

Salons to add Hair Growth Centers

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Industry News

Managers of medium to large salons show consumer demand for expanded services is on the rise. The International Beauty Group, the premier trade publishing and exposition company serving the professional beauty industry, today announced the findings of a survey conducted by Yankelovich Partners about the business of haircare. A random telephone survey to a representative sample of owners and managers of medium to large salons concludes that the trends in hairstyling and consumer demand for expanded services are driving the business to new heights...**SALONS: Not for Women only**

63% of the salon owners surveyed said that the incidence of men using the salon has increased. The men of the new millennium are primarily requesting the same hair, skin, nails and body treatments and services as women. However, today men prefer to visit salons to get them.

Hair keeping and regrowth

It's no wonder that 35% of salon owners indicated an increased demand in the treatment of hair thinning and loss considering that over 70 million men and women in the U.S. experience fine and thinning hair by age 50. Aging baby-boomers aren't going to take hair loss without putting up a fight. Rogaine(R) for men and women and Propecia(R) for men recognize the significance of this market and have spent millions of dollars to advertise. On the professional level, Paul Mitchell(R) Rogaine(R) Professional For Women encourages salon owners to open Hair Regrowth Centers in their salons to provide a comfortable environment in which to help their clients and to build a competitive edge among the salons in the area.

They may be short on hair, but the men's market is long on profit. They visit the salon as much and more frequently than women based on 70% of the respondents. The added bonus for salons is the impact that the men's market has on retail sales. A recent Yankelovich study* directed to the general public of salon patrons suggests that an impressive 41% of men purchase retail products at their salon.

The color of money

According to salon owners, 78% have seen the demand for haircolor service increase from clients who want fun-and fashion-oriented color. Today a personal fashion statement isn't complete without the right haircolor. Long gone are the days when haircolor was only used to cover gray hair. Whether it's color to achieve a new look or to enhance the beauty of natural hair, haircolor is hot!

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