
Market Research Report Beauty Therapy in Market Harbourough

Unique MH

Strategic Analysis for Unique: Brand Repositioning & Growth

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Executive Summary

Market Harborough represents a compelling opportunity for a premium beauty therapy salon. The town sits within one of the least deprived districts in England (ranked 308 of 326), with gross disposable household income 13% above the UK average, property prices 28% above the national norm, and home ownership at 75.8% versus 61.3% nationally. The core beauty demographic — women aged 25–65 — numbers approximately 6,770 in the town alone, with a primary catchment of 50,000–55,000 people within a 10-mile radius.

The UK beauty services sector contributed £30.4 billion to GDP in 2024, growing four times faster than the overall economy. Consumer spending on beauty services rose 15% year-on-year. Critically, only 3% of adults in rural areas received beauty treatments in the past quarter, compared with 17% in urban areas — a supply-driven gap that a well-positioned Market Harborough salon can exploit.

The competitive landscape is dominated by **Mooi Beauty**, which holds an extraordinary 4,800+ reviews at 5.0 stars — an almost insurmountable review moat. However, significant gaps remain: no IPL/laser hair removal exists in Market Harborough; holistic treatments are underrepresented in professional salon settings; body wraps and inch-loss treatments are barely promoted; and online booking friction persists among several competitors.

Top 5 Strategic Recommendations for Unique:

- **Reposition the brand** — move from a narrow clinical tagline to a warmer, broader proposition: *"Expert beauty therapy. Trusted for 18 years."* Target affluent women aged 35–65.
Launch GelBottle as a signature nail offering — price gel manicure at £35–38, BIAB at £38–42. Only one competitor (Aimee Grace) currently offers GelBottle locally.
- **Build hero services around CACI and Dermalogica** — create dedicated website landing pages, offer CACI courses of 10 at £550–580, and use Face Mapping as a consultation hook.
Implement a proactive review strategy — target 500+ Google/Fresha reviews within 12 months to begin competing with Mooi's dominant review position.
- **Expand service range** — consider adding IPL/laser (no local provider exists), holistic treatments, and extended opening hours to capture commuter trade.

Section 1: Local Market Demographics

1.1 Population Overview

Market Harborough is one of the fastest-growing market towns in the East Midlands. The built-up area population reached an estimated **25,994** in 2024, up from 24,171 at the 2021 Census — a 37% increase since 2001.¹ The wider Harborough district recorded population of approximately **98,300**, having achieved the highest percentage growth in the entire East Midlands between 2011 and 2021 at 14.3%, more than double the national rate of 6.6%.²

Market Harborough population (2024 est.)	25,994	+37% since 2001
Harborough District population	~98,300	+14.3% (2011–21)
Catchment (10-mile radius)	50,000–55,000	Primary catchment
Extended district-wide catchment	129,633	Retail study area 2024
Median age (district)	45 years	England: 40 years

1.2 Age Profile — Core Beauty Demographic

The district's age profile is exceptionally favourable for beauty therapy services. The core beauty demographic (ages 25–64) comprises **51.6%** of the district population — approximately **50,393 people**. The 50–64 cohort alone represents 22.1% of residents (21,570 people), the single largest age band and significantly above the East Midlands average of 20.1% and the England average of 19.4%.³ This cohort is the primary market for CACI treatments, advanced facials, and skin rejuvenation services.

25–34 years	10,487	10.7%	Nails, brows, lashes
35–49 years	18,336	18.8%	Full treatment menu
50–64 years	21,570	22.1%	CACI, facials, skin — highest spend
Total 25–64	50,393	51.6%	Core beauty demographic

For Market Harborough town alone, an estimated **~6,770 women aged 25–65** form the primary beauty therapy target market, applying the 50.5% female split to the town's 25–64 age cohort.⁴

1.3 Income & Affluence

Harborough is one of the most affluent districts in the East Midlands. Gross Disposable Household Income stands at **£24,246 per head** (index 113.1 — 13% above the UK average).⁵ Average property prices are **£350,000**, 28% above the UK average and 43% above the East Midlands average.⁶ Home ownership at 75.8% far exceeds the national rate of 61.3%.

