

The rise of barbering

One of the UK's most popular start up businesses

Rise in barber shop openings

Barber shops were one of the most popular start up businesses in 2016, second only to vaping shops.

Since then, the number of barbering shops opening in the UK has risen to meet the demand of men looking for a traditional grooming experience.

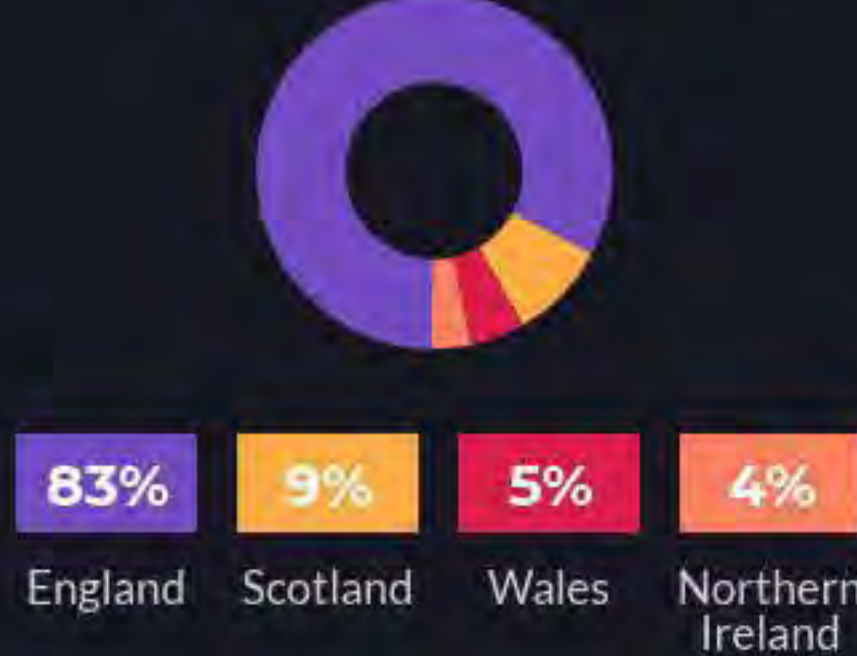


Figures from the NHF^[1] and Enterprise Nation^[2] show a year on year increase from 2015, with a huge increase in 2017.

How many hair and beauty businesses are there in the UK?^[3]

42,000

How is that broken down by country?



Training as a barber

There has never been an easier time to train as a barber, with most local further education colleges offering a barbering course or apprenticeship

15% of all of the UK's hair and beauty apprentices trained as a barber



The future of barbering

As male grooming becomes more popular the demand for trained barbers will increase.

Hairdressers Journal International surveyed 1001 barbers, who thought that barbering will continue to flourish as a profession and as a business.^[4]



This group of barbers were also asked if they thought that newly trained barbers were receiving the skills that they need, with 63% saying that they didn't think new barbers were receiving the right skills.



A further 33% of the surveyed barbers went on to say that training for barbers was inadequate for the rising demand, as new barbers were being taught to get clients done in ten minutes rather than taking the time to find out their needs.

The next generation

Due to a change in how training is funded, it has been found that apprenticeship starts in England have dropped by a quarter. However, research from the NHF has found that 48% of people working in the Hairdressing industry were aged between 16 and 34, meaning that there is still young workers to carry on in the industry.^[5]

