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## Changes in the prices of hairdressing services as an expression of changes in demand in the beauty industry based on survey data: the preferences of hairdressing salon customers in Poland

**Abstract:** Hairdressing is one of the fastest growing personal services in Poland in recent years. Hair styling is part of the global trend of taking care of one's external image related to the development of social media and the dominance of image culture. Hairdressing services in terms of changes in demand and prices are sensitive to both economic and political factors. This mainly concerns advanced services, e.g. creative colouring, while hair cutting shows inertia. It should be noted that hairdressing services are very diverse due to the gender and hair length of the clients while expectations are also very different. In addition to the quality, the atmosphere in the salon and the length of use of the services of a given stylist are important for clients.

**Keywords:** hairdressing; hair salon; hair styling; personal services; Poland

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## Introduction

Hairdressing salons provide a vital personal service for both rural and urban residents in Poland, serving significant cultural and professional functions. In Poland, as in other European and global contexts, substantial importance is placed on external appearance. From a historical perspective, hair and hairstyles have constituted a key attribute of beauty and social status for both women and men.

It is generally recognised that women attend to the appearance of their hair as it serves as a signifier of good health, which in turn acts as an indicator of fertility (Hinsz et al., 2001).

Women perceive well-groomed hair and hairstyles as factors influencing their attractiveness to men (Jacobi & Cash, 1994). This is further corroborated by research conducted among men, who rate women's faces with long hair as more youthful, healthy, sexually attractive and feminine (Wojciechowska, 2012; Mesko & Bereczkei, 2004; Ślęzak-Niedbalska, 2016). A well-maintained hairstyle in a woman is also associated with intelligence and resourcefulness (Bereczkei & Mesko, 2006), reflecting her character and temperament. According to studies involving male participants, loose and long hair serves as a signal of a woman's interest in the opposite sex (Matz & Hinsz, 2018; Sulikowski et al., 2024). Women, to an even greater extent than men, pay attention to hair when evaluating a partner's appearance (Paprzycka & Orlik, 2015). Research suggests that a majority of women in Poland (approximately 80%) prefer men with short, dark hair, whereas men tend to prefer women with long, fair hair (Hogan et al., 2007; Łopacka-Sęczyk & Machaj, 2009).

In the contemporary era of internet development and the dominance of social media (Góralski, 2014; Iwanicka, 2022), personal image has become a primary subject of online activity (Siddiqui, 2021; Ślęzak, 2023; Xie, 2024). Hair and hairstyles have become integral components of physical appearance, which is increasingly displayed online (Saiki & Adomaitis, 2024; Zainal et al., 2024; Jia & Kim, 2024).

Furthermore, personal appearance is a significant factor in both professional and personal development. Hairstyles not only culturally define the gender of the individual but also signify their social and material status (Herzog, 1996). All these factors contribute to the popularity and significance of hairdressing services in the lives of most Polish citizens. The hairdressing industry in Poland has seen rapid growth since the COVID-19 pandemic. According to a Dun & Bradstreet report (2025), nearly 10,000 new hairdressing and beauty salons appeared in Poland in 2024 (14,700 firms were established in the beauty sector, while 5,000 were removed from the registers).

The primary aim of this article is to demonstrate the dynamics of changes in demand for hairdressing services, expressed through price increases compared to other services and inflation rates. Secondly, the study attempts to characterise hairdressing services in Poland based on an online survey conducted between March and June 2024 among a random sample of Poles. Consequently, two hypotheses were formulated:

- The development of hairdressing services is noticeable throughout the country, in both urban and rural areas.
- Contemporary clients of hairdressing salons prefer an individualised approach and expect professional, comprehensive services.

In addition to primary data, the analysis utilises secondary data from Statistics Poland (GUS), information published by the KB.pl Group (job barometer), as well as booksy.com, businessinsider.com, and wynagrodzenia.pl. Individual in-depth interviews (IDI) were also conducted with owners and employees of hairdressing salons in Poland. These interviews took place in the winter and summer of 2024, prior to the consumer survey, with subsequent results discussed again with salon owners and staff in the summer of 2024. The online survey was distributed via social media platforms supporting academic research.

## The Dynamics of Hairdressing Service Prices in Poland

Economists frequently note that service prices depend on wages, local labour market conditions, and the broader macroeconomic environment (Szymańska, 2012). Price levels

are also determined by demand (Szymański, 2019). This article focuses on the pricing of specific hairdressing services. Due to data availability, the analysis examines the prices of men's haircuts. This service exhibits less price volatility between individual salons in Poland compared to women's hairdressing.

Secondary research findings indicate that women, regardless of hair length, typically pay more for hairdressing services than men (Brown, 2023; Ferrell et al., 2018). Conversely, men generally pay more than women for grooming services (Barber, 2008, 2016), which are considered a luxury for male clients. In the Polish context, men's haircuts are often more expensive relative to the complexity of the service, linked not only to hair length but primarily to the time allocated per client and the frequency of visits. Statistically, due to shorter hair, men in Poland use hairdressing services more frequently than women.

Analysing the price changes for men's haircuts between 1999 and 2023, an increase from 9.28 PLN to 39.30 PLN, representing a 323% rise is found (Figure 1). For comparison, the cost of a specialist medical visit rose by 375% during the same period. Hairdressing service prices, like the wider economy, respond to external factors, including economic, technological, cultural and political shifts (Zioło, 2010).

