

# MARKET ASSESSMENT: VANCOUVER, BC



**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 Vancouver, British Columbia. Vancouver is a market area of 603,495 people with a salon potential of approximately 12 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

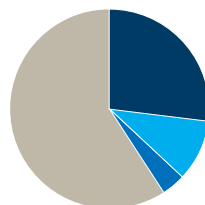
### INDUSTRY CHARACTERISTICS

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

## VANCOUVER, BC DESIGNATED MARKETING AREA



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



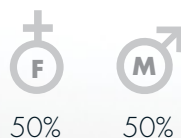
■ National Chains.....	27%
■ In Home.....	10%
■ Cosmetology Schools.....	4%
■ Independent Beauty Salons....	59%

## STATS:

### TOTAL METROPOLITAN POPULATION:

603,495

### GENDER BREAKDOWN



### BREAKDOWN BY AGE

(0 - 4 ) .....	4.65%
(5 - 14) .....	9.76%
(15 -24 ) .....	13%
(25-44) .....	30.27%
(45-64) .....	27.97%
(65+) .....	14.35%

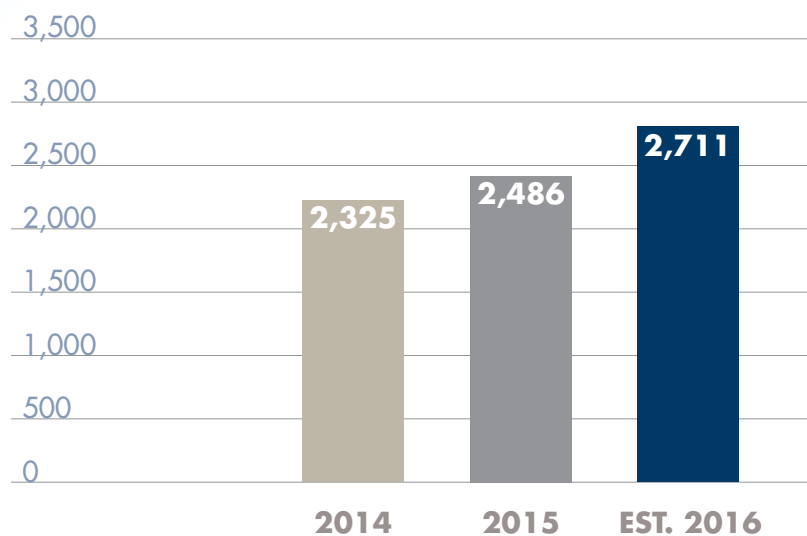
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## THE MARKET:

 POPULATION (2013)	 AVG. HOUSEHOLD INCOME (2009-2013)	 TOTAL NUMBER OF SALONS	 PROJECTED POP. GROWTH (2015-18)	 ESTIMATED TOTAL SPENT ON HAIR SERVICES
603,495	\$93,451 CAN	0	9.3%	\$36 million CAN +/-

## 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.**