

KIM Report powers salon industry success with data

At Beauty Industry Report, we are passionate about uncovering the innovations shaping the future of professional beauty. Over the past year, one topic—data—has dominated conversations among brand executives, distributors and salon leaders alike. Everyone agrees that the industry needs a reliable, centralized source of performance intelligence to navigate an increasingly complex marketplace. The question is how?

Enter **The KIM Report, powered by SalonInteractive**. When this comprehensive sales analysis was introduced at the **2024 Professional Beauty Association Executive Summit**, it promised to deliver genuine, anonymized salon data with the power to transform decision making. Nearly a year later, we wanted to find out: Has The KIM Report, which stands for **Key Industry Metrics**, delivered on that promise, and where is it headed next?

To answer those questions and give you complete insights, we spoke with the leadership team at **SalonInteractive**, the organization behind The KIM Report, and **On Behalf Marketing**, as well as industry leaders and KIM Report advisory council members representing brands, distributors and salons. They include **Jim Bower**, CEO and founder of **SalonInteractive**; **Alain Audet**, vice president of business development & corporate partnerships, SalonInteractive; **Leslie Perry**, executive director of the **Professional Beauty Association**; **Paul Tate**, consultant to SalonInteractive; **Jay Elarar**, CEO Americas, **Moroccanoil**, and chair of the **Professional Beauty Association's** Board of Directors;

Daniel Mason Jones, owner, **Muse Salon and Spa** and salon business educator; and **Bertrand Fontaine**, president of **SalonCentric**. We are delighted to share our conversation with you.

BIR: Welcome, everyone. Let's start with Jim. When SalonInteractive launched The KIM Report, what gap were you aiming to fill, and how has the industry responded so far?

JB: When we launched The KIM Report, our goal was simple—to give the professional beauty industry access to real, trustworthy data it has never had before. The response has been incredible. Brands, distributors and salons

representative panel of salons—the only panel of its size and accuracy in the U.S. market.

JB: Unlike traditional reports based on surveys or estimates, KIM is powered by actual transactional data, giving the industry a trusted, centralized source of insights.

AA: Each monthly report includes 10 key metrics that cover all salons segmented into five size cohorts: 1–2, 3–4, 5–9, 10–19 and 20+. The report provides year-over-year and month-over-month comparisons, along with expert commentary that interprets the data and highlights emerging trends. Additionally, a downloadable file is available that contains 24

months of historical data. Each quarter, KIM provides quarterly insights that include comparisons of current performance against both the previous quarter and the prior half-year. The

insights feature a deeper analysis of service revenue, retail revenue, client visits and shifts in categories, along with actionable takeaways for brands and salons.

JB: The KIM Report is owned and operated by SalonInteractive. The PBA is its exclusive reseller, offering discounts to its members and leveraging the data to strengthen industry advocacy.

Founding brand subscribers and early adopters, including **Aveda, Biolage, Bumble and bumble, Goldwell, K18, KMS, L'Oréal Professionnel, Matrix, Mizani, Moroccanoil, Oribe, Pulp Riot and Redken**, receive monthly reports, expert commentary and quarterly insights that benchmark performance across the U.S. salon landscape.

BIR: Can you give us an example insight?