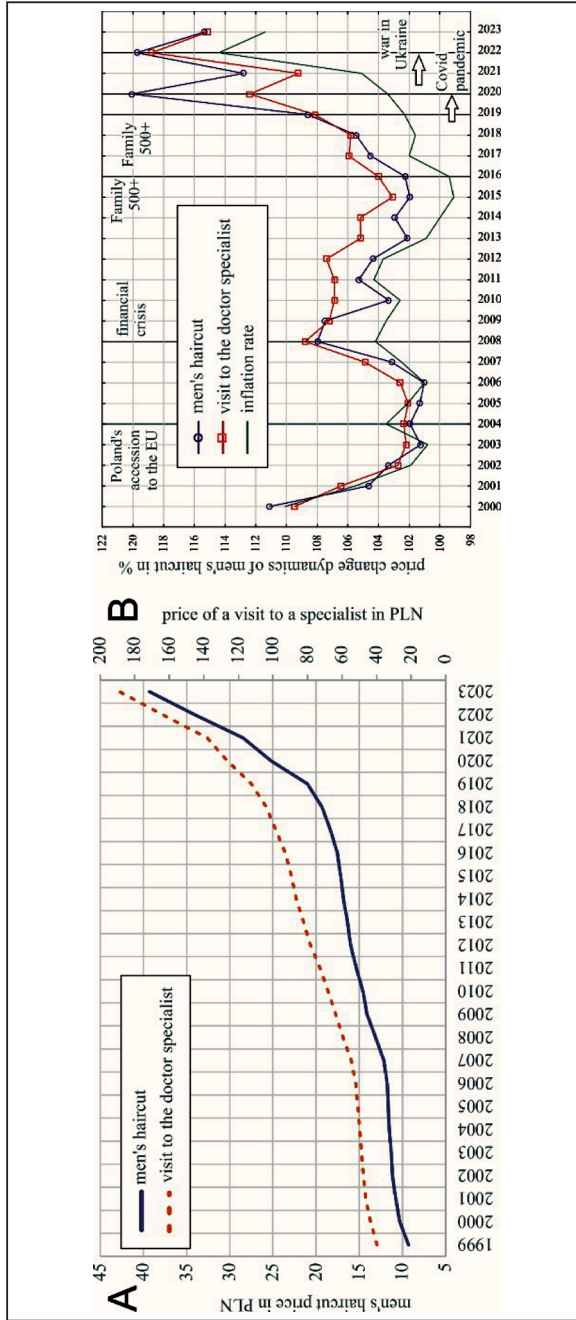
Regarding annual price fluctuations, events such as Poland's accession to the European Union, the financial crisis, and the introduction of the "Family 500 plus" direct financial benefit, influenced the rise in hairdressing prices (Figure 1B). Between 2019 and 2023, the price increase for hairdressing services outpaced that of specialist medical appointments. The growth dynamics of hairdressing prices are strongly correlated with the number of salons in Poland (Dorocki & Jarzyńska-Rzepko, 2025), confirming the thesis that prices in the beauty sector rise alongside increasing demand.

Poland's entry into the EU in 2004 triggered a rapid increase in labour migration (Zborowski & Gałka, 2008), resulting in a noticeable rise in capital transfers and societal wealth in Poland (Janowicz, 2016). Simultaneously, the 2008 financial crisis affected consumer demand for luxury goods and services (Dąbrowska & Janoś-Kresło, 2009), leading to a slowdown in hairdressing price growth. Conversely, the introduction of the "Family 500 plus" benefit between 2016 and 2019 significantly boosted the consumption capacity of Poles (Prokopowicz, 2017; Szyszko, 2019) and the prices of hairdressing services.

However, the COVID-19 pandemic exerted the strongest influence on price increases during the studied period. This resulted from the lockdown; salons were closed from 31 March to 18 May 2020. Research suggests that among all restrictions, Poles missed visiting hairdressers and beauticians the most ("What we are waiting for after the pandemic," IMAS International for the National Debt Register). This led to a surge in demand once restrictions were lifted. Following the forced closure, salons raised prices to compensate for losses. It should be noted, however, that a "hairdressing underground" developed during the lockdown, and in many cases, salons did not experience a decrease in the volume of services provided (Kopciewicz, 2020). According to "Beauty Razem" data, over 90% of hairdressing establishments operated despite the ban or moved "underground." Additionally, "cosmetic tourism" to countries that did not close salons (e.g. Sweden) was observed.

The 2020s are also defined by the war in Ukraine and the subsequent influx of approximately three million Ukrainians to Poland in 2022 (Kamionka & Łukasik, 2023). According to the Office for Foreigners, by the end of January 2024, nearly 1.48 million Ukrainian citizens held valid residence documents in Poland (Urząd do spraw Cudzoziemców, 2024; 2024, 30 November), the majority of whom were women. The arrival of Ukrainian women

Figure 1. Changes in the price of men's haircuts 1999–2023 (A) and the dynamics of price changes 2000–2023 (B) in Poland



Source: author based on Central Statistical Office (GUS) data

increased the demand for hairdressing services. For Ukrainian women, maintaining one's appearance is considered more deeply rooted in their culture than for Polish women (Kitsa & Mudra, 2019). As noted by a Ukrainian stylist working in Szczecin, female clients in Ukraine are willing to spend their last savings on hairdressing services (TTV, 2024; 2026, 2 January). Simultaneously, many Ukrainian women found employment in the industry as both employees and employers. In terms of businesses established by Ukrainian women, approximately 90% of new service-sector entities are hairdressing and beauty salons. This fact may have acted as a brake on further price increases in Poland.

Comparing price changes for men's haircuts between 2000 and 2023 against average inflation, it is evident that since 2019, hairdressing price growth has significantly exceeded that of specialist medical visits (Figure 2). Only in 2023 did the growth rates of both services equalise. Furthermore, changes in hairdressing price levels appear less dependent on inflation and more a result of local socio-economic development conditions.

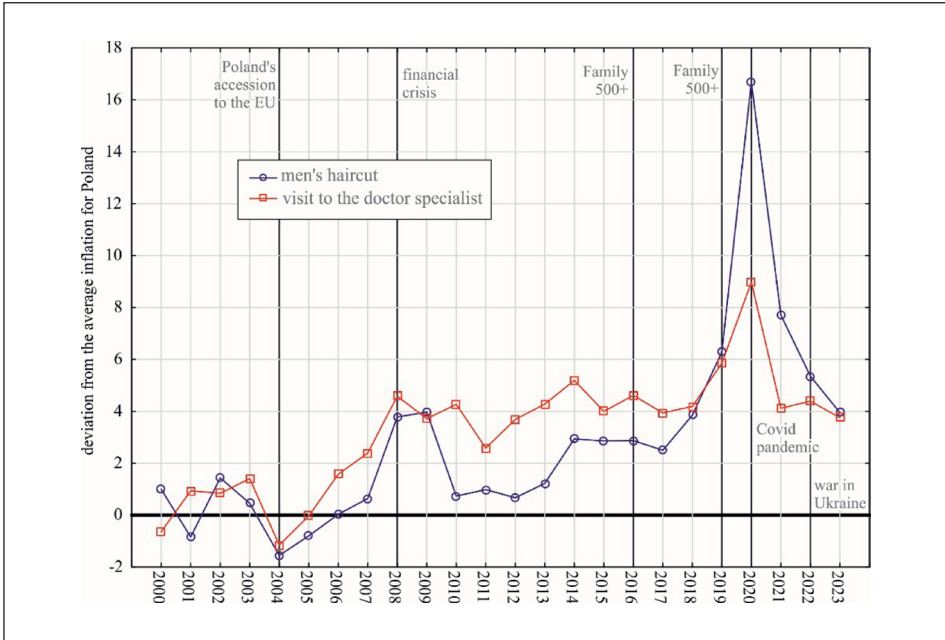
The significance of macroeconomic conditions is particularly visible when comparing hairdressing price increases against total service prices (Figure 3). Two distinct periods emerge where hairdressing prices rose significantly relative to other services: the COVID-19 pandemic and the Russian invasion of Ukraine. Despite state support for SMEs,<sup>1</sup> owners had to cover many liabilities (wages, rent) from their own funds. Additionally, the costs of protective products—such as disposable gloves, which rose by 1000%—and disinfectants contributed to the sharp price rise upon reopening.