GDHI per head	£24,246	£21,456 (UK avg)	+13%
Average house price	£350,000	£273,000	+28%

Home ownership	75.8%	61.3%	+14.5pp
Average salary	£30,129	—	Resident earnings
IMD ranking	308 of 326	—	Least deprived in Leics.
Unemployment (2021)	1.6%	2.9%	Half national rate
Married/civil partnership	53.0%	44.7%	+8.3pp

The London commuter population is a significant factor. Market Harborough is approximately 60 minutes by train to London St Pancras, with frequent services. This commuter population brings city-level salaries, experience of premium London services, and elevated expectations — all supporting above-average pricing for quality treatments.⁷

1.4 Surrounding Villages — Catchment

Market Harborough (town)	~25,994 (2024 est.)	Town centre
Kibworths (combined ward)	~8,709	~7 miles
Great Glen	~5,880	~8 miles
Fleckney	~5,842	~6 miles
Lubenham	~2,995	Adjacent
Great Bowden	~1,400	Adjacent
Husbands Bosworth	~1,145	~10 miles

The town centre vacancy rate of just **6.5%** (vs. 13.9% nationally) confirms a genuinely vital high street. 79% of catchment-area households visited Market Harborough town centre in the past year, averaging 1.6 visits per week with a 99-minute average dwell time.⁸

1. ONS Census 2021; City Population estimate 2024 — citypopulation.de
2. ONS Census Changes — ons.gov.uk/visualisations/censusareachanges
3. Harborough District Census Data 2021 — harborough.gov.uk
4. ONS Census 2021 gender split; Active Together Harborough Profile — active-together.org
5. Invest in Harborough EDS 2024–2031 — investinharborough.com
6. ONS Housing Prices — ons.gov.uk/visualisations/housingpriceslocal
7. Market Harborough Transport Strategy 2017 — harborough.gov.uk
8. Harborough Retail Town Centres Study 2024–2025 — harborough.gov.uk

Section 2: Consumer Spending & Behaviour

2.1 UK Beauty Industry Scale

The UK beauty and personal care industry contributed **£30.4 billion** to GDP in 2024, with the sector growing 9% year-on-year — four times faster than the overall UK economy (+1.1%).¹ Consumer spending on beauty services specifically reached **£10.1 billion**, up 15% on 2023.² The hair and beauty treatment market alone is valued at £5.8 billion (2025).³

UK beauty GDP contribution	£30.4 billion	2024
Beauty services consumer spending	£10.1 billion (+15%)	2024
Hair & beauty treatment market	£5.8 billion	2025
Industry GDP growth rate	9% (vs. economy 1.1%)	2024
Number of beauty salons (UK)	10,675	2021
Forecast BPC spending by 2029	£14.5 billion	Mintel

2.2 Average Spending Per Visit

The national average per-visit salon spend is **£45–55**.⁴ However, for a premium salon in an affluent market town like Market Harborough, the estimated average per-visit spend is **£65–90**, reflecting the 20–30% premium that high-income consumers typically spend. Women visit beauty salons an average of **5.2 times per year**; men 3.1 times.⁴

2.3 Treatment Penetration & the Rural Gap

Across the UK, **11% of adults** received a beauty therapist or aesthetician treatment in the 12 months to March 2025.⁵ However, a critical gap exists between urban and rural areas:

- **Urban areas:** 17% of adults received beauty treatments in the past 3 months
Rural locations: only 3% — a sixfold difference driven by supply, not demand
- Market Harborough occupies a middle ground — urban amenities within a rural district — creating an opportunity to capture underserved rural demand

2.4 Consumer Priorities

Research from Mintel (2025) reveals clear priorities among UK beauty consumers, particularly relevant for an affluent market-town clientele:⁵

Experience over price	61% say pleasant experience matters more than cost	Invest in salon environment and client journey
In-person consultation	67% prefer face-to-face over online	Use Dermalogica Face Mapping as consultation hook

Visible ageing concern	44% worry about not doing enough to slow ageing	Position CACI and advanced facials as solutions
Essential not luxury	62% view beauty treatments as essential they won't cut	Supports premium positioning with loyal clients
Science-backed trust	1 in 3 luxury consumers seek scientific validation	Highlight clinical credentials, before/after evidence
Luxury wellness growth	60% of luxury consumers plan to increase spend in 2026	Premium pricing justified by rising demand

2.5 The "Skintellectual" Client

A growing segment of beauty consumers — termed "skintellectuals" — actively research ingredient formulations and treatment protocols before booking. They seek evidence-based treatments, professional-grade brands, and visible clinical credentials. Dermalogica, CACI, and GelBottle all carry strong brand recognition with this informed clientele, supporting premium pricing and brand-led marketing.⁵

Male grooming represents a further growth opportunity. Men are **36% more likely** to make wellness a lifestyle priority and 8% more likely to increase beauty spend.⁶ Currently, male-targeted beauty services are very underserved in Market Harbourough.