Jim Bower



Alain Audet



Leslie Perry



Paul Tate



Jay Elarar



Daniel Mason Jones



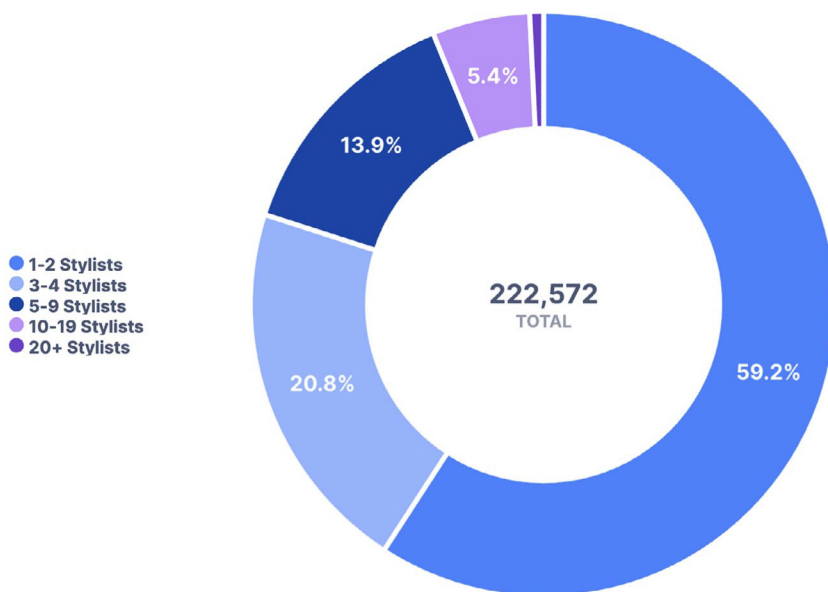
Bertrand Fontaine

can see a clear picture of what's happening in the marketplace, and that clarity is driving smarter conversations everywhere. We're only at the beginning of what KIM can do!

BIR: Could you please clarify for our readers what exactly The KIM Report is?

AA: The KIM Report is a monthly, anonymized performance report built on authentic transaction data from a

US Salon Industry Census



SEPTEMBER 2025 Key Metrics

\$15,130

Average Revenue per Salon

121.50

Average Unique Visits

5.53%

Salon Revenue YoY % Change

2.50%

Unique Visits YoY % Change

36.16

Average # of Products Sold

61.45

Average # Color Services

-1.95%

Products Sold YoY % Change

2.26%

Color Services YoY % Change

completely. It gives us recent, credible and centralized information drawn directly from salon transactions—data we can act on with confidence.

BIR: What is On Behalf Marketing and how does it tie into The KIM Report?

AA: KIM provides valuable insights, while OBM takes those insights and turns them into actionable campaigns. OBM is a permission-based program that delivers campaigns created by brands, personalized for salons and sent directly to their clients. The emails from these campaigns appear to come from the salons or stylists that clients already trust. Campaigns promote both retail products and salon services, with results demonstrating measurable increases in bookings, service upgrades and retail sales.

BIR: How do salons benefit from OBM?

AA: Salons benefit from the enhanced client engagement without lifting a finger.

DMJ: OBM is like giving every salon a marketing department. It keeps us top of mind with guests without adding work for my team. After one service-focused campaign, we saw a 15% lift in bookings for treatments we rarely promoted.

BIR: Bertrand, what is the distributor's role in KIM and OBM?

BF: Distributors sit at the center of the professional beauty ecosystem, and their role is evolving in a data-driven world. With KIM, they gain access to reliable, up-to-date data that allows them to see market shifts as they happen, identify growth opportunities by region or product mix, provide brands and salons with evidence-based insights, and reinforce their value as strategic partners.

Distributors play a crucial role in OBM campaigns, acting as the backbone of fulfillment for every product sold online. When brands support OBM initiatives, distributors benefit from increased retail sales through salons, higher in-salon traffic resulting from service campaigns, and the opportunity to build stronger relationships with both brands and salons.

Distributors that embrace KIM and OBM position themselves as indispensable partners.

AA: Of course. In Q2 2025, large salons (10+ stylists) achieved 7.2% YoY revenue growth, driven primarily by color services and high-value treatments, while small salons held steady with consistent service ticket averages.

