

Economic value of the Hygiene, Personal Care & Specialty Products Industry

The Hygiene, Personal Care and Specialty Products Industry supplies a broad range of essential products used every day across the nation by millions of consumers, businesses, institutions, industries and farms.

The industry's value goes well beyond its immediate economic footprint as an enabler for many other industries.

Case study: Hairdressing in Australia

Hairdressing is a valuable service provided to consumers and an important contributor to the Australian economy.

Hairdressers and barbers are part of all communities across Australia, crossing age and cultural boundaries.

They provide services that have a focus on clients' physical appearance but also have important impacts on client self-image and self-esteem.

The Hygiene, Personal Care and Specialty Products industry is a key supplier and integral to the functioning of the Hairdressing industry

HYGIENE, PERSONAL CARE & SPECIALTY PRODUCTS INDUSTRY



Professional-use:
> shampoo
> conditioners
> hair dyes & tints
> hair, beard & scalp treatments
... and more

HAIRDRESSING & BARBERSHOP INDUSTRY



> wash & condition
> treat
> colour
> cut, style & groom
> shave
... and more

Economic footprint of the hairdressing sector in Australia (FY 2022)¹

Hairdressing is a significant small business service sector operating in almost every town in Australia.



\$5.3bn
INDUSTRY
TURNOVER



68,938
EMPLOYMENT



20,413
BUSINESSES

The proportion of household expenditure on hairdressing has increased over the past 5 years.

Spotlight on...

The role of hairdressers as gatekeepers to community mental health programs is being explored. For example, Australian NFP organisation Hairdressers with Hearts uses the hairdresser relationship to proactively assist in addressing domestic violence and elder abuse.⁵

*'Hairdressers and barbers are frontline in the community...having intimate conversations with clients walking through their doors on a regular weekly, monthly or six weekly basis.'*⁶

More than 'just a haircut'

The value of hairdressing goes far beyond physical appearance, providing psychological and social benefits — often on a regular basis.

Mood lifting

'salon hair treatments increase all the positive dimensions of mood and decrease all the negative ones in women'²

Renewing

'with a fresh hairstyle I feel transformed, like a new person'—62% agree³

Status-affirming

'With a groomed haircut I show to me and to others that I take care of myself'—76% agree³

Self-confidence boosting

70% feel a boost of self-confidence immediately following a trip to the salon.⁴

Humanising

'The visit to the hairdresser is part of being human'—71% agree³

Connecting

51% deem the relationship they share with their hairdresser as close as that of a friend⁴

¹ EY/accord Australia Ltd., October 2022, Hygiene, Personal Care and Specialty Products industry: Economic State of the Industry report.

² Picot-Lemasson A. et al., 2021, Influence of hairdressing on the psychological mood of women, International Journal of Cosmetic Science 23(3):161-4

³ Keidel H. et al., 2022, The Importance of Hairstyle and Hair Care for Human Dignity, SOFW Journal 148(1+2/22): 16-21

⁴ Kao, 2022, More than a haircut: Study by Kao reveals how salon visits pay off on personal wellbeing

⁵ Hamilton-Smith, L., 2021, Hairdressers across the country to be trained in recognising domestic violence and elder abuse

⁶ Hairdressers with Hearts, 2019, Discussion Paper: Regulatory and Training Frameworks for a More Cohesive Approach to Identifying and Preventing Domestic, Family and Elder Abuse via Hairdressers in Australia.