Generally, the rise in hairdressing prices aligned with the overall increase in service costs, driven by rising labour costs and social acceptance (*PIE: Aż 74 proc. firm podniosło ceny produktów i usług w 2022 r. W 2021 r. zrobiło to tylko 44 proc.* (2023; 2026, 1 June)). Many salon owners confirmed these factors influenced their pricing. They also pointed to a rapid increase in commercial rent costs caused by the influx of Ukrainian refugees. This process was further compounded by rising property maintenance costs and increased taxation on rental income. It should be noted that rent, particularly in large cities, is one of the most significant operational costs alongside wages. Many owners also highlighted the rise in electricity prices. A typical salon consumes an average of 600 kWh per month (7200 kWh annually), which is approximately 3.6 times more than the average Polish household. For instance, electricity consumption in a hairdressing salon is only slightly lower than in a dental practice (approx. 800 kWh). One must also consider costs such as water, sewage and special/medical waste in salons providing cosmetic services.

Thus, hairdressing price increases stem from both rising business costs and the socio-economic development levels of a region. These dependencies were tracked using men's haircut prices by voivodeship for 1999–2023 (Figure 4). The lowest prices throughout the period were recorded in the Świętokrzyskie, Podkarpackie and Podlaskie voivodeships, which are considered regions with lower socio-economic development (Browarczyk, 2022). These areas are also characterised by low urbanisation and low purchasing power (Sobala-Gwosdz, 2023). Conversely, the highest prices were in the Mazowieckie voivodeship, primarily driven by Warsaw. High prices were also noted in Małopolskie, Śląskie, Pomorskie, Zachodniopomorskie and Opolskie—all highly urbanised regions. In Zachodniopomorskie and Pomorskie, the price increase may also result from higher demand generated by German residents seeking cheaper services across the border (Rudewicz, 2024).

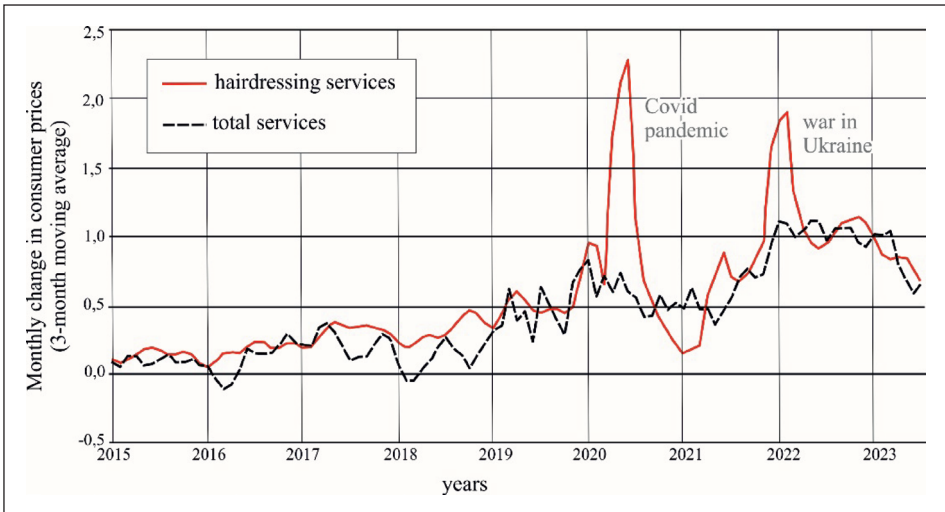
<sup>1</sup> Co-financing of salary costs, non-repayable loan to cover current business costs (up to PLN 5,000) and exemption from social security contributions (author's note)

Figure 2. Changes in the price of men’s haircuts in Poland 2000–2023 in relation to the average inflation rate



Source: author based on Central Statistical Office (GUS) data

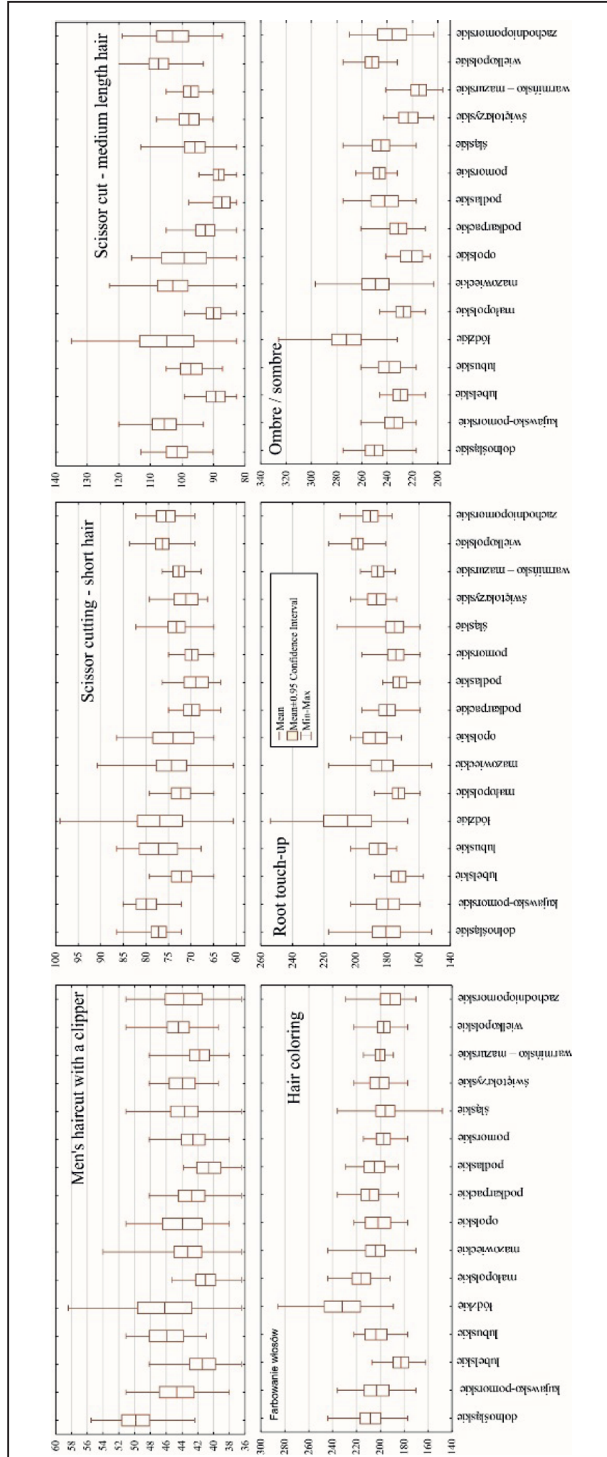
Figure 3. Changes in the price of hairdressing services in Poland 2015–2023