1. British Beauty Council / Oxford Economics, Value of Beauty 2025 — professionalbeauty.co.uk

2. British Beauty Council, Consumer Spending 2024

3. PolicyBee UK Hair & Beauty Statistics 2025 — policybee.co.uk

4. SalonLogicPro Consumer Spending Analysis 2025 — data.salonlogicpro.co.uk

5. Mintel / Professional Beauty UK 2025 — professionalbeauty.co.uk

6. Karla Otto Wellness Insights Report 2026 — professionalbeauty.co.uk

Section 3: Unique — Current Position Assessment

3.1 Business Overview

Unique is a family-run beauty therapy salon located at **7 Church Street, Market Harborough LE16 7AA**, with over 18 years of operation. The salon occupies a central town location and currently opens Wednesday to Saturday (closed Sunday to Tuesday). Unique offers a range of treatments spanning CACI non-surgical facials, Dermalogica skincare, nail services (currently transitioning from Infinite Shine/OPI to GelBottle), massage, waxing, and tanning.

3.2 Current Brand Positioning

The salon currently uses the tagline *"The Most Advanced Non-Surgical Treatment System"* — a clinically focused message that accurately reflects the CACI offering but may narrow the perception of the salon's breadth. The website is professional and clean (Elementor/WordPress, good mobile responsiveness), but the messaging could be strengthened to convey the salon's warmth, expertise, and full treatment range. Social media presence includes approximately 1,400 Facebook followers.

3.3 Current Pricing

Gel Polish Hands	£35	Competitive — in line with Mooi (£32.50) and regional avg (£35)
Acrylic/Gel Extensions	£60	Above average (regional avg £45) — premium
CACI Signature	£65	Above avg (£60) — justified by brand and experience
CACI Ultimate	£95	Above avg (£90) — premium positioning
CACI Jowl Lift	£40	Above avg (£35) — slightly premium
Pro 30 Facial (Dermalogica)	£45	At RSP — well positioned
Pro 60 Facial (Dermalogica)	£75	Slightly above avg (£70) — justified
Full Body Massage	£60	At market rate (Mooi £60.50)
Full Leg Wax	£33	Slightly above avg (£27) — premium for MH
Brazilian Wax	£24–30	At or slightly below avg (£28)
Sunbed	£3–9	Below average (avg £10) — value positioning

3.4 Key Product Brands

- **CACI** — Premium non-surgical facial technology. Unique's longest-standing hero service. Positions the salon as clinical and results-focused.
 - **Dermalogica** — Professional skincare range with strong consumer recognition. Face Mapping consultations serve as a powerful client acquisition tool.
- **GelBottle** (transitioning to) — The UK's #1 professional nail brand. Vegan, cruelty-free, with strong social media presence. Commands a 30–40% price premium over generic gel brands.

3.5 SWOT Summary

18+ years established — trust and reputation	Limited opening hours (Wed–Sat only)
CACI, Dermalogica, GelBottle brand portfolio	Low online review count vs. Mooi (4,800+)
Central Church Street location	Narrow brand messaging (clinical tagline)
Family-run — personal service	No online booking integration visible
No IPL/laser provider in MH	Mooi's dominant review moat
GelBottle launch as differentiator	Home-based salon proliferation
Growing 50–64 demographic for CACI	Cost-of-living pressure on discretionary spend
Commuter market for premium/evening slots	Regional competitors (Calveo, Adorabella)

Section 4: Competitor Analysis

The Market Harborough beauty market features a dominant market leader, several premium specialists, and a growing number of home-based practitioners. Regional competitors in Kettering, Oakham, Lutterworth, and Uppingham extend the competitive landscape.

