



LOCAL DATA COMPANY

BRITISH BEAUTY COUNCIL

HAIR & BEAUTY SECTOR 2017-2021

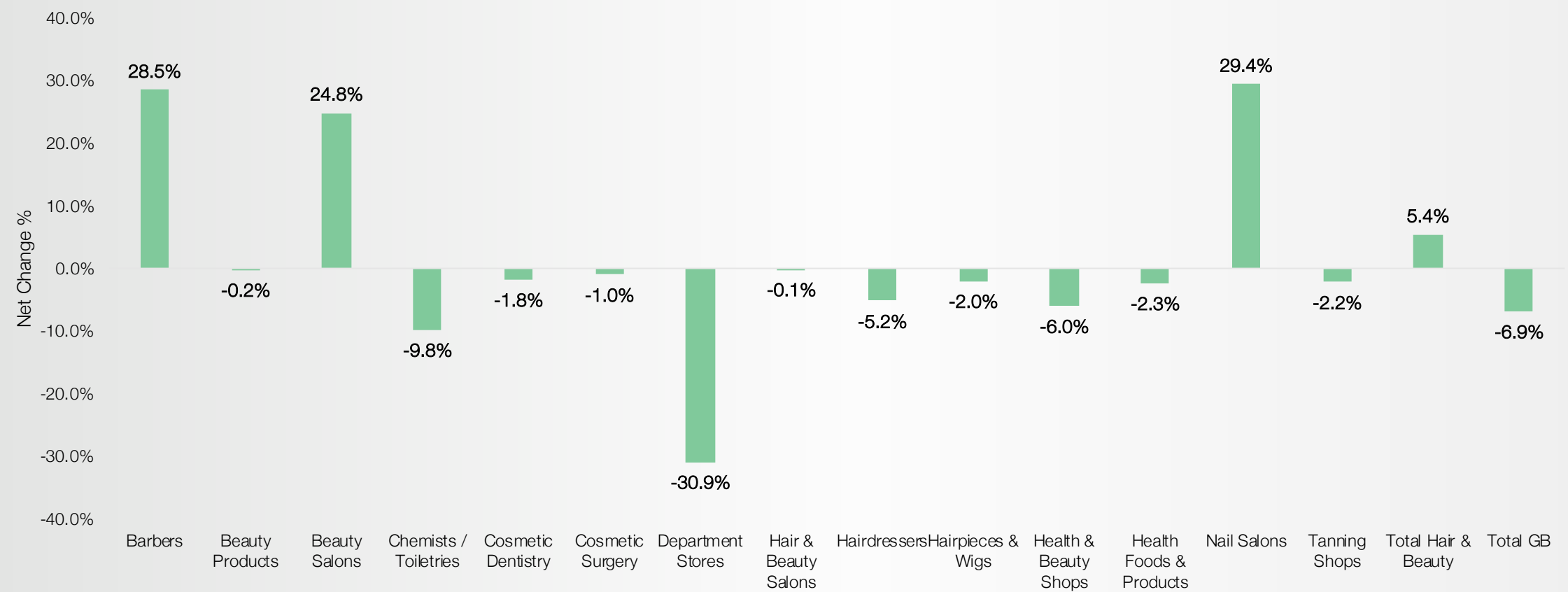
Key findings

Contents

BRITISH BEAUTY COUNCIL:

- Net Unit Change
- Openings & Closures
- Vacancy Rates

Net Unit Change 2017 - 2021



- Barbers have seen the largest increase in units from 2017-2021 with an additional 3516 opening and +28.5% growth.
- Beauty Salons also saw a large growth as the number of businesses rose by 2121 units (+24.8%) in the time period. Nail Salons saw the third largest growth with an additional 938 businesses opening during this time (+29.4% growth).
- Chemists/Toiletries saw the biggest decline, with 1141 businesses closing between 2017-2021 which was -9.8% decline. Hairdressers also saw a big decline with a loss of -5.2% of businesses or 964 less in 2021 vs 2017.
- Department Stores had a large decline in units with -30.9% drop during this time, losing -376 units. Over 40% of these lost units came from the closure of Debenhams stores between 2019-2021.
- Looking at Total Hair & Beauty categories combined, the number of units has grown from 73,288 to 77,7228, which is a net increase of 3940 or +5.4% which is compared to GB total figures showing a net loss of -6.9% of businesses during the same time period.

Openings & Closures

| Subcategory | Jan-17 | Jan-18 | Jan-19 | Jan-20 | Jan-21 | Dec-21 | Net Unit Change 2017-2021 | Net Unit Change % 2017-2021 |
|-------------------------|---------|---------|---------|---------|---------|---------|---------------------------|-----------------------------|
| Barbers | 12,345 | 12,969 | 13,782 | 14,564 | 15,364 | 15,861 | 3,516 | 28.5% |
| Beauty Products | 3,665 | 3,716 | 3,720 | 3,702 | 3,673 | 3,658 | -7 | -0.2% |
| Beauty Salons | 8,554 | 8,942 | 9,437 | 9,910 | 10,438 | 10,675 | 2,121 | 24.8% |
| Chemists / Toiletries | 11,665 | 11,756 | 11,588 | 11,133 | 10,763 | 10,524 | -1,141 | -9.8% |
| Cosmetic Dentistry | 608 | 594 | 590 | 607 | 599 | 597 | -11 | -1.8% |
| Cosmetic Surgery | 390 | 376 | 393 | 400 | 386 | 386 | -4 | -1.0% |
| Department Stores | 1,217 | 1,182 | 1,147 | 1,071 | 979 | 841 | -376 | -30.9% |
| Hair & Beauty Salons | 8,420 | 8,423 | 8,504 | 8,507 | 8,468 | 8,410 | -10 | -0.1% |
| Hairdressers | 18,469 | 18,343 | 18,181 | 17,951 | 17,721 | 17,505 | -964 | -5.2% |
| Hairpieces & Wigs | 296 | 294 | 287 | 295 | 280 | 290 | -6 | -2.0% |
| Health & Beauty Shops | 383 | 380 | 382 | 377 | 367 | 360 | -23 | -6.0% |
| Health Foods & Products | 2,013 | 2,032 | 1,983 | 1,990 | 1,962 | 1,966 | -47 | -2.3% |
| Nail Salons | 3,193 | 3,369 | 3,535 | 3,785 | 3,991 | 4,131 | 938 | 29.4% |
| Tanning Shops | 2,070 | 2,082 | 2,070 | 2,064 | 2,041 | 2,024 | -46 | -2.2% |
| Total Hair & Beauty | 73,288 | 74,458 | 75,599 | 76,356 | 77,032 | 77,228 | 3,940 | 5.4% |
| Total GB | 602,416 | 596,923 | 589,373 | 580,204 | 568,885 | 561,075 | -41,341 | -6.9% |