Source: Morawski, 2023; 2026, 1 June



Figure 5. Average hairdressing service prices by voivodeship in 2024



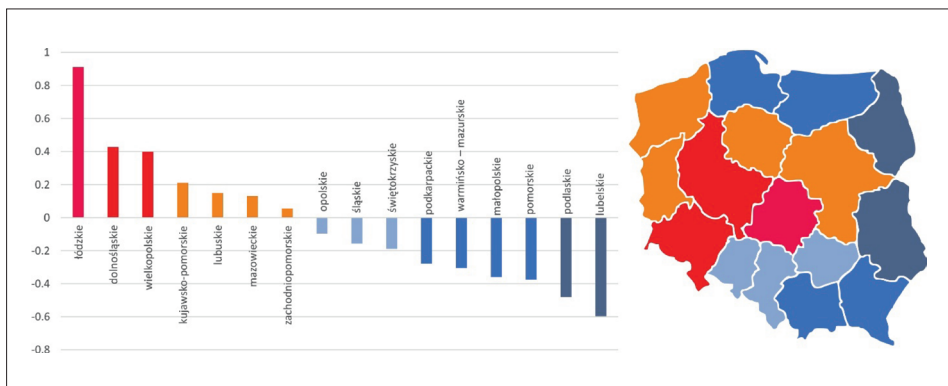
Source: author based on KB.pl report

Observing price differentiation by voivodeship, there is a trend of increasing variance in average prices. Analysing median values and outliers (where an observation is an outlier if it lies at least  $\geq 1.5$  IQR from the quartile; Wan et al., 2014), it can be concluded that price differentiation was minimal until 2004. Diversification began to increase after EU accession, primarily regarding price rises in Mazowieckie, specifically Warsaw, where economic investment and capital were concentrated (Rachwał, 2014). Price increases in the capital meant that between 2007 and 2013, this voivodeship was a price outlier. The largest gap between Mazowieckie and the rest of the country occurred during the 2009 financial crisis, when prices in Warsaw were approximately 60% higher than the national median. A second clear increase in price differentiation occurred after 2019. Since 2021, the difference between minimum and maximum prices has been approximately 10 PLN, representing about 40% of the average price for a men's haircut in Poland.

It must be noted that prices are highly diversified based on the type and quality of service. Clear differences are visible in services for women, including creative colouring, where the price largely depends on hair length, density and natural colour. This differentiation can be observed in data collected by Grupa KB.pl (Figure 5). The highest values were recorded in the Łódzkie voivodeship which has the highest feminisation rate in Poland and a high level of urbanisation. Additionally, the phenomenon of commuting to Warsaw (Kurzyk & Sapińska, 2021) may have influenced demand and the acceptance of high prices. Interviews in Skierniewice revealed that many clients plan visits during their free time (weekends) in their place of residence while working in Warsaw. Some clients exhibit a strong attachment to a specific stylist and continue to use their services even after moving house.

Standardised data for all types of hairdressing services reveal clear regional differentiation (Figure 6). The highest prices were recorded in Łódzkie, Dolnośląskie and Wielkopolskie, while the lowest were in the eastern, agricultural voivodeships: Lubelskie and Podlaskie. The latter two regions also possess the oldest populations in Poland (Kamińska-Gawryluk, 2022).

Figure 6. Standardised hairdressing service prices (against the Polish average) by voivodeship in 2024  
Source: author based on KB.pl data



According to *businessinsider.com*, although the global price of a haircut in Poland is not high (constituting approximately 30% of prices in the most expensive countries like Norway or Switzerland), when calculated against average earnings by city, haircuts in Poland are more expensive than in Berlin, London or Zurich (Figure 7). In almost all cases, women's haircuts are more expensive than men's. The largest gender-based discrepancies were observed in Rome, Rio de Janeiro, Vienna and Tel Aviv-Yafo, where women pay over 60% more. The smallest differences were noted in Scandinavian countries, Japan and the Netherlands. In Scandinavia, efforts were made to equalise prices for identical services to combat gender discrimination (Shanley, 2013; 2026, 1 June), though these actions did not lead to total parity and were eventually withdrawn. Additionally, Scandinavian countries (Sweden the least) recorded the lowest number of salons per capita in Europe (Eurostat, 2019; 2025, 7 November), which may contribute to high prices regardless of gender. Historically, until the 19th century, salons were predominantly run by men for men, given their short hair (Block, 2024). For women, hairdressing services until the French Revolution were reserved exclusively for the aristocracy and wealthy bourgeoisie, as styling took several hours daily.

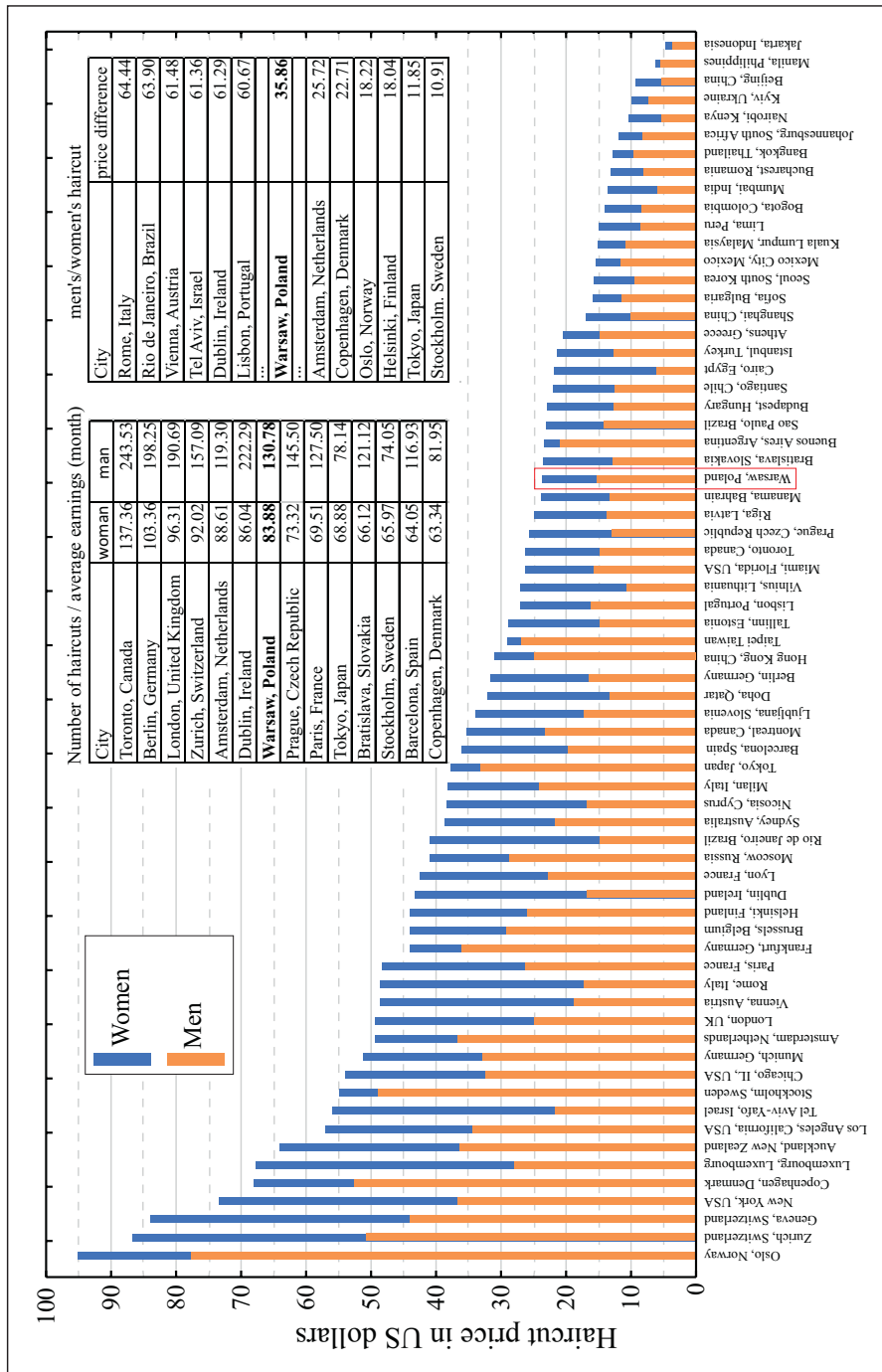
The rise in hairdressing prices aligns with the national trend in personal services, including the beauty industry (Figure 8A). As Statistics Poland indicates, the share of the shadow economy in this industry reached 3.8% in 2022 and continues to grow, linked to rising operational costs. Simultaneously, interest in hairdressing and beauty services is growing across Europe, as evidenced by the increasing share of beauty industry workers within the personal services sector (Figure 8B).

