Hair Care Services

Description:
Brief Excerpt from Industry Overview Chapter:

Companies in this industry operate hair salons and barber shops. Major companies include Regis, Ratner Companies, and Sport Clips (all based in the US), as well as CavinKare (India), Frisör Klier (Germany), Premier Salons (Canada), and Stefan Hair Fashions (Australia).

The global hair care industry, including hair restoration as well as hair care services, generates annual revenue of about $160 billion, according to Regis. Key sources of growth include the rising middle classes in Brazil, Russia, India, and China (the BRIC nations). Shifting cultural norms also drive demand.

The US hair care services industry includes about 80,000 establishments (76,000 beauty salons; 4,000 barber shops) with combined annual revenue of about $20 billion.

Competitive Landscape

Demand is driven by demographics and population growth. The profitability of individual companies depends on effective marketing and maintaining repeat business. Large companies enjoy economies of scale in purchasing and marketing. Small companies can compete successfully by offering superior service or securing favorable locations. Both segments of the industry are fragmented: the 50 largest beauty salon operators generate about 15% of US industry revenue, and the 50 largest barber shop operators account for about 30% of revenue.

Products, Operations & Technology

Major sources of revenue are haircutting, hair coloring, nail care, skin care, and merchandise sales. Beauty salons account for about 95% of US industry revenue; barber shops account for the remainder.

Contents:

- Industry Overview
- Quarterly Industry Update
- Business Challenges
- Business Trends
- Industry Opportunities
- Call Preparation Questions
- Financial Information
- Industry Forecast
- Web Links and Acronyms

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