4.1 Mooi Beauty — Dominant Market Leader

29 High Street, Market Harborough | 5.0★ / 4,800+ reviews | **Brands:** Medik8, Decleor, OPI, Lycon, Dermalux LED, CACI Synergy, St. Tropez

Mooi is the clear market leader in Market Harborough. Operating from a Georgian Grade II listed building above Browns Hairdressers, it positions as a premium luxury salon with organic, vegan, and cruelty-free products. Its **4,800+ Fresha reviews at a perfect 5.0 stars** represent the single greatest competitive advantage in the local market — an almost insurmountable "review moat" that drives continuous new client acquisition through social proof.¹

Medik8/Decleor Facial (60 min)	£67.50–72	—	—
CACI Facial (75 min)	£75.50	£65 (Signature)	Unique £10.50 less
CACI Jowl Lift	£27.50	£40	Unique £12.50 more
Gel Manicure (OPI)	£32.50	£35 (gel polish)	Unique £2.50 more
Full Body Massage (60 min)	£60.50	£60	Comparable
Full Leg Wax (Lycon)	£32.50	£33	Comparable
Spray Tan (St. Tropez)	£27.50	Not prominent	—
Lash Lift	£47.50	—	—

4.2 Revive Skin & Spa — Premium Spa

106 St Mary's Road, Market Harborough | Phone-only booking | **Brands:** pHformula, KD, BioRePeel

Revive positions as the only true day spa in Market Harborough, offering infrared sauna, cryotherapy, body wraps, and medical-grade skincare (pHformula, BioRePeel). Premium pricing (facials £40–110, massage £40–95) places it at the top of the local market. Its phone-only booking system represents a significant friction point that limits accessibility.¹

4.3 The Skin Sanctuary — Clinical Home Studio

19 Fowler Drive (private home studio) | 5.0★ / 33 reviews | **Brands:** Décaar (medical-grade), Dermalux MD LED, Eve Taylor

A clinical-results skin specialist with 18–19 years' experience, operating from a women-only adult studio. Premium facial pricing (£68–95) targets an exclusive clientele seeking advanced machine facials and medical-grade products. Small review count limits discoverability.¹

4.4 Essentially Blended — Holistic Massage Specialist

14–16 Manor Walk | 5.0★ / 643 reviews | Specialist in MLD, buccal massage, aromatherapy

A specialist therapeutic and holistic massage clinic offering bespoke essential oil blending, medical-grade lymphatic drainage (MLD at £100), buccal facial massage (£67–77), and pregnancy massage. Strong review count (643) and boutique positioning make it the leading massage specialist in the area. Not a direct competitor to Unique's core offering but captures wellness-focused clients.¹

4.5 Aimee Grace Beauty — GelBottle User

Laura Lane Studios, 43 High Street | 5.0★ / 88 reviews | **Brands:** GelBottle, BioRePeel, Million Dollar Facials, HD Brows

Notably, Aimee Grace **already uses GelBottle** — making it the key nail competitor when Unique transitions. Gel Manicure £37, BIAB £43–45. Also offers advanced facials (Glass Skin £80, BioRePeel + Microneedling£120). Unique's GelBottle pricing should be competitive with these benchmarks.¹

4.6 Regional Competitors

Competitor	Location	Services	Price Range
Adorabella	Lutterworth	Hydrafacial, Medik8, HD Brows	Hydrafacial £95–180
Calveo	Oakham	Full medical aesthetics, laser, Hydrafacial	Hydrafacial £140; Laser from £60
Zone Kettering	Kettering	Budget Dermalogica + CACI + IPL	CACI Signature £55; IPL from £30
Orb Retreat	Uppingham	Premium holistic spa destination	1,443 reviews; facials from £49.75
Equilibrium	Oakham	Clarins spa packages with dining	Lunch + treatment packages

4.7 Pricing Comparison — Key Treatments

Treatment	Competitor 1	Competitor 2	Competitor 3	Competitor 4
CACI Signature	£65	£75.50	£55	£60
CACI Jowl Lift	£40	£27.50	£25	£35
CACI Ultimate	£95	£120.50*	£80	£90
Dermalogica ProSkin 30	£45	—	£28 (mini)	£45
Dermalogica ProSkin 60	£75	—	£40 (deluxe)	£70
Gel Manicure	£35	£32.50 (OPI)	£23–29	£35
Full Body Massage 60min	£60	£60.50	£40	£50
Full Leg Wax	£33	£32.50	£25	£27
Brazilian Wax	£24–30	£33.50	£28	£28
Spray Tan	Not prominent	£27.50	—	£27

*Mooi's "Red Carpet" CACI at £120.50 is a 95-min premium treatment, not directly comparable to Unique's 75-min Ultimate at £95.

