

Media Statement

“More than just a haircut” – New Accord Infographic illustrates how the socio-economic benefits of Australia’s hairdressing sector are enhanced by our industry’s quality products

Sydney. Thursday, 4 May 2023. Following the release in late October 2022 of the second EY-Accord State of the Industry Economic Study, Accord has been developing profiling infographics to illustrate the broader role hygiene, personal care and speciality products play in supporting other key Australian industries.

Launched today is the Economic value of the Hygiene, Personal Care & Specialty Products Industry, Case Study: Hairdressing in Australia Infographic.

“There are very few industries as ubiquitous within Australia as hairdressing and barbershop services, making this small business sector one of our most significant nationally,” Accord Executive Director Bronwyn Capanna said.

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

“The EY-Accord case study in last year’s state of the industry economic report measured the hairdressing and barbershop sector as having a \$5.3B total economic footprint, with an estimated 20,413 businesses employing an estimated 68,983 Australians.

“As impressive as these figures are, they only tell part of the story. Few small businesses are as valued by their communities as the local hairdresser or barbershop.

“You only have to think back to the days of the strictest COVID-19 lockdown rules to remember how much hardship many of us felt when unable to get to the hair salon or barber for our regular haircut or treatment.

“A growing body of academic research backs up this community experience and demonstrates that the social connection we often develop with our hairdresser or barber can provide mental health benefits that filter positively throughout society.

“Accord’s new Infographic summarises a number of key findings that show this small business sector delivers much more than just a haircut. For example, this is reinforced by a recent survey in Germany that found just on 70 per cent of people agree that a ‘visit to the hairdresser is part of being human’.

“The many types of professional-use hair products that Accord member businesses manufacture and supply play a significant role in adding value to the services offered by hair salons and barbershops.

“Hair dyes and tints, shampoos and conditioners, and specialist treatments for hair, beards and scalps – all of these quality products greatly enhance the array of services offered by the Australian hairdressing and barbershop sector.

“We are proud of the strong and longstanding commercial relationship developed between our industries and Accord members look forward to continuing to deliver essential economic and social benefits through supply into hairdressing and other industries well into the future”, Ms Capanna concluded.

Accord’s Hairdressing in Australia 1-page Infographic is attached and can also be accessed at https://accord.asn.au/wp-content/uploads/2023/05/Accord-Infographic-6_Hairdressing-case-study_2023.pdf.

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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.