Similar dynamics to Poland are found when analysing Eurozone data: a price drop during the 2008 crisis, an increase during COVID-19, and a rise following the escalation of war in Ukraine (Figure 9). Thus, the dynamics in Poland reflect those of the entire European continent.

Finally, hairdressing prices were compared with economic development and settlement size. To determine economic development, financial data (PIT, CIT) per capita and unemployment levels were used. Canonical correlation analysis of standardised variables revealed a weak but statistically significant positive correlation ( $r=0.327$ ,  $p=0.00001$ ) (Figure 10). Prices do not depend on settlement size or CIT but do depend on unemployment levels and PIT. Thus, indirectly, prices depend on local economic development and employment stability. Among the services analysed, creative colouring—the most expensive service—is most dependent on economic development. Conversely, basic cutting and dyeing are the least dependent. These are considered essential services, although interviews with stylists suggest that many women perform hair colouring at home as “self-service” due to the availability of cheap products, though this rarely applies to lightening hair, which is highly popular in Poland.

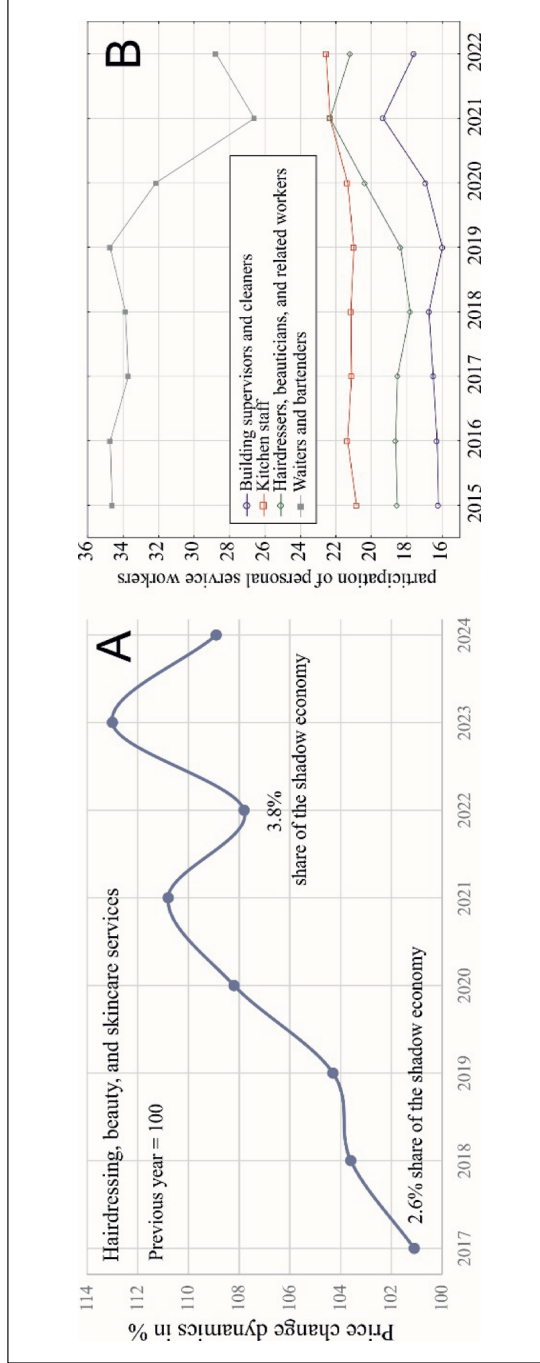
It can be assumed a priori that if prices do not depend solely on economic development, they result from the quality and type of services offered, alongside cultural and regional variations. Ten in-depth interviews were conducted in 2024 with owners and staff in Krakow, Warsaw, Rzeszów, Leżajsk and Krynica-Zdrój; each with over 10 years of experience. The conversations suggested that in smaller towns, price-fixing may occur, where owners set price ranges for specific services. Owners noted that while costs for supplies and taxes are uniform, the primary differentiating costs are labour and rent. The noticeable deficit of specialists in the national market necessitates continuous wage increases, which are subsequently passed on to clients.

