004 compared to average growth of 3% in the US salon channel, and are confident that they will continue to outperform in 2006.

These salons are upper-end outlets. The main source of income is hair services (over 56%), but income from non-hair services and product retail will increase.

The best performing salon business in 2004 was premium hair services, (colouring), skin care services, and product retail. Continued growth in anti-ageing treatments is anticipated.

(For details of the salon samples see the section "REPORT METHODOLOGY AND SALON SAMPLE(S)").



STRUCTURE OF REPORT

(1) SALON BUSINESS

- **“Growth rates and commonalities in the best performers”** estimates growth rates in the sample salons that outperformed the stagnant US market, and outlines the factors they identified as driving growth.

- **“Fastest growing services”** in 2004 and **“Focus on salon business”** looks in more detail at the different sources of salon income, that is **Hair Services** (cuts and styling, colouring, perming), **Day spa services** (non-hair or beauty services), and **Product retail** (sales of hair and beauty products to clients).

- **“Brands”** identifies and ranks the top selling brands in the sample, and the impact of salon own label products.

(2) FOCUS ON CONSUMER BEHAVIOUR

- **“Consumer profiles”** identifies the top consumer **segments** in terms of gender, age and looks at any changes anticipated.

- **“Conflicting consumer desires”** assesses how the time constraints imposed by busy lifestyles conflict with ever more demanding appearance / image standards. Assesses how these conflicts impact on the consumption personal care services, and could shape a new attitude to spending on appearance.

- **“Adding value to the salon experience”** looks at how maximizing the value of time clients spend in the salon increases client spending.

(3) REPORT METHODOLOGY AND SALON SAMPLE(S)

Describes the type of salons which contributed to Diagonal Reports Research in the USA over the past decades.

(4) WHY LOOK AT THE SALON MARKET?

Assesses what can be learnt from research on the salon channel (that is the professional hair and beauty services sector). In brief salons are a useful guide to current consumer behaviour, and an antenna to future directions.