



treatwell

The State of Hair & Beauty

The National Hair & Beauty Report 2020

2020 is still far from over, but it's already thrown at us some of the biggest challenges our industry has ever faced.

Now that lockdown is lifted in the UK and the whole hair & beauty community is trying to feel its way into a new normal, we want to make sure Treatwell is here to help.

Whether that's helping you navigate your way through this year and beyond with key industry insights, helping you connect with your clients, or providing you with the digital tools you need to run a successful business, we're here to support you.

We hope you find this report insightful - and don't hesitate to book in a free consultation with a member of the team if you want to find out how else Treatwell can help your business.

Kei Kaji, Treatwell CEO



At Treatwell, we handle millions of hair & beauty bookings every year. To bring you these insights, we've taken a deep dive into our data to see what we can learn about how (and what) clients are booking now.

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01 Treatment trends post-lockdown

How has the hair
& beauty landscape
changed across
the UK

The most-booked treatments this summer:

1. 2-week manicure
2. Haircuts & hairdressing
3. Hollywood waxing
4. Pedicure
5. Eyebrow and lash tinting

Looking at booking trends YoY, we saw some of the more 'hands-on' treatments like Facials and Massage take a backseat, while summer essentials like Pedicures and Eyebrow Tinting climbed up the list. Classically, haircuts for both men and women climbed, as well as colouring and highlights.

Biggest risers

Different times means different priorities. Once salons opened again, we saw a surge in people looking to get new top-priority treatments sorted (and perhaps repair some DIY disasters...)

Boys haircuts **1994%+**

Girls haircuts **776%+**

Full head of highlights **834%+**

Microblading **180%+**

Balayage **145%+**

The cost of hair and beauty now

How do post-lockdown prices look compared to pre-lockdown?

Average cost per treatment

In July, we saw treatment prices rise across the board, as salons factored in the cost of buying additional PPE and spending further time cleaning. While prices have increased YoY, we saw this regulate in August, as salons began to make the most of discounting.

Haircuts: **£35 (+6.9%)**

Balayage: **£99.50 (+30%)**

2-week manicure: **£28 (+3.7%)**

Hollywood waxing: **£31 (+4%)**

Deep tissue massage: **£49 (+2.7%)**

(Figures based on data from Aug 2019 & Aug 2020)

For more detailed, local insights into hair and beauty booking trends near you, talk to us about becoming a partner at treatwell.co.uk/partners

02

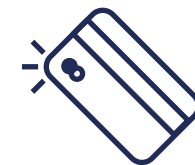
Shifting behaviour

How clients are changing
their booking habits to
match the times



Peak times are disappearing

Gone are the days of the lunchtime rush. Before lockdown, the most popular time for appointments was 12-2pm (with 60% of appointments booked in this slot), but no more. With more clients working flexibly from home there's been a huge increase in 'off-peak' booking slots — 10am is now our most popular booking slot.



Going cash-free

We've also seen a huge increase in the number of clients and businesses ditching cash and going contactless for their payments to keep everyone as safe as possible. Rumours of countries going fully 'cashless' are increasing for exactly that reason.



Booking in advance

As lockdown has lifted and clients head back into the wild, many still remain wary of waiting around with others. Instead, they're turning to online booking well ahead of time to secure those all-important appointments, safe in the knowledge that they're not going to be sharing the space. We've even seen people booking as far as three months in advance.



No more walk-ins

That rise in booking ahead also means a huge change for the parts of our industry that have traditionally relied on clients walking past — especially for barbers. With strict measures in place and clients no longer willing to hang about on the bench, more and more barbershops are moving online to handle their clients.

40% of men now plan to book online



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What really makes a client choose a salon?

We asked what really matters to them now



Location

With more people working from home and fewer willing to use public transport unless it's necessary, we've seen a big shift back towards supporting local businesses. When asked if they'd return to a salon nearer their home or by their workplace, more than half (53%) said they'd be looking near home.



Reputation

Clients want to feel sure they're making the right decision when they book — so building up that trust is key. 41% of people say they check for salon recommendations from friends and family, and they're also keeping a close eye on reviews from other clients — getting access to salon reviews is the #1 reason our customers say they use Treatwell, post-lockdown.