Figure 7. Haircut prices in selected global cities in 2023 – Warsaw’s position relative to average earnings and gender price gaps



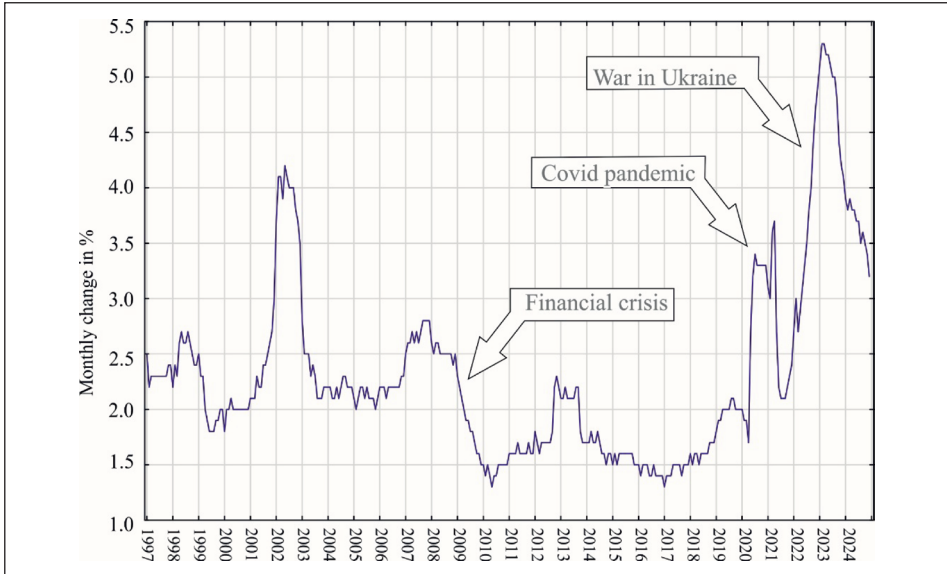
Source: author based on businessinsider.com and statista.com

Figure 8. Dynamics of personal service price changes in Poland 2017–2024 (A) and employment share in personal services in the EU 2015–2022 (B)



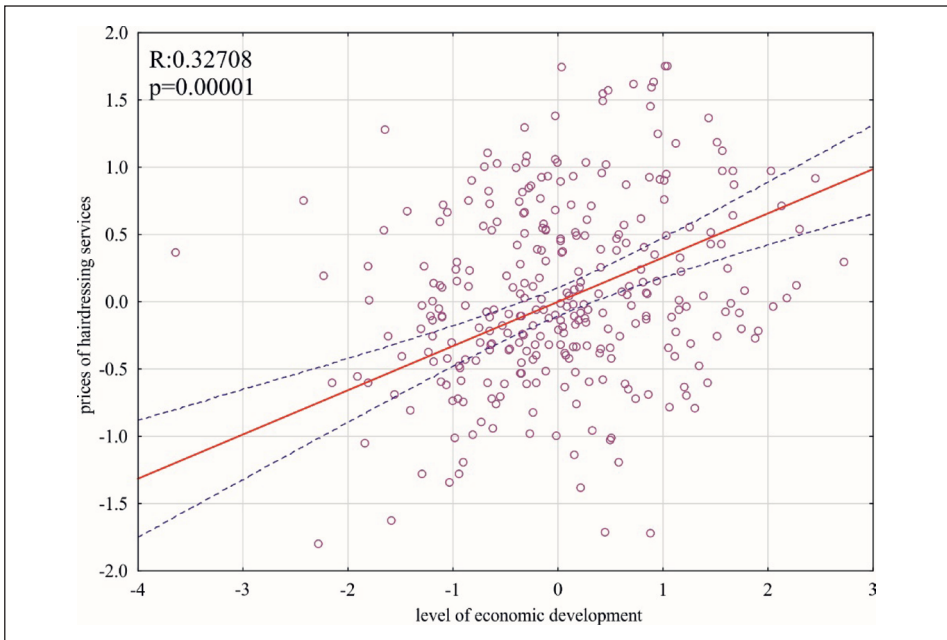
Source: author based on GUS (A) and Eurostat (B) data

Figure 9. Monthly dynamics of the number of hairdressing and personal care salons in the Eurozone 1997–2024



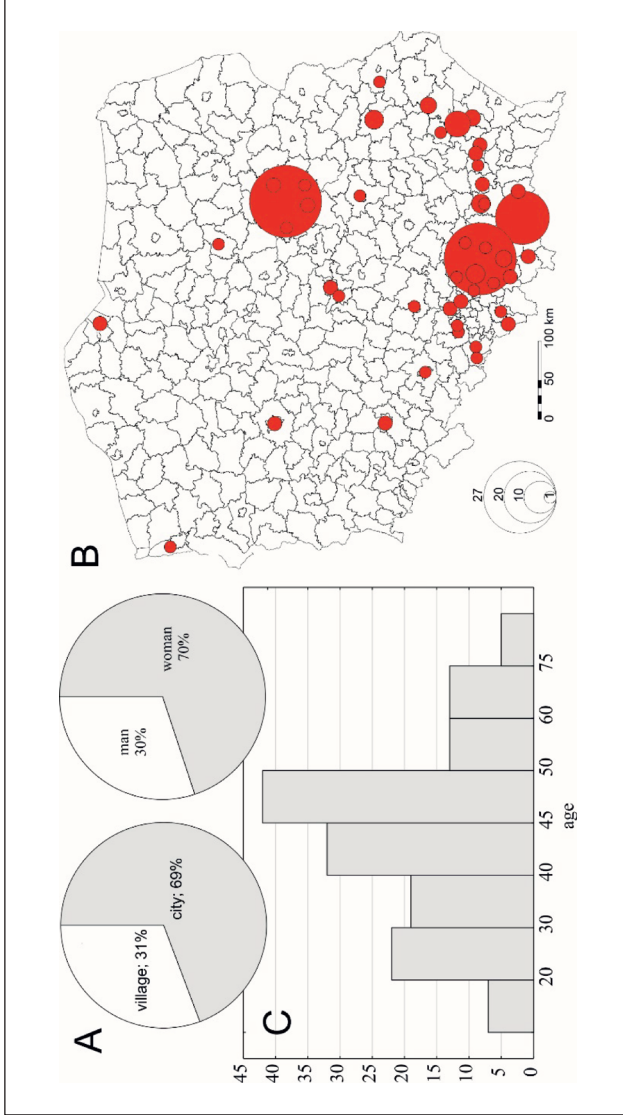
Source: author based on Eurostat data

Figure 10. Dependency of hairdressing prices on the economic development of selected Polish towns/cities in 2024



Source: author based on KB.pl and GUS data

Figure 11. Gender and residence structure by settlement type (A), residence location (B), and age structure (C) of respondents



Source: author based on survey data

The study further examined client preferences. The online survey included 153 participants, mostly women (70%) and urban residents (primarily from large voivodeship cities) (Figure 11A). Most were aged 40–50 (Figure 11C), residing in Małopolskie and Podkarpackie, with Warsaw and Krakow most heavily represented (27 people each) (Figure 11B). While the sample is not numerically representative of the entire population, it confirms industry observations and trade magazine information (e.g. Hair Trendy, FALE LOKI KOKI).

A key factor in visit frequency is hairstyle type and hair length. Data (Table 1) show that hairstyle choice depends heavily on gender and age ( $\chi^2$  test, 0.95 confidence). Nearly 80% of surveyed women have hair below the ear or shoulders, while 65% of men have very short hair. Hairstyle also correlates with age; women with very long or long hair averaged 34 years old, while those with short or very short hair averaged 52. For men, those with long hair averaged 24 years old.