- Overall Total Hair & Beauty categories have seen an incremental increase in units each year between 2017-2021 with 2017 & 2018 seeing the biggest growth with +1.6% and +1.5% respectively. Growth slowed from 2019 onwards and 2021 to date has seen the lowest growth rate of +0.3%. However, compared to Total GB, Hair & Beauty categories have performed well. Total GB saw a decline in units year on year between 2017-2021 with a total loss of -6.9% over this time.
- Barbers, Beauty Salons and Nail Salons have all seen year on year increases in units for every year between 2017-2021 with the biggest growth seen in 2017-2019.
- Chemists/Toiletries which had the biggest overall loss of units during the time period, actually saw growth of +1.0% in 2017 with an additional 91 stores opening. These stores started declining the following year and 2019 saw the biggest decline with 4.2% drop, losing 455 stores in this year.
- Hairdressers has seen a steady decline since 2017 with a net unit loss of approx. ~1% each year, resulting in a total decline of 964 units (-5.2%) between 2017-2021.

Vacancy Rates

| Subcategory | Jan-17 | Jan-18 | Jan-19 | Jan-20 | Jan-21 | Dec-21 | Net Change 2017-2021 |
|-------------------------|--------|--------|--------|--------|--------|--------|-------------------------|
| Barbers | 2.9% | 2.9% | 3.5% | 4.1% | 4.6% | 4.8% | 1.9% |
| Beauty Products | 3.7% | 4.3% | 5.0% | 5.4% | 6.3% | 6.8% | 3.2% |
| Beauty Salons | 4.2% | 4.7% | 5.1% | 5.7% | 6.6% | 7.3% | 3.1% |
| Chemists / Toiletries | 2.0% | 2.1% | 2.7% | 2.8% | 3.9% | 4.6% | 2.6% |
| Cosmetic Dentistry | 2.3% | 2.5% | 3.4% | 3.5% | 4.6% | 5.5% | 3.3% |
| Cosmetic Surgery | 2.0% | 2.8% | 4.4% | 5.7% | 11.1% | 10.2% | 8.2% |
| Department Stores | 13.3% | 12.4% | 12.4% | 13.3% | 21.8% | 29.9% | 16.7% |
| Hair & Beauty Salons | 3.8% | 4.6% | 5.4% | 6.0% | 6.6% | 7.0% | 3.2% |
| Hairdressers | 3.8% | 4.3% | 4.8% | 5.6% | 6.5% | 6.7% | 2.9% |
| Hairpieces & Wigs | 11.1% | 11.4% | 12.2% | 13.0% | 15.7% | 13.4% | 2.3% |
| Health & Beauty Shops | 3.8% | 4.8% | 4.7% | 6.2% | 6.6% | 6.7% | 3.0% |
| Health Foods & Products | 5.7% | 6.3% | 7.9% | 8.1% | 10.2% | 10.3% | 4.6% |
| Nail Salons | 2.6% | 3.1% | 3.1% | 3.4% | 4.6% | 4.9% | 2.3% |
| Tanning Shops | 3.7% | 3.8% | 4.7% | 5.7% | 6.8% | 6.6% | 2.9% |
| Total Hair & Beauty | 3.6% | 4.0% | 4.5% | 5.1% | 6.1% | 6.5% | 2.9% |
| Total GB | 11.1% | 11.2% | 11.5% | 12.1% | 13.8% | 14.4% | 3.3% |

- Across all categories, there was an increase in vacancy rates between 2017-2021. Total Hair & Beauty saw an increase of 2.9% rising from 3.6% in 2017 to 6.5% in Dec 2021. In context, Total GB saw an increase of 3.3% during the same time period, therefore Beauty categories could be seen as doing comparatively better than average. When comparing to Total GB, Total Hair & Beauty vacancy rates are also significantly lower peaking at 6.5% in 2021 vs GB 14.4%, a gap of 7.9%.
- The biggest growth in vacancy rates was seen in Department Stores which had a 16.7% increase between 2017-2021. The main growth factor in vacancy rates came from the closure of Debenhams stores in 2019-2021, the majority of which have not been filled since closure.
- Cosmetic Surgery also saw a large increase in vacancy rates with a growth of +8.2% going from 2.0% in 2017 to 10.2% in Dec 2021. The category saw a bit growth in vacancy rates between 2020 and 2021 during the Covid-19 pandemic.
- Barbers, Chemists/Toiletries and Nail Salons have all seen vacancy rate growth of less than Total Beauty and Total GB for each year. In December 2021 all three categories had the lowest vacancy rates of those analysed with all coming under 5.0% vacancies.




 team@localdatacompany.com

 www.localdatacompany.com

 0203 111 4393

 @localdataco

 Local Data Company