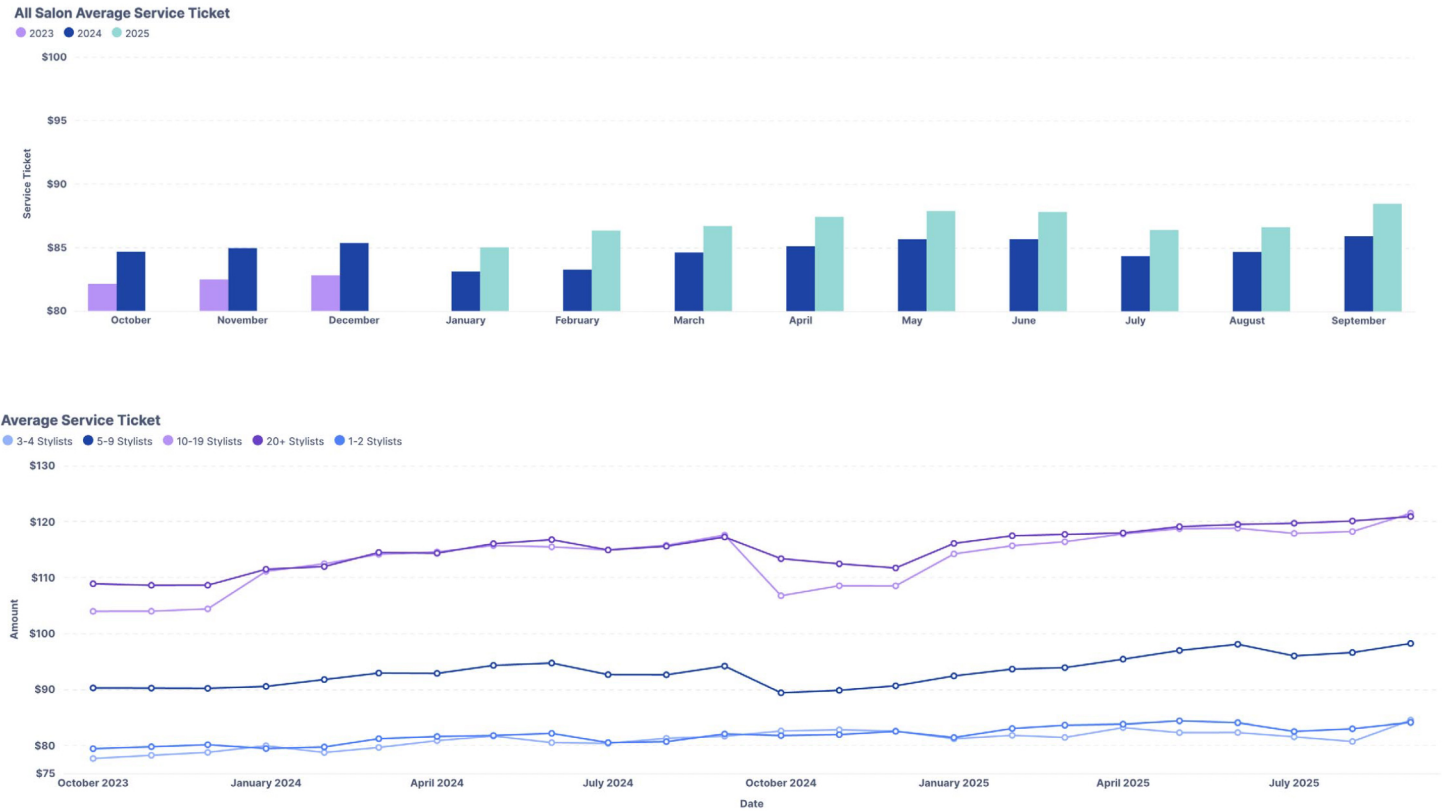
BIR: Leslie, how does KIM serve your members and fit into PBA's strategic vision?

LP: KIM provides a new level of transparency for our industry. For the first time, we have consistent, reliable data on salon performance trends, which directly benefits our members—manufacturers, brands,

distributors and salons. Those insights enable us to advocate more effectively in Washington, DC, develop education programs that address business challenges and help every segment of the industry make more informed decisions. This partnership aligns perfectly with PBA's mission to elevate and strengthen the professional beauty industry.

JE: For years, brands relied on anecdotal feedback, third-party estimates and surveys to understand what was happening in the salon channel. The KIM Report changes that

The KIM Report cont. from page 9



The data help us plan smarter, and OBM drives measurable growth for the salons we serve. It's a win for everyone."

BIR: What's next for brands and distributors?

JB: The professional beauty industry is changing fast. With upcoming features like regionalization (Q3 2025) and brand penetration metrics (Q4 2025), subscribing brands will soon be able to see precisely how they perform at every level—national, state and regional. These insights will remain exclusive to subscribers, giving them a competitive advantage others won't have.

For distributors, the stakes are just as high. Access to KIM allows them to align with market trends, optimize inventory and solidify their roles as data-driven partners. Non-participating distributors risk losing ground, as others use these tools to strengthen their relationships with brands and salons.

BIR: What's beyond 2025?

