



Diagonal Reports

Hair Color Global Forum

Hotel Ambassadeur - Juan Les Pins, France. September 26-27, 2005

Presentation by Diagonal Reports: "Hair Coloring Trends in the Global Salon Market"

GROWTH DRIVERS FOR HAIR COLOURING

- Consumers segments: Demographics and Fashion
- Product development over comes major negatives
- Chemicals
- Technical developments
- Range of products
- Promotion and distribution
- New reasons to colour, and new attitudes to hair colour?

COSTS OF PROFESSIONAL VERSUS DO-IT-YOURSELF (DIY) COLOURING

- (In)convenience
- Time costs
- Money costs, including examples of prices

COLOURING CONSUMERS IN SALONS, THE DIFFERENT SEGMENTS

- Gender
- Age(s)
- Any changes in segments?

DATA SOURCES

- Countries
- Time periods
- Contributors of data

SALON COLOURING RITUALS

- Typical features of the salon colouring ritual
- The most popular colouring techniques in salons
- How salon colouring differs from DIY colouring
- Personalising the style
- Salon highlighting

COMMONALITIES OF THE BEST PERFORMING SALONS FOR COLOURING

- Facilities
- Staff
- Technical innovation
- Acquiring a reputation in the world of colour
- How the best performers grow colouring business
- How colouring can incentive spending in some salons

THE TOP COLOURS

- Natural colours or dramatic statement?
- Colour choice and age

THE TOP BRANDS IN SALONS

- Many brands but few leaders in colour
- Commonalities of the top colourant brands
- Professional loyalties
- Entry barriers for new brands
- What the top brands can offer salons

THE OUTLOOK FOR SALON COLOURING

- Any negatives or lurking dangers?
- Possible growth areas and sales opportunities
- Consumer segments
- Geographies
- Product spin offs from colouring
- Any lessons from salon colouring for other

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