Table 1. Respondent hairstyle types

Hairstyle	participation		average age	
	woman	man	woman	man
Very long	16.24	-	34.07	-
Long (below the shoulders)	39.38	1.47	39.69	24
Short (below the ear – above the shoulders, 'bob')	39.22	32.1	51.74	38.86
Very short (shaved, above the ear)	5.15	64.66	51.43	47
Sliced back	-	1.77	-	49

Source: author based on survey data

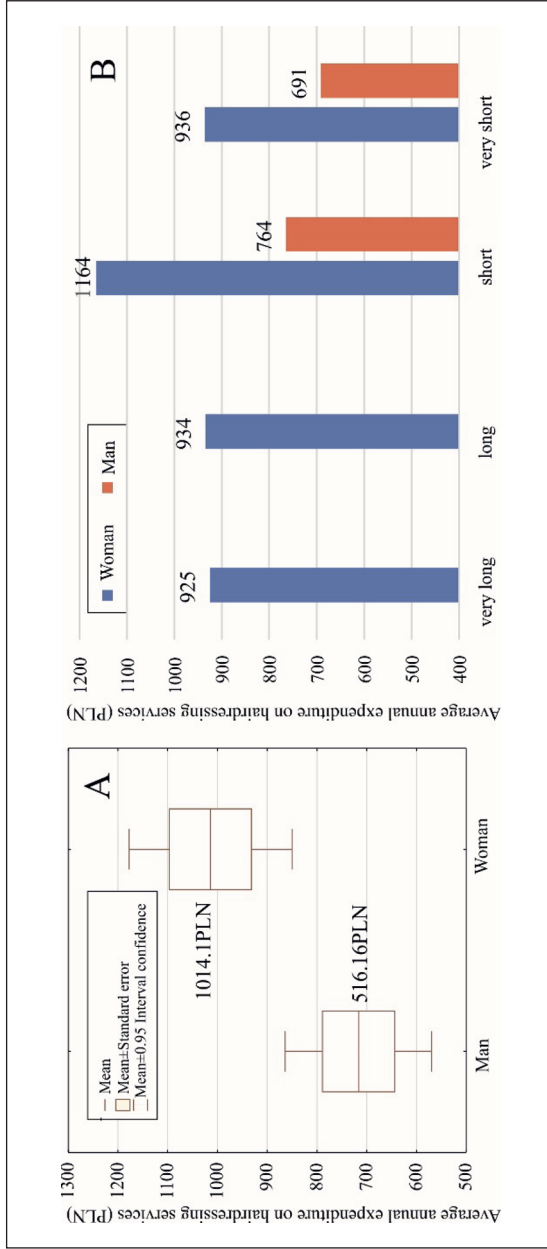
Table 2. Frequency of hairdressing salon visits

Frequency of hairdressing salon visits	sex		total	hairstyle			
	woman	man		very long	long	short	very short
every two weeks	0	6.52	1.96	0	0	1.85	5.41
once a month	18.69	56.52	30.07	0	10.87	35.19	59.46
every two months	30.84	13.04	25.49	13.33	19.57	35.19	21.62
every three to four months	24.3	4.35	18.3	46.67	23.91	18.52	0
once every six months	11.21	4.35	9.15	20	17.39	5.56	0
once a year	11.21	0	7.84	13.33	21.74	0	0
never	3.74	15.22	7.19	6.67	6.52	3.7	13.51

Source: author based on survey data

As mentioned, hair length dictates visit frequency. Men, especially those with short hair, visit salons more frequently, averaging once a month; none visited less than twice a year (Table 2). Women typically visit every two to four months, but not more than once a month. Unlike men, 11.2% of women visit only once a year. Conversely, 15.2% of surveyed men do not use professional services at all, mostly those with very short hair (or balding) who use clippers at home or rely on family members. Only 3.7% of women do not

Figure 12. Average annual expenditure on hairdressing services by gender (A) and gender/hair length (B)



Source: author based on survey data

use professional salons, instead using friends or family who are stylists. Overall, 85.7% of respondents use salon services, 7.2% use mobile hairdressers, and approximately 7% use friends or “underground” services.

Gender and hair length influence expenditure. Survey data show that annual spending for women is more than double that of men, at approximately 1,000 PLN (Figure 12A). The highest expenditures are incurred by those with short hair due to the need for frequent maintenance (Figure 12B).

Expenditure depends heavily on service type. For cutting alone, women spend about 40% less than men, due to the lower frequency of visits (Table 3). Costs triple for hair dyeing (and can quintuple for creative colouring like sombre/ombre or airtouch). Most Polish female clients prefer fair hair, so colouring costs depend on both length and natural colour. For men, barbering services (including grooming) significantly raise average costs. For women using cutting, colouring and care services, annual spending can reach 2,000 PLN. Geography is also a factor; according to Booksy.pl, colouring in Warsaw averages 450–800 PLN (sometimes exceeding 2,000 PLN), while in Rzeszów, it ranges from 180–500 PLN.

Average expenditure does not depend on age or residence at a statistically significant level ( $p=0.05$ ). The main differentiating factors are hair length and service type.

Table 3. Average annual expenditure by service type and gender

Type of service	Women	Man
Haircut	373.04	599.00
Haircut, hair coloring	1138.71	-
Haircut, barbering	-	966.67
Haircut, hair coloring, hair care	1871.43	-