4.8 Market Positioning Map

Market Segment	Competitors	Characteristics
Premium Clinical	Calveo, Adorabella, Revive, Skin Sanctuary	Advanced technology (Hydrafacial, RF, BioRePeel, laser); clinical brands; £80–£235/treatment
Premium Holistic/Luxury	Orb Retreat, Mooi, Equilibrium, Essentially Blended	Luxury brands (Clarins, Decléor); full sensory experience; £40–£120/treatment
Mid-Market Full Service	Unique, Lilybelle, Aimee Grace, Zone Kettering	Broad menus; accessible pricing; some advanced treatments; walk-ins welcome
Specialist Niche	The Lash Studio, BrowBella, Nails by Amanda	Focused service categories; high expertise; often home-based
Budget/Entry	Nail Studio by Lana, Aura Nails	Very accessible pricing; quick treatments; high volume

Unique's current position: Mid-market full service — but with the brand portfolio (CACI, Dermalogica, GelBottle) to credibly move into the Premium Holistic/Luxury tier. The brand repositioning should aim to close

this gap.

1. Competitor data compiled from salon websites, Fresha listings, and online booking systems. Prices correct as at March 2026.

Section 5: Treatment Pricing Benchmarks

The following benchmarks are calibrated for independent beauty salons in East Midlands market towns (populations 5,000–30,000). London and spa-hotel prices are excluded. Data is sourced from live salon price lists across the region.¹

5.1 Facial Treatments

Dermalogica ProSkin 30	£38	£45	£52	£45
Dermalogica ProSkin 60	£60	£70	£80	£75
Pro Power Peel 30 min	£50	£60	£75	—
Basic facial 30 min	£25	£35	£45	—
Luxury facial 60 min	£45	£55	£70	—
LED add-on	£15	£20	£30	—

5.2 CACI Treatments

CACI Signature (60 min)	£50	£60	£70	£65
CACI Synergy (60–90 min)	£65	£75	£90	—
CACI Ultimate (75–90 min)	£75	£90	£110	£95
CACI Jowl Lift (15–20 min)	£25	£35	£45	£40
CACI Eye Revive (30 min)	£30	£40	£50	—
Course of 10 (Signature)	£450	£500	£560	—

5.3 Nail Treatments

GelBottle gel manicure	£28	£35	£42	£35–38
GelBottle BIAB overlay	£30	£38	£48	£38–42
Gel extensions (full set)	£35	£45	£55	£50–55
Acrylic extensions	£30	£38	£50	—
Pedicure with gel	£30	£38	£50	£38–42
Luxury pedicure with gel	£40	£48	£60	£48–52

5.4 Massage

Swedish full body 60 min	£40	£50	£60	£60
Back/neck/shoulder 30 min	£25	£30	£40	—
Hot stone 60 min	£45	£58	£70	—
Indian head 30–45 min	£25	£32	£45	—

5.5 Waxing

Full leg	£22	£27	£35	£33
Brazilian	£22	£28	£38	£24–30
Hollywood	£25	£32	£42	—
Underarm	£8	£12	£16	—

5.6 Tanning, Body, Holistic, IPL & Lashes

Tanning	Spray tan (full body)	£27	£35
Tanning	Sunbed (standard session)	£10	£14
Body	Body wrap 60 min	£60	£80
Body	Inch loss wrap 60 min	£60	£75
Holistic	Hopi ear candles	£30	£45
Holistic	Reiki 60 min	£45	£60
Holistic	Reflexology 60 min	£45	£58
IPL/Laser	Upper lip	£40	£55
IPL/Laser	Underarm	£50	£70
IPL/Laser	Hollywood	£80	£110
Lashes	Lash lift and tint	£45	£55
Lashes	Classic extensions (full set)	£55	£75

5.7 Brand Premium Analysis

Professional brand accreditation commands a measurable price premium in the East Midlands:

GelBottle (nails)	£8–12 per service	30–40%	Product cost 2–3x higher; brand recognition; accreditation

Dermalogica (facials)	£15–25 per 60-min facial	25–45%	Face Mapping protocol; consumer recognition; RSP controls

1. Pricing benchmarks compiled from live salon price lists across East Midlands towns, booking platform data (Fresha, Booksy, Treatwell), and direct website verification. Full source list in data appendix.