Hygiene

Hygiene has seen a hugely increased focus since coming out of lockdown. More than ever, clients are looking out for clear signs that you're taking their safety seriously. For 50% of clients, hygiene was considered a top concern for returning to the salon.



Price

No surprises here. Clients are ultimately always going to be interested in how much your services cost. Having said that, in the post-lockdown world, clients suggest that they're actually willing to pay slightly more for appointments, as long as they feel like they're in safe hands — and our data agrees.

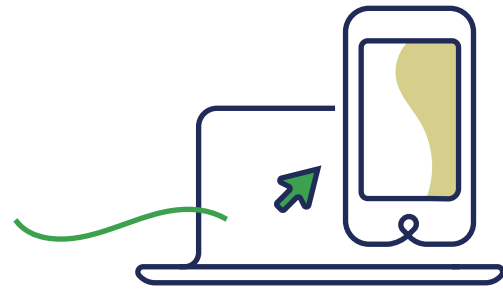
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Planning for the future of hair & beauty

4 things you can do
now to make sure you're
set up for success

1

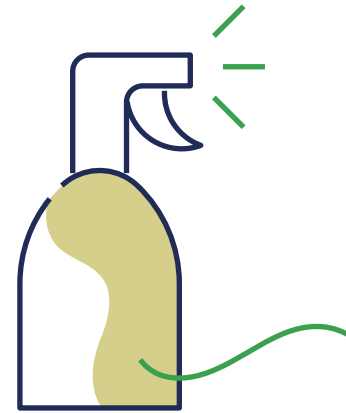
Make sure you've got an online presence



Gone are the days of just walking by — clients are doing their research online well ahead of time, so you need to be where they're looking. Invest some effort your social media profiles, get yourself a website, get your business listed online — wherever your clients are searching, that's where you need to be.

It goes beyond just getting noticed, too — the online world is the perfect place to share your best reviews, inform clients of your hygiene protocols and build up trust, all before they've even booked.

2 Upgrade your health and safety

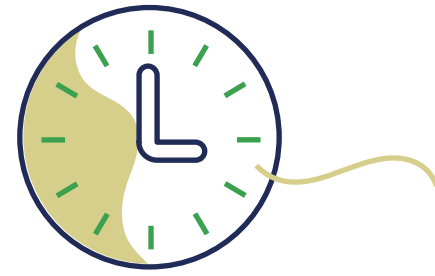


And then shout about it everywhere. With 50% of clients rating hygiene and safety as their top concern when it comes to booking treatments post-lockdown, it's more important than ever that you're above board.

Leave extra time for cleaning between clients, make sure your staff are visibly following the guidelines and make your hygiene standards public — put up notes in your window display, your social media, or your website. However people are finding your salon, you should be there to reassure them how seriously you're taking their safety.

3

Consider changing up your opening hours



With traditional peak hours largely disappearing, client booking times are a lot less predictable. Couple that with increased downtime between clients while you clean and sanitise, and you need make sure you're making the most of every hour of the day.

Consider trialling longer opening hours to see if it has a positive effect — perhaps by staggering your employee shifts if you can't all fit in the salon at once anyway. Just remember not to spread yourself too thin — whatever schedule you come up with has to be sustainable. No client wants you to suffer personally for their treatment.

4



Double-check your pricing

Do your research — clients are willing to pay slightly more for their treatments, but you still have to make sure you're setting them to what they're expecting. Too high, and they'll be uninterested. Too low, and they might not trust you.

Check out your competitors' menu pricing, research similar businesses to your own — or even ask your existing clients for advice directly. It's all about finding the sweet spot.

Pro-tip: If you're a Treatwell partner, reach out and we'll help you find and set the perfect pricing list for your area.

Work beautifully with Treatwell

We're on a mission to transform the way the hair & beauty community connects with its clients. That's why we work hard to give our salon partners all the digital tools, marketing and inspiration they need to succeed.

This report is a top-level look at how the industry landscape has changed across the UK.

For more detailed local insight into the hair & beauty industry where you are, talk to us about becoming a partner today.

Find out more at
treatwell.co.uk/partners

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