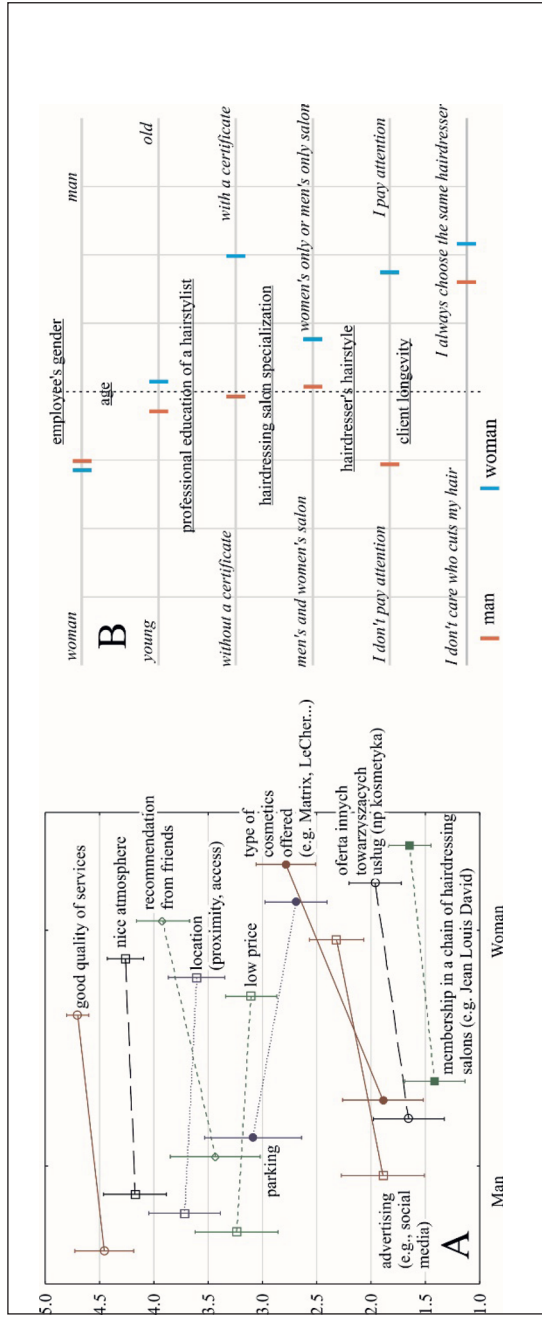
Source: author based on survey data

In terms of selection criteria, low price ranked fourth (Figure 13A), with men placing slightly more importance on price than women. High quality was the primary factor for both genders. Women rated quality slightly higher and were more consistent in this assessment. The second factor was a pleasant atmosphere. Interviews suggested that when quality is similar, service and decor influence the choice (especially highlighted by owners of male-oriented salon chains).

For women, recommendations from friends ranked third. For men, proximity and transport links were more important, as was parking availability. Interviews suggested that in smaller towns, female clients are often dropped off by partners or children, reducing the importance of parking. Women pay more attention to the type of cosmetics used and social media advertising. Associated services (e.g. cosmetics) and salon chain affiliation were the least important factors.

Other factors mentioned by respondents included short waiting times and availability. In Poland, appointments are sometimes made months in advance. Women noted they are often forced to use available salons rather than preferred ones, especially during “peak times” like pre-holiday periods or the end of summer (the latter linked to the feminisation of the teaching profession in Poland; Piróg & Wiejaczka, 2020). Other expectations included an individualised approach. Open-ended questions revealed a demand for “quiet zones” (e.g. “I look for salons without music where the stylist won’t talk to me, which is why I like

Figure 13. Factors influencing the choice of salon (A) and stylist (B)



Source: author based on survey data

foreign stylists who don't speak Polish well" – Woman, 48, Warsaw), while others sought verbal interaction (e.g. "I like stylists I can have a nice chat with" – Woman, 52, Mielec).

Regarding stylist selection (Figure 13B), both genders prefer female stylists, though the importance of gender is low. This may reflect the feminisation of the profession. Age is also largely irrelevant, though men slightly prefer younger stylists and women slightly older ones. Owners of men's salons in Warsaw noted that young men prefer younger staff for shared conversational topics. This suggests that both young and older individuals can succeed in the profession, offering opportunities for career changes. Men showed little interest in certificates or diplomas, likely due to lower styling requirements. Conversely, women pay attention to certification (2). Men also care less about salon specialisation. Stylists' own hair and appearance were important to women (1.8) but not men. The most crucial factor was the length of the relationship with the stylist. On a three-point scale, continuity was rated 2.1 for women and 1.6 for men. Attachment is very strong; clients often travel long distances to stay with a trusted stylist. In this sense, the employee, rather than the salon, attracts the client.

## Social Role and Future Challenges

Hairdressing services for women are time-consuming, which necessitates the formation of closer acquaintances. Stylists often serve entire families, creating emotional bonds thus hairdressing fulfills a significant social role. As an egalitarian and growing service, it contributes to women's professional activation, local entrepreneurship and vocational education. In smaller towns, salons stimulate social ties through information exchange (López-Jáuregui et al., 2019). Researchers argue that salon workers provide informal social support (Chugh & Hancock, 2009; Mbilishaka, 2018; Milne et al., 1992; Milne & Mullin, 1987; Milne & Netherwood, 1997; Page et al., 2022, 2024). This was confirmed by staff who encounter clients' life problems (illness, relationship or childcare issues, work stress) daily. Interpersonal skills are therefore vital; salon chain owners in Warsaw claim success is "50% cutting, 50% customer service." This aligns with research comparing the interpersonal experience required in salons to that of flight attendants (Barbour, 2023; Senathiraja et al., 2019). Modern salons also focus on wellness and well-being (Braun, 2013). Relaxing treatments (e.g. head massage) translate into positive psychological capital (Moon & Yeon, 2022; Jeong & Jin, 2023). Salons also fit into the "servicescape" model by stimulating positive emotions (Na & Na, 2023) and developing aesthetic sensibilities (Chugh & Hancock, 2009). Interviews showed that many women only interact with print media (magazines, health/psychology journals) in salons, allowing them to engage with articles on women's rights or health-proactive behaviours.

Regarding threats, the primary concern is the reduction of societal financial capacity while basic cutting seems resilient, additional services are sensitive to economic fluctuations. Changes in aesthetic preferences also play a role; while grey hair traditionally caused discomfort (Synnott, 1987), women in many regions (e.g. France, Scandinavia) are now consciously choosing not to dye it (Cecil et al., 2023; Earl & Taylor, 2024). Climate change may impact water, energy and cosmetic prices. Demographic shifts, specifically the ageing of the Polish population (Kondrat et al., 2023), affect consumption trends (Walerysiak-Grzechowska, 2024) and may lead to social exclusion for elderly people with limited mobility, especially in rural areas. Further threats include the availability of DIY products

and future robotisation or nanocosmetics. While a hair-brushing robot was introduced in 2011, full robotisation seems unlikely in the near future due to the need for individualised approaches. Conversely, visualisation apps and online hairstyle databases have facilitated the work of stylists. Current problems in Poland include seasonality (spring, summer), occupational diseases (chemical exposure, posture issues, psychological stress) (Kezic et al., 2022), and competition from large chains (Sepenu & Eliassen, 2022).

## Conclusions

This article has demonstrated that hairdressing services in Poland exhibit a growth trend, albeit one vulnerable to economic and political instability. Prices depend heavily on economic conditions and the financial capacity of society, as shown by 21st-century price dynamics. Prices also depend on service quality and spatial location, as evidenced by voivodeship-level differences. Services are concentrated in cities, and prices for advanced services (e.g. creative colouring) correlate with regional economic development. However, development is occurring nationwide and, following migration trends, is moving into rural areas. Salons offer professional activation for women and contribute to associated services. The industry provides opportunities for young people and those returning to the labour market, as hairdressing skills are globally sought after. Specialisation, such as barbering, is also expanding.

The development of the hairdressing sector is a significant factor in creating local social potential, particularly in smaller urban centres and rural areas. It fosters both economic potential and entrepreneurship. Continued development of training and courses could further boost the industry in Poland, contributing to local professional activity and resident satisfaction.

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