Section 6: Market Gaps & Opportunities

Analysis of the competitive landscape and consumer demand reveals ten significant market opportunities for Unique:

1. No IPL/Laser Hair Removal in Market Harborough

There is currently **no IPL or laser hair removal provider** within Market Harborough itself. Clients must travel to Zone Kettering (~10 miles), Calveo in Oakham (~18 miles), or Beauty Bar Desborough (~8 miles). Given the town's affluent demographic and the strong demand for permanent hair reduction (UK laser market growing annually), this represents the single largest unserved treatment category. East Midlands IPL pricing: upper lip avg £40, underarm £50, Hollywood £80. If Unique added IPL, it would be the only provider in town.

2. Limited Holistic Treatments in Salon Settings

Hopi ear candles, Reiki, and Reflexology are offered by home-based therapists but not by the main high street salons (Mooi, Revive). A professional salon offering these at £30–45 per session could capture demand from clients who prefer a salon environment. East Midlands averages: Hopi ear candles £30, Reiki £45, Reflexology £45.

3. Body Wraps / Inch Loss Underserved

Only Revive Skin & Spa offers body treatments in Market Harborough, and at premium pricing with phone-only booking. Unique already offers an Inch Loss Body Contour Wrap at £40 but does not promote it strongly. The East Midlands average is £60 per session — suggesting Unique's current pricing is significantly undervalued. Promoting and repricing body treatments could unlock revenue from an underserved category.

4. GelBottle Differentiation

Only Aimee Grace currently offers GelBottle in Market Harborough (at £37–45). Unique's transition to GelBottle creates immediate brand alignment with the UK's #1 nail brand. Recommended pricing: gel manicure £35–38, BIAB £38–42 — competitive with Aimee Grace while reflecting the GelBottle premium. The brand's strong social media presence and vegan/cruelty-free positioning resonate with the target demographic.

5. Review Deficit vs. Mooi

Mooi Beauty's 4,800+ reviews at 5.0 stars represent the dominant trust signal in the local market. Unique currently has no prominent review integration. A proactive review strategy — encouraging Google and Fresha reviews after every appointment — is essential. Targeting 500+ reviews within 12 months would begin to establish credibility, though competing with Mooi's volume will require sustained effort.

6. Opening Hours Gap

Unique is closed Sunday to Tuesday — missing potential revenue from the significant London commuter population who return home evenings and seek weekend/early-week availability. Many competitors offer Monday–Saturday hours. Opening Tuesday (at minimum) and offering evening appointments would capture this underserved segment.

7. Online Booking Friction

Seamless online booking (via Fresha, Treatwell, or similar) is increasingly expected. Revive Skin & Spa's phone-only booking is a known friction point. Unique should ensure integrated online booking is prominent on the refreshed website, enabling 24/7 appointment booking and capturing impulse decisions.

8. Male Grooming

Male grooming services are very underserved locally. Men are 36% more likely to make wellness a lifestyle priority and spend slightly more annually than women on beauty treatments (£3,366 vs. £3,060). Targeted male treatments (facials, massage, grooming packages) could open an entirely new client segment.

9. Spa Packages / Experience Bundles

Only Equilibrium in Oakham offers spa packages with food and drink. A "mini spa day" concept in Market Harborough — combining facial + massage + nail treatment as a packaged experience — would differentiate Unique and command premium pricing (£120–180 per package). Gift vouchers for these packages would drive seasonal revenue.

10. Course Pricing Strategy

CACI courses of 10 sessions are standard in the industry at £500–560 (East Midlands average). Unique should offer structured course packages for both CACI and Dermalogica facials with clear savings vs. single sessions (typically 10–15% discount). This locks in recurring revenue and improves client retention. Recommended: CACI Signature course of 10 at £550–580 (saving £70–100 vs. individual sessions).

Section 7: Strategic Recommendations for Unique

Recommendation 1: Brand Repositioning

Reposition from *"The Most Advanced Non-Surgical Treatment System"* to a warmer, broader proposition that communicates both expertise and approachability. Suggested positioning: **"Expert beauty therapy. Trusted for 18 years."**

This retains the credibility of Unique's clinical heritage while broadening appeal beyond CACI to encompass the full treatment menu. The target audience is the **affluent woman aged 35–65** in Market Harborough and surrounding villages — a demographic that values expertise, evidence-based treatments, personal service, and a welcoming atmosphere. Emphasise the unique combination of clinical excellence (CACI, Dermalogica) with the warmth of a family-run business established for nearly two decades.

