

Women More Likely To Visit A Salon...

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but a growing number of men interested in these services

It's clear that women make up the majority of salon customers (72% of women vs. 52% of men have used professional care services, according to latest Mintel research). However, a growing number of male-focused salons have men primed to increase their usage of these services.

Younger men are more likely to take advantage of services offered at salons. Interestingly, 25% of men 18-34 report having a manicure or pedicure. Meanwhile, 38% of men aged 18-34 have had a facial or body treatment, compared to only 15% of men aged 55+. Indeed, 20% of men and 22% of women aged 18-34 have had a facial at a salon. While these treatments are not as "beauty focused" as women's treatments, they help men to look clean and groomed, a growing trend among the male population Mintel research finds.

Among those men that do visit a salon for a haircut or other treatment, they go more frequently than their female counterparts. For example, 39% of men surveyed who have had a facial say they get one once a week, compared to 6% of women.

It's possible that the segment of men who get beauty treatments are more concerned with their appearance, so they tend to visit salons more frequently, says Amy Ziegler, global personal care analyst at Mintel. "While these findings are interesting, it is important to keep in mind that men who get beauty services still make up a small portion of the population."

Men who get salon services also tend to spend more than women do on some services. For example, men who get manicures spend about \$37.14 compared to women, who on average typically pay about \$23.38 for a manicure.

"Coming out of the recession, we are likely to see an increase in services done at salons. This will be especially prevalent among men, but salons should be careful not to discount other growing population sectors," adds Amy Ziegler. "The Hispanic, Black and Asian populations are increasing at a significantly higher rate than whites and they are likely to influence the salon market by creating a greater demand for products and services specifically tailored to their ethnicity."

Source: Mintel Oxygen Reports

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