

Spa, Salon and In-Store Treatments - UK - September 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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“The beauty treatment markets enjoyed strong growth in recent years, boosted by new destinations and growing interest; however sales were impacted by cheaper pop-up locations and at-home devices in 2014. Encouraging an older demographic to visit spas and salons with a health positioning, as well as tempting clients with high-tech treatments, present opportunities for sales growth.”
 – Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Preventing switching from salon to pop-up
- Opportunities in the male market
- Leveraging the health trend

The spa, salon and in-store treatment markets enjoyed strong growth post-recession, as adults had the disposable income to explore the fashionable trend toward beauty treatments. However, sales growth stalled in 2014, falling 1.2%, as consumers made the switch to cheaper treatments in pop-up locations, whilst the boom in home-use beauty devices sees consumers performing an increasing number of treatments themselves.

Expanding the market lies in widening the user base and encouraging trial from new potential demographic groups, including young men and women aged 55 and over. Consumer research for this report explores areas of opportunity for the market, such as leveraging the new trend for a holistic approach to health, beauty and wellness, as well as the increasing high-tech treatment offering.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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The Market – What You Need to Know

- Pop-up pricing limits sales
- The threat of at-home treatments
- Awareness and trial increasing in the sector
- Employment brings opportunity

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Treatment and app innovation

Medical massage treats health concerns

London salon brings vitamin drip to the UK

Laser therapy boosts antioxidants

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Essie launches gel nail system

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A-Lift facial uses nano-current

Spa and salon launches and expansions

Regis launches new beauty concept in John Lewis Regis has announced John Lewis Birmingham as the destination for its new in-store beauty concept. The in-store space will offer salon services combined with spa treatments to provide shoppers with more 'me time'. There will be a relaxation area as well as a full treatment menu.

Billion Dollar Brows plans growth

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Elemis Day Spa reopens as House of Elemis
 Council-owned leisure centre opens luxury spa
 Barber & Parlour beauty destination
 Blink Brow Bar launches flagship and juice
 Penhaligon's pop-up shave services
 Amy Childs launches training college
 Liz Earle opens new treatment rooms
 Ministry of Waxing and Browhaus plans expansion
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