JB: With predictive analytics on the horizon, KIM is evolving from a reporting tool into an industry GPS that can help drive new products

development, marketing, sales, education and much more.

A form of data analysis that uses historical and current data to forecast future trends, predictive analytics leverages statistical algorithms, machine learning techniques and other modeling methods to identify patterns and predict future outcomes. Predictive analytics will help the entire beauty ecosystem make proactive, data-driven decisions rather than simply reacting to events.

The combination of KIM and OBM creates an intelligent feedback loop. You'll know what's working, execute campaigns with confidence and measure impact—all in real time. The brands that plug into this now will be the ones shaping the future.

BIR: What's next for salons when it comes to the KIM Report?

PT: Salons are at the heart of everything SalonInteractive does, and the anonymized data they generate fuels the KIM Report, with plans for salons to receive valuable insights in return. Currently, salons benefit from e-commerce tools that enable them to sell

products online under their own branding, as well as OBM campaigns that drive revenue without requiring extra work. They also have access to Salon Orders, a streamlined platform for placing distributor orders.

The next chapter, called **KIM for Salons**, is set to launch in 2026. This no-cost benchmarking tool will enable participating salons to compare their performance against similar-sized salons, see how they stack up within their state, metro area or rural region, and identify growth opportunities to make informed decisions.

BIR: How do technology partnerships and governance ensure data integrity?

PT: The strength of KIM lies in its data integrity. Unlike reports built on projections, KIM utilizes anonymized transactional data sourced directly from salon point-of-sale systems. This integrity is made possible through strong partnerships with **Phorest, Rosy, Envision, Inspire, Square, Aura** and **Vish**. Those technology providers ensure the data is secure, accurate and ethically governed.

Upcoming integrations with **Meevo, Zenoti,**


Color Services – Revenue & Volume This is the second core metric influencing overall results. Average Color Revenue – Sept 2025: \$5,889.12 YoY: ▲ 5.39%, MoM: ▼4.5% Average Number of Color Services: a slight decrease vs August 2025 at 61.45 vs 64.35 but a respectable increase of 2.26% YoY – All cohorts except the 1-2 stylists showing YoY increases ranging from 1.59% to 4.48%

Segment Performance YoY

- **1–2 workers:** ▼1.14% in services, ▲2.35% in revenue
- **3–4 stylists:** ▲1.91% in services, ▲5.41% in revenue
- **5–9 stylists:** ▲1.59% in services, ▲5.99% in revenue
- **10–19 stylists:** ▲4.40% in services, ▲6.24% in revenue
- **20+ stylists:** ▲4.48% in services, ▲8.24% in revenue

Segment Performance MoM

- **All salons:** ▼4.5% in services, ▼4.5% in revenue
- **1–2 stylists:** ▼3.7% in services, ▼4.1% in revenue
- **3–4 stylists:** ▼1.6% in services, ▼1.8% in revenue
- **5–9 stylists:** ▼6.4% in services, ▼6.0% in revenue
- **10–19 stylists:** ▼3.2% in services, ▼3.8% in revenue
- **20+ stylists:** ▼9.3% in services, ▼7.8% in revenue

 **Top Performer: Color Services** 10–19 stylist salons continue to lead in color productivity: Color revenue per provider: \$2,611.56 Avg color services per provider: 29.4 For an average price per color service of \$88.86

By contrast, the 3–4 stylist group averaged:

- Revenue per provider: \$1,296.04
- Color services per provider: 11.74
- For an average price per color service of \$110.44

and **Vagaro** will expand the panel to over 15,000 salons by mid-2026, making KIM the most comprehensive dataset in the industry.

“The integrity of the data is everything. KIM is built on facts, not opinions. When you know the data is accurate, you move from guessing to knowing—and that changes everything.”

BIR: Here’s how to get involved:

Brands: To subscribe to KIM or launch an OBM campaign, contact Alain Audet at alain@saloninteractive.com.

Distributors: Collaborate with SalonInteractive to bring data-driven tools to your salons.

Salons: Work with your software provider and brand partners to join the KIM panel or

participate in OBM campaigns to help your salon partners grow.

Technology partners: Reach out to SalonInteractive to discuss integration opportunities.

For more information about The KIM Report and OBM, visit www.thekimreport.com.