

What Salon Professionals Want: Succeeding in a Soaring Market

An Allured Research Group Report



Report Highlights

There are an estimated 1.2 million businesses offering hair, nail, and other beauty treatments in the US with the sector valued at US\$ 53.6 Billion. The salon market offers tremendous opportunities for those who understand the preferences and concerns of the professionals and business owners that comprise it, as well as the factors that influence their purchasing decisions.

Chapter 1 | The Strength of the Salon Marketplace

Developments impacting the salon industry

- How the pandemic transformed salons
- Understanding the unprecedented growth of salon professionals
- A primer on emerging salon categories

Chapter 2 | Salon Professionals: What They Want

What they want and why they want it

- Exclusive information on which products and services salon professionals and owners want to purchase
- Six factors that impact their purchasing decisions
- Details on the preferences and interests of the decision makers at hair, nail, and full-service salons

Chapter 3 | Reaching the Salon Professionals

The building blocks of a successful marketing and communications strategy

- Their preferred media platforms to receive information
- The advantages and risks of advertising in different media categories
- Components of developing a successful marketing campaign

Chapter 4 | A Beautiful Partnership – Retail Sales and Affiliate Marketing

The increasing importance of product sales

- Market developments and the growing demand for additional revenue streams
- How suppliers and salons can build mutually profitable relationships

Chapter 5 | Salon Professionals – A Market of Influencers

Unlocking the potential of an untapped market

- The role of salon professionals as influencers in consumer purchasing decisions
- Leveraging the growing influence of salon professionals on social media
- The potential return on investment of advertising to this influential market