

# MARKET ASSESSMENT: MINNEAPOLIS- ST. PAUL, MN



**The hair care industry is one of the largest and fastest growing service segments in the franchising industry. There is a shift in market share taking place away from independent operators to national brands and Supercuts is leading the way!**

Independent salons are finding it harder to compete as the consumer demands more from their service providers. Today, they are looking for: quality, value, service and convenience, provided by brands they know and trust.

Supercuts is the premier salon brand in our industry with over 2,400 salons in North America! As a Supercuts franchisee, no hair care experience is necessary. Supercuts is looking for professional men and women with strong management and leadership skills and who have a desire to succeed.

This report is designed to highlight an opportunity that exists in the hair care market in Minneapolis-St. Paul, MN. Minneapolis-St. Paul is a market area of 4,594,000 people with a salon potential of approximately 92 Supercuts salons.

## THE INDUSTRY:

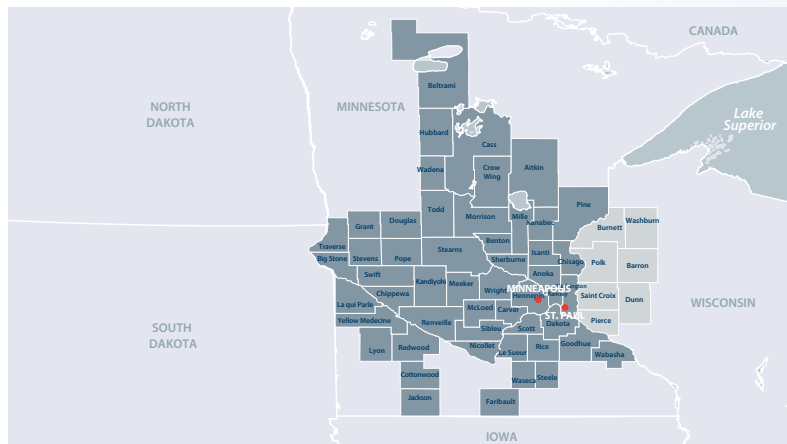
### BUSINESS CHARACTERISTICS

- Keep your full-time job
- Multi-unit ownership opportunities
- Manager-run locations
- No hair care experience necessary
- Limited time commitment
- Flexible schedule

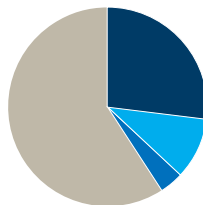
### INDUSTRY CHARACTERISTICS

- \$65 billion a year core industry
- Recession resistant
- Built-in demand
- Technology resistant
- Under-competitive industry
- Cash business with no receivables
- Recurring revenue model

## MINNEAPOLIS- ST.PAUL, MN DESIGNATED MARKETING AREA



## HAIR CARE INDUSTRY MARKET SHARE (EST.):



|                                 |     |
|---------------------------------|-----|
| ■ National Chains.....          | 27% |
| ■ In Home.....                  | 10% |
| ■ Cosmetology Schools.....      | 4%  |
| ■ Independent Beauty Salons.... | 59% |

## STATS:

### TOTAL METROPOLITAN POPULATION:

4,594,000

### GENDER BREAKDOWN



49.7%



50.3%

### BREAKDOWN BY AGE

|                 |       |
|-----------------|-------|
| (0 - 5) .....   | 6.9%  |
| (5 - 18) .....  | 20.2% |
| (18 - 65) ..... | 64.9% |
| (65+) .....     | 8%    |

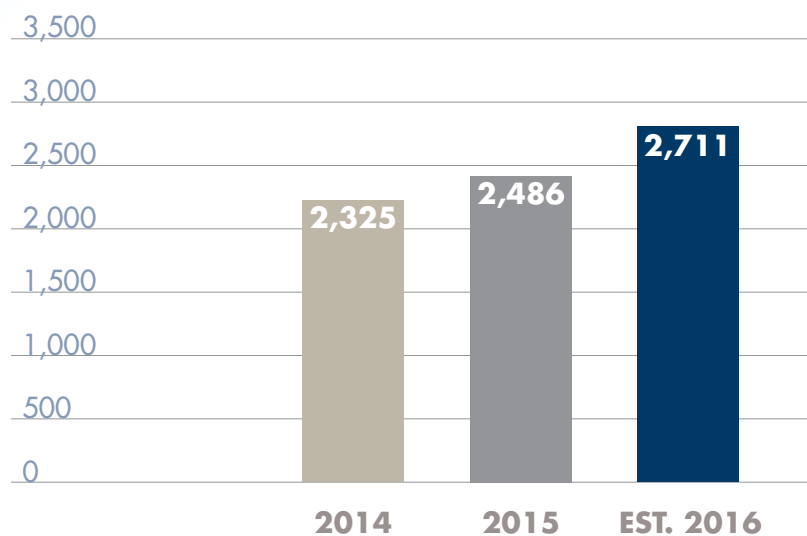
# MARKET ASSESSMENT: MINNEAPOLIS- ST.PAUL, MN

**SUPERCUTS**<sup>®</sup>  
FRANCHISE

## THE MARKET:

|  POPULATION (2011) |  AVG. HOUSEHOLD INCOME (2011) |  TOTAL NUMBER OF SALONS |  PROJECTED POP. GROWTH (2015-18) |  ESTIMATED TOTAL SPENT ON HAIR SERVICES |
|---|--|--|--|--|
| 4,594,000   | \$49,885   | 2  | 4.6%   | \$275 million +/-  |

## SUPERCUTS SALON GROWTH BY YEAR:



Supercuts is the #1 hair salon franchise in the U.S. for seven years running. When you fill a need, and do it better than the rest, you've got a recipe for remarkable growth. That's the beauty of franchising with a world leader in hair care. This is the time and the place to partner with an industry leader and build a successful business of your own.

To learn more contact **Meredith Gilroy** at [meredith@regisfranchiseinfo.com](mailto:meredith@regisfranchiseinfo.com) or 713-224-6700.