



## Questions Answered in Global Salon Panel (GSP) 2001

### **The GSP 2001 series:**

- Identifies the leading providers of professional hair and beauty services
- Identifies the leading types of salons
- Identifies the best performers and the factors contributing to success
  
- Determines the breakout of in-salon business.
- Identifies the positive and negative factors impacting on salon business.
- Determines the breakout of salon consumers by gender and age.
- Identifies the largest consumer segments.
- Identifies the high spending consumer segments.
- Determines the frequency of salon visits and service usage.
- Identifies changes in the frequency of visits and consumer behavior.
  
- Determines the usage of hair services by category.
- Determines the usage of beauty services by category.
- Identifies changes in service usage.
- Identifies the most used service combinations.
- Identifies new service segments.
- Identifies the best growth prospects.
- Identifies how salons grow service usage.
  
- Determines sales of hair and beauty care products.
- Identifies the leading product categories.
- Identifies the best sales prospects.
- Identifies new types of products.
- Identifies strategies increasing retail sales.
- Identifies market specific product requirements.
  
- Identifies the leading companies and brands.
- Identifies niche companies, designer and private label lines.
- Identifies new market entrants and product launches.
- Identifies strategies growing company and brand sales.
  
- Provides sample prices for salon services.
- Provides sample prices for retail products.