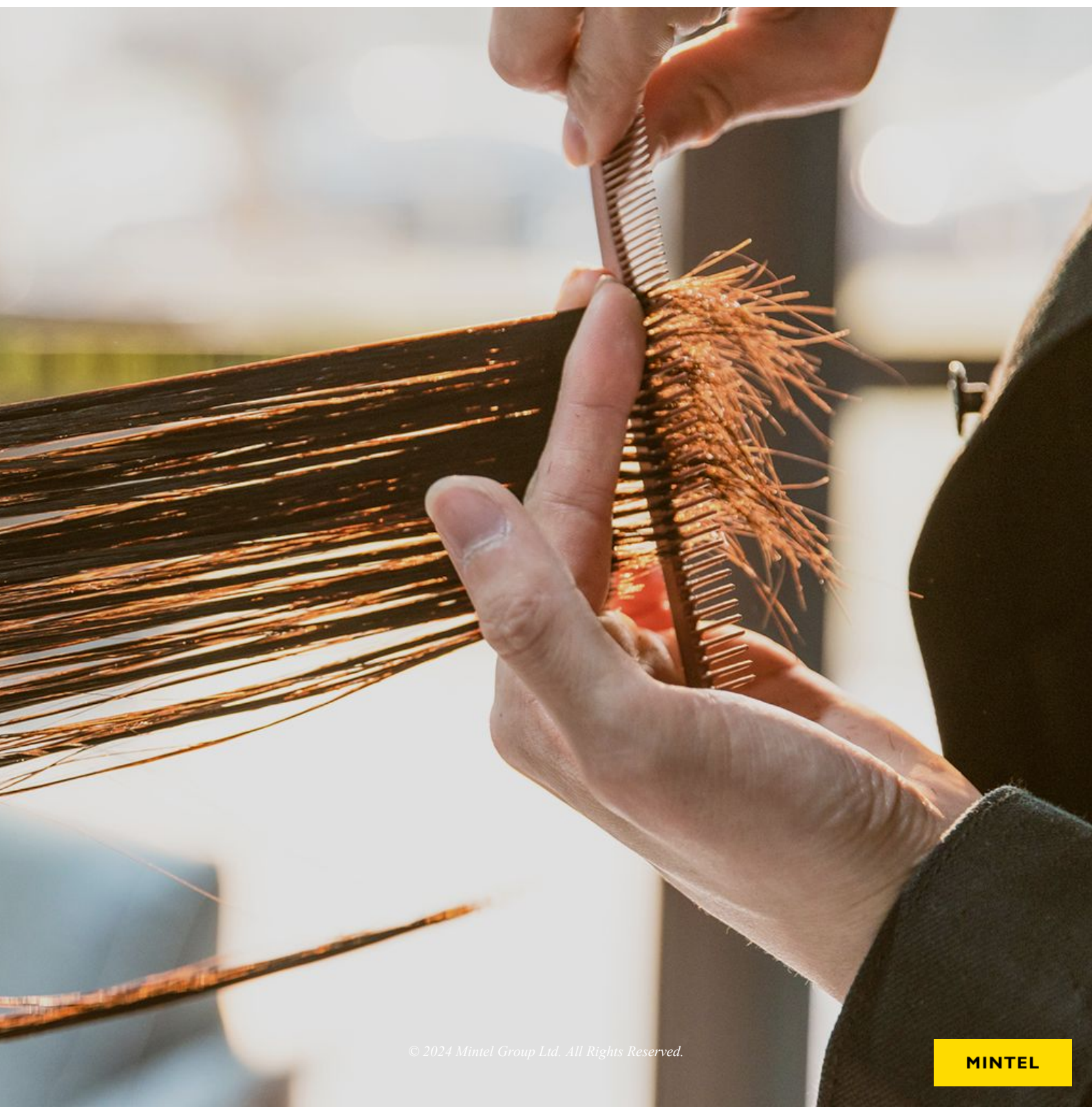


# SALONS AND SALON SERVICES – INDIAN CONSUMER – 2019

Make at-home services easier with format innovations; use hair and nail services to anchor loyalty in salon business.



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# Report Content

## EXECUTIVE SUMMARY

- What you need to know – Summary
- Loyalty and experience will drive the salon market and encourage consumers to upgrade from basic, routine hair services to others
- At-home beauty services are rising
- At-home spa service by UrbanClap
- Convenience claims related to time/speed are rising
  - Graph 1: Top convenience claims in beauty & personal care, 2017-18
- Social media fuels the market for nail art
- OPI uses Instagram to connect with consumers emotionally
- Local salons for men are still the go-to place
- Encourage women to drive men to salons
- Create more loyalty to a specific stylist, destination or product
- What it means

## KEY TRENDS

- What you need to know

### Key drivers

- Positive financial standing and changing lifestyles are driving growth of salons
- Celebrity visits to salons drive aspirational consumption among India's youth
- Kids are the next indulgent demographic for spas

### Global drivers and how they are playing out in India

- Ted Gibson's new Amazon-enabled salon allows clients to shop, watch Netflix and use Alexa while getting their hair done
- Dubai's Galeries Lafayette introduced an AI skincare assistant for a smarter shopping experience

## CONSUMER INSIGHTS

- What you need to know
- Routine maintenance and pampering drive salon services
  - Graph 2: "Which beauty services have you had in the last six months? Please select all that apply", 2019
- Try 'bring a partner along', because men and women have different preferences

## Chapter 1: Hair services

- Hair services are the top priority
  - Graph 3: "How frequently have you used the service of a beauty professional (either by visiting a parlour/salon or calling a professional at home)?", hair services, 2019
- Don't overlook men
  - Graph 4: "How frequently have you used the service of a beauty professional (either by visiting a parlour/salon or calling a professional at home) in the last six months?", 2019
- Make hair oiling at home convenient by promoting it as a champi
- Make hair wash more convenient at salons for older consumers
- Price hair colouring packages with regular male visitors' needs in mind

## Chapter 2: Nail services

- Nail services are most preferred in East India
  - Graph 5: "Which beauty services have you had in the last six months?", select services, 2019
- Make nail salons a channel to launch and distribute new products

## Chapter 3: Salon service features

- Make the salon service experience more pampering and relaxing
- Couple hair colour with hair cut for Tier 1 consumers
- Offer socialisation discounts to repeat users, especially in Northern India
- Position salon professionals as experts to encourage loyalty

## MARKET APPLICATIONS

- Opportunity: Key areas of focus

### Opportunities

- Offer nail paint minis, which can be sold after a nail service, based on colour preference
- Launch mobile salon services to offer convenience and emotional wellbeing services to workers
- Innovate with non-messy formats for haircare services

### Who's innovating

- India's first eco-salon
- Truefitt & Hill: a British gentlemen's barbershop
- Enhance the 'me time' experience, blurring beauty and entertainment
- Products imitating salon benefits at home
- Salon-like finish at home

### Global innovations

- Clever enhancements for the booking system

- Use bold branding and messaging to promote ease of use and speed
- Salon-style benefits at home
- L'Oreal uses AI technology to enable personalised, at-home hair colouring

### APPENDIX

- Consumer survey methodology

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