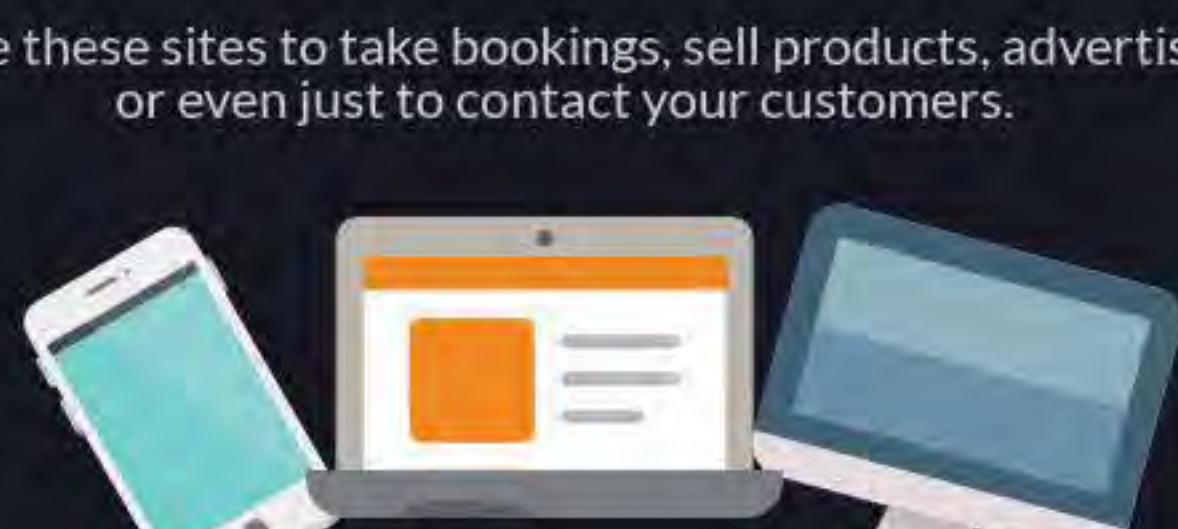


How to help your business keep growing

Embrace social media

Social media network sites are no longer just for entertainment, but they are now an industry proven method to keep in touch with an audience and bring customers into your salon.

Use these sites to take bookings, sell products, advertise or even just to contact your customers.



Keep on top of trends

Being able to give new or fashionable cuts will make sure that you can keep up with the competition.

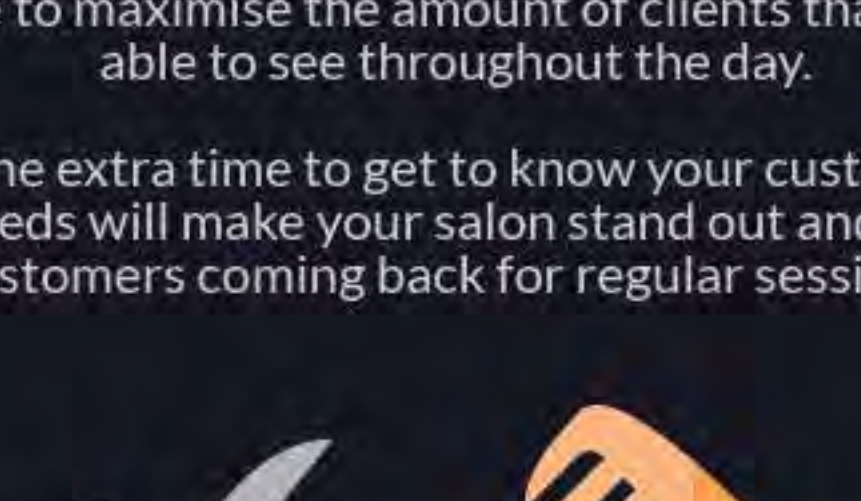
You never stop learning, so why not find a local college who can give your cutting a boost. You can even take your learning online to find new trends and methods of cutting.



Don't be a conveyor belt

As previously mentioned, there is a fear that new barbers are being trained to get through cuts as quick as possible to maximise the amount of clients that they are able to see throughout the day.

Taking the extra time to get to know your customers and their needs will make your salon stand out and will have customers coming back for regular sessions.



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SOURCES

[1] National Hairdressers Federation - Industry Statistics 2017

[2] Enterprise Nation - UK's high streets see rise in independent stores with barbers and beauty salons replacing newsagents

[3] Hairdressers Journal International - Concerns over lack of quality barbers to meet growing industry

[4] National Hairdressers Federation - Industry Statistics 2018

*This figure includes barbering figures in Scotland

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