



Market Report

A Snapshot of your Marketing Sector

Hairdressing Salons and Barber Shops

This pack has been designed to provide information on setting up a business in the **Hairdressing Salons & Barber Shops** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **July 2025**

What do I need to know about the Hairdressing Salon and Barber Shop market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Over the five years through **2024-25**, revenue is expected to **grow at a compound annual rate of 0.6% to £5.8 billion**, including a forecast hike of 6.2% in 2024-25. Over the five years through **2029-30**, **revenue is anticipated to rise at a compound annual rate of 3.3% to reach £6.8 billion**. The male market will be a key driver of this growth – men are expanding their grooming routines, creating new revenue opportunities. At the same time, more clients are expected to seek customised treatments, prompting salons to adopt advanced technologies and training to capitalise on a potential growth avenue. (IBISWorld, *Hairdressing & Beauty Treatment in the UK*, April 2025).
- ◆ The value of the **UK haircare and styling category grew 6.4% in 2024, reaching a value of £1.93bn**. The styling segment in particular outperformed, with value sales growing 11.5%, as it benefited from trends, such as voluminous blow-outs for women and curly hair for men. The haircare and styling product category is expected to see **continued growth over the next five years, to reach a total estimated value of £2.2 billion in 2029**. (Mintel, *Haircare, UK*, March 2025).
- ◆ The **hair and beauty industry generated £8.541bn in turnover in 2023-2024**. The number of hair & beauty businesses in the UK increased by 1,240 (2.5%) in 2023. **46% of the workforce are aged 16-34**. The number of 16–24-year-olds has risen by 4448 over the last year (12%) building on a rise over the previous year. (The National Hair and Beauty Federation, *Industry Statistics Report*, 2024).
- ◆ For barbers specifically, there is a significant opportunity to attract and retain customers by focusing on affordability and efficiency. **62% of male professional hair treatment users in the UK expect to spend under £30 on a treatment**, indicating a strong demand for budget-friendly, no-frills services. (Mintel, *Professional Beauty and Grooming Treatments, UK*, March 2024).
- ◆ There were approximately **115,500 hairdressers and barbers** working in the United Kingdom as of the first quarter of 2025, compared with 117,900 in the final quarter of 2024. (Office for National Statistics, *Employment by Occupation*, July 2025).
- ◆ National industry bodies include [The Hair and Barber Council](#), [The National Hair and Beauty Federation](#) (NHBF), the [Hair and Beauty Industry Authority](#) (HABIA), [Freelance Hairdressers' Association](#) and the [British Barbers' Association](#) (BBA).



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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – Hair Colourants, UK (January 2024).** The at-home hair colourants market grew an estimated 5.3% in 2023. Despite this, non-users are still in the majority. Beyond satisfaction with natural hair colour, hair colourants' reputation for being damaging is a barrier to usage, hence why 25% of adults with hair would be interested in a hair colourant that strengthens the hair. The category as a whole has also traditionally used covering greys as a selling point. While many consumers still look for ways to hide signs of ageing, attitudes are changing, and just 14% of adults aged 65+ and 32% aged 45-64 are concerned about having grey hair. Products that enhance different tones of grey hair could appeal to consumers with a more accepting view of grey hair, and therefore ensure consumers continue to engage with the category.
- ◆ **IBISWorld – Hairdressing & Beauty Treatment in the UK (April 2025).** There's a growing emphasis on diversity in the Hairdressing and Beauty Treatment industry, with businesses adapting to meet the needs of an increasingly multicultural customer base. Consumers now expect salons and beauty brands to offer inclusive products and services tailored to different hair textures and skin tones, driving up the need for specialised expertise and diverse product lines. Salons that cater to a broader demographic by hiring stylists skilled in Afro-Caribbean, Asian and mixed-heritage hair types are seeing higher customer retention and brand loyalty.

There are also a number of online resources you may find helpful:

- ◆ **The National Hair and Beauty Federation – [Straightening out the Costs: Report 2025](https://www.nhbf.co.uk/advice-and-resources/industry-reports/straightening-out-the-costs-report-2025/).** (February 2025). On the 27th of February, the National Hair & Beauty Federation (NHBF) released a comprehensive report by Pragmatix Advisory analysing the economic impact of the 2024 Autumn Budget on the hair and beauty sector. The sector, which contributes £8.5 billion to the UK economy and employs 220,000 people across 50,000 businesses, faces unprecedented challenges of additional costs of £139 million before implementing any operational changes, with labour costs alone set to increase by £100 million (4%) across the sector. (<https://www.nhbf.co.uk/advice-and-resources/industry-reports/straightening-out-the-costs-report-2025/>).
- ◆ **Hairdressers Journal – *Hair and Beauty Services Sector Contributed £8.5bn to the UK Economy in 2023*.** This article looks at the value of the UK's beauty and hair services sector. ([Hair and Beauty Services Sector Contributed £8.5bn to the UK Economy \(hji.co.uk\)](https://hji.co.uk/hair-and-beauty-services-sector-contributed-8.5bn-to-the-uk-economy/) (August 2024).
- ◆ **Professional Beauty Magazine - 35% of Brits spend most of their disposable income on personal care** according to Professional Beauty's article. (<https://professionalbeauty.co.uk/35-of-brits-spend-most-of-their-disposable-income-on-personal-care/>). (September 2024).

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please contact us on info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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