Recommendation 2: GelBottle Integration

Launch GelBottle as a signature nail offering with prominent branding on website, social media, and in-salon displays. Pricing recommendations:

Gel Manicure (GelBottle)	£35–38	Competitive with Aimee Grace (£37); at/above EM avg (£35)
BIAB Overlay	£38–42	At EM avg (£38); premium justified by brand
BIAB + Gel Colour	£40–45	Above avg; reflects dual-product service
Pedicure with Gel	£38–42	At market; premium finish
Gel Extensions (full set)	£50–55	Above avg (£45); reflects skill + product

Use social media to showcase GelBottle colours, nail art, and the brand's vegan/cruelty-free credentials. Feature GelBottle prominently on the website's nail services page.

Recommendation 3: CACI & Dermalogica as Hero Services

Build the website around CACI and Dermalogica as "hero" treatments with dedicated landing pages for each. Use Dermalogica Face Mapping as a free or low-cost consultation hook to drive new client acquisition. Position CACI courses as signature anti-ageing programmes with clear pricing and visible results evidence.

Single Signature (60 min)	£65 (current)	—
Course of 10 Signature	£550–580	Save £70–100
Single Ultimate (75–90 min)	£95 (current)	—
Course of 10 Ultimate	£800–850	Save £100–150
CACI Jowl Lift	£40 (current)	—

Recommendation 4: Website Overhaul

The refreshed website should feature:

- Clean, modern design showcasing before/after results and client testimonials
- Therapist qualifications and professional credentials prominently displayed
- Brand partner logos (CACI, Dermalogica, GelBottle) visible on every page
- Every treatment page should explain: what it does, who it's for, expected results, and price
- **Online booking integration** (Fresha or similar) — seamless, prominent, 24/7
- Dedicated landing pages for CACI programmes, Dermalogica facials, and GelBottle nails
- Mobile-first design (already good — maintain this standard)

Recommendation 5: Review Strategy

Actively encourage Google and Fresha reviews after every appointment. Methods include: post-appointment text/email with review link, QR codes at reception, verbal reminders from therapists, and incentives for honest feedback. **Target: 500+ reviews within 12 months** to begin establishing credibility against Mooi's 4,800+ review moat. Reviews are the single most important trust signal for new client acquisition in 2026.

Recommendation 6: Pricing Optimisation

GelBottle Manicure	£35 (gel polish)	£35–38	Maintain; GelBottle premium justified
BIAB Overlay	New service	£38–42	At/above avg; brand premium
Inch Loss Body Wrap	£40	£55–60	Currently underpriced vs. avg (£60)
Sunbed	£3–9	£8–10	Below market; raise toward avg (£10)
Full Leg Wax	£33	£30–33	Slight premium vs. avg (£27); hold or reduce marginally
Spray Tan	Not prominent	£27–30	Add/promote at market rate
CACI Course of 10	Not offered	£550–580	Lock in recurring revenue

Recommendation 7: Service Expansion

Consider phased expansion into underserved treatment categories:

- **Phase 1 (immediate):** Promote existing body treatments; add holistic options (Hopi ear candles £30, reflexology £45) — low capital investment
- **Phase 2 (6–12 months):** Introduce spa experience packages (facial + massage + nails, £120–180); launch male grooming menu
- **Phase 3 (12–24 months):** Evaluate IPL/laser addition — requires capital investment but would make Unique the sole provider in Market Harborough

Recommendation 8: Extended Opening Hours

Consider opening **Tuesday** (at minimum) and offering **evening appointments** one or two days per week. This captures:

- London commuters returning home after 6pm who cannot visit Wed–Sat daytime
- Working professionals unable to take time off during core hours
- The Wednesday market footfall (already captured; strengthen with earlier opening)

- Monday or Tuesday availability that competitors already offer

This report was prepared by Foundry Works AI in March 2026 for Unique, 7 Church Street, Market Harborough LE16 7AA. All data is sourced from public records, industry reports, and published salon pricing. Recommendations are strategic in nature and should be validated against the salon's specific financial and operational context.