

# MARKET ASSESSMENT: LOUISVILLE, KY



**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 Louisville, Kentucky. Louisville is a market area of 1,730,000 people with a salon potential of approximately 35 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

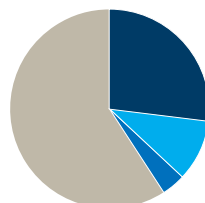
### INDUSTRY CHARACTERISTICS

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

## LOUISVILLE, KY 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:

1,730,000

### GENDER BREAKDOWN



51.6%



48.4%

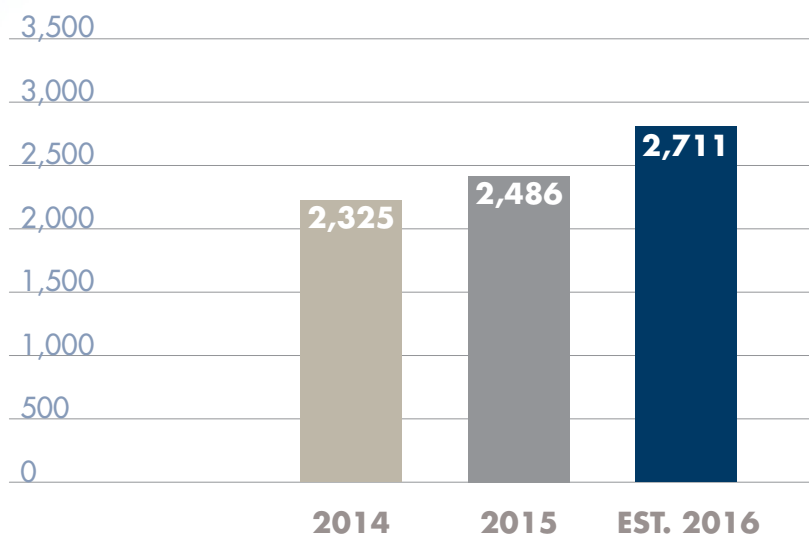
### BREAKDOWN BY AGE

(0 - 5) .....	6.7%
(5 - 18) .....	23.6%
(18 - 65) .....	57.1%
(65+) .....	12.6%

## THE MARKET:

 POPULATION	 AVG. HOUSEHOLD INCOME (2009-2013)	 TOTAL NUMBER OF SALONS	 PROJECTED POP. GROWTH (2015-18)	 ESTIMATED TOTAL SPENT ON HAIR SERVICES
1,730,000	\$44,159	7	2.1%	\$104 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.**