

2025 KEY INDUSTRY METRICS (KIM)



FAQs

What is KIM?

KIM (KEY INDUSTRY METRICS) is the professional beauty industry's first monthly salon metrics dashboard & report, designed to provide key insights into trends and behaviour. These carefully selected metrics aim to provide insight into current business performance and behavior through POS transactions. KIM sources transactional data and aggregates this data into metrics. Only the performance metrics are shared, never the source data.

KIM will be an independent source for industry benchmarking as it uses a consistent definition for the metrics in a highly fragmented industry. For the first time the industry can look at the same measurements and is the first to index the data against the size of the salon. This is achieved by using the active service providers' transactions in each POS user account.

Why is this data important?

The value of the KIM report lies in its ability to compile key industry metrics, in a timely manner from multiple POS platforms. This ensures a comprehensive representation of the US salon market and aims to reduce as many biases as possible.

The industry has been starved of data and much of the decision making has been based on sell-in data and/or anecdotal information. Timely and relevant data is key to gaining insights on the health of the industry, understanding trends and then using this data to support the stylists/salons with their clients. Imagine ULTA or Amazon without data?

Why does this report represent the industry so closely?

The report breaks down data by location size: 1-2, 3-4, 5-9, 10+ & 20+. KIM aims to keep the locations as proportional to the industry as possible. Our percentage of each of these salon sizes mirror the industry percentages closely. The proportions are tracked using various sources combining technology and national distribution data.

Who is involved?

To date, industry data has been compartmentalized and in the hands of a few. Collaboration lies at the core of SalonInteractive's mission. KIM is shaped and guided by an advisory board composed of industry leaders from various segments of the professional beauty sector.

One of the key roles of the advisory board is to ensure KIM is always kept independent, irrespective of ownership. To this end it has a manifesto to ensure the information is equally and fairly used. No one company will be able to exclusively access data - ever.

- **Jay Elarar, CEO Americas, MoroccanOil**
- **Leslie Perry, Executive Director, PBA**
- **Sydney Berry, Founder Salon Services Pro**
- **Alex Cohn, VP of Sales & Marketing, Premier Beauty Supply**
- **Gordon Miller, Founder, Social Beauty Makers**
- **Jennifer McNeice, Sr. VP of Business Intelligence, SalonCentric**
- **Daniel Mason Jones, Owner, Muse Salon**
- **Paul Tate, Co-Founder, Linkup Marketing**
- **Jim Bower, Founder, SalonInteractive**

Strategic Partnerships

We have formed strategic partnerships with a diverse group of the industry's leading technology companies to contribute to KIM. We plan to continue to grow this list of partners.

- **Rosy**
- **Square**
- **Phorest**
- **Aura**

What data is included:

- **Average revenue per salon**
- **Average service ticket**
- **Average product sale revenue**
- **Average # of products sold**
- **Average # of unique clients**
- **Average # of unique visits**
- **Average number of services**
- **Average # of color services**
- **Average color service revenue**
- **Average # of staff**

The definition of each metric can be found on the [KIM website](#).

How is the data protected?

We are dedicated to advancing the salon industry by responsibly collecting and managing aggregate key metrics in collaboration with our various partners. SalonInteractive, pledges to act as responsible stewards, ensuring the confidentiality, integrity, and accessibility of the data we collect. Our commitment is to share these metrics transparently and without bias, making them available to all who wish to participate. Upholding a level playing field for all businesses remains a top priority.

How does it work?

Annual subscription of the KIM report gives your business complete access to our monthly industry report. At the end of each month the transactional data is refreshed with new data from the previous 30 day period. The report can be accessed through the SalonInteractive digital dashboard where you can explore the various metrics visually and/or download the complete excel workbook.

What is the annual fee?

The Tier structure has been designed so everyone can afford KIM. We truly believe that this data should be accessible to all players in the industry. Annual fees are based on company 'sell in' Professional and consumer revenue and range from \$2,000 - \$45,000 per year. PBA members receive a 15% discount on the annual subscription.

Tier	Sell In Revenue	Annual Fee	PBA Fee
1	50M+	\$45,000	\$38,250
2	20M+	\$20,000	\$17,000
3	10M+	\$12,500	\$10,625
4	1M+	\$2,000	\$1,700

How do I get started?

1. Fill out the inquiry form [here](#).
2. Schedule a demo or conversation to learn more.