

Professional Cosmetic Services - US - December 2014

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“An improving economy, weight-related concerns, and pressure to maintain a youthful appearance are all helping to drive growth in the professional cosmetic services market. Increased awareness and accessibility of services due to technology and promotional activities have also helped the market.” – Shannon Romanowski, Senior Beauty and Personal Care Analyst

This report looks at the following areas:

- Trial and interest in cosmetic services declines with age
- Obesity rates are on the rise
- Social media and technology wield strong influence

Concerns about appearance are dominated by weight and belly fat, leading to strong interest in cosmetic procedures such as liposuction and tummy tucks. In addition to weight, pressure to maintain a youthful appearance is driving interest in anti-aging procedures such as eyelid surgery and BOTOX. While appearance-related concerns are pervasive across age and income groups, younger, affluent adults are the most willing to turn to professional services, and consequently represent the core consumer of both invasive and non-invasive cosmetic treatments.

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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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Table of Contents

Scope and Themes

What you need to know

Definition

Data sources

Consumer survey data

Abbreviations and terms

Abbreviations

Terms

Executive Summary

Market factors

Professional market continues to gain

Figure 1: Total US consumer expenditure at hair salons and personal grooming establishments, 2008-13 (est)

Liposuction is most performed invasive cosmetic procedure

Figure 2: Top five surgical procedures performed in the US, 2013

The consumer

Weight, belly fat are top-ranked appearance-related concerns

Figure 3: Concerns about appearance, September 2014

Haircuts are common, but uptake of most salon services is limited

Figure 4: Trial and interest in salon and spa services, September 2014

Interest in cosmetic procedures driven by younger adults

Figure 5: Any interest in invasive cosmetic procedures, by total and 25-34 age group, September 2014

Figure 6: Any interest in non-invasive cosmetic procedures, by total and 25-34 age group, September 2014

Value, convenience are important to salon-goers

Figure 7: Interest in services/technology, September 2014

What we think

Issues and Insights

Trial and interest in cosmetic services declines with age

The issues

The implications

Obesity rates are on the rise

The issues

The implications

Social media and technology wield strong influence

The issues

The implications

Trend Applications

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Trend: Life Hacking
Trend: Nouveau Poor
Trend: The Big Issue

Market Factors

Key points

Improving economy is sending people back to professionals

Figure 8: Total US consumer expenditure at hair salons and personal grooming establishments, 2008-13 (est)

Demand for professional services coming from younger adults

Figure 9: Population aged 18 or older, by age, 2009-19

Liposuction tops breast augmentation for most performed surgical procedure

Figure 10: Percent of people aged 20 or older who are obese, by gender, 2001-12

Figure 11: Top five surgical procedures performed in the US, 2013

Figure 12: Top five non-surgical procedures performed in the US, 2013

'Selfie' culture heightens awareness of appearance

Health benefits could boost interest in BOTOX

Appearance-related Concerns

Key points

Adults are struggling with weight, belly fat

Figure 13: Concerns about appearance, September 2014

Appearance-related concerns impacted by lifestyle

Figure 14: Concerns about appearance – Any rank, by gender and age, September 2014

Income is less influential in determining how people feel about their appearance

Figure 15: Concerns about appearance – Any rank, by age and household income, September 2014

Trial and Interest in Salon and Spa Services

Key points

Majority of adults get haircuts, but trial is lower for most salon services

Figure 16: Trial and interest in salon and spa services, September 2014

Trial and interest in salon services skews to women, younger adults

Figure 17: Trial of salon and spa services, by gender, September 2014

Figure 18: Trial of salon and spa services, by age, September 2014

Figure 19: Any interest in salon and spa services, by gender, September 2014

Figure 20: Any interest in salon and spa services, by age, September 2014

High-income women more apt to be getting salon and spa services

Figure 21: Trial and interest in salon and spa services among high net worth women, September 2014

Figure 22: Trial of salon and spa services among high net worth women, by age, September 2014

Figure 23: Any interest in salon and spa services among high net worth women, by age, September 2014

Attitudes toward Salon and Spa Services

Key points

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People visit salons and spas for better results

Figure 24: Attitudes toward salon/spa services, by gender and age, September 2014

Higher-income women view salon services as part of regular grooming

Figure 25: Attitudes toward salon/spa services, by gender and household income, September 2014

Reasons vary for visiting salons and spas

Figure 26: Visiting salon/spas, by gender and age, September 2014

Trial and Interest in Cosmetic Procedures

Key points

Incidence of cosmetic procedures is low, though interest is stronger

Figure 27: Trial and interest in invasive cosmetic procedures, September 2014

Figure 28: Trial and interest in non-invasive cosmetic procedures, September 2014

Trial and interest in cosmetic procedures impacted by age and gender

Figure 29: Trial of cosmetic procedures, by gender, September 2014

Figure 30: Trial of cosmetic procedures, by age, September 2014

Figure 31: Any interest in cosmetic procedures, by gender, September 2014

Figure 32: Any interest in cosmetic procedures, by age, September 2014

Motivations for cosmetic procedures differ among high net worth women

Figure 33: Trial and interest in invasive cosmetic procedures among high net worth women, September 2014

Figure 34: Trial and interest in non-invasive cosmetic procedures among high net worth women, September 2014

Figure 35: Trial of cosmetic procedures among high net worth women, by age, September 2014

Figure 36: Any interest in cosmetic procedures among high net worth women, by age, September 2014

Attitudes toward Cosmetic Procedures

Key points

Young, affluent adults more positive toward cosmetic surgery

Figure 37: Attitudes toward cosmetic surgery, by gender and age, September 2014

Despite benefits, affluent adults more likely to agree that surgery is obvious

Age reveals differences in attitudes toward cosmetic surgery

Figure 38: Attitudes toward cosmetic surgery, by gender and household income, September 2014

Figure 39: Attitudes toward cosmetic surgery, by age and household income, September 2014

Interest in Services and Technology

Key points

Daily deal websites appeal to salon-goers

Strong interest in technology concepts points to opportunities for salons

Despite high interest, some question the value of salon-exclusive products

Figure 40: Interest in services/technology, September 2014

Figure 41: Any interest in services/technology, by gender, September 2014

Figure 42: Any interest in services/technology, by age and household income, September 2014

Race and Hispanic Origin

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Key points

Appearance-related concerns dictate interest in professional services

Figure 43: Concerns about appearance – Any rank, by race/Hispanic origin, September 2014

Hispanics and Asian consumers most receptive to professional services

Figure 44: Trial of salon and spa services, by race/Hispanic origin, September 2014

Figure 45: Any interest in salon and spa services, by race/Hispanic origin, September 2014

Figure 46: Trial of cosmetic procedures, by race/Hispanic origin, September 2014

Figure 47: Any interest in cosmetic procedures, by race/Hispanic origin, September 2014

Interest in technology skews to Hispanics, other racial groups

Figure 48: Any interest in services/technology, by race/Hispanic origin, September 2014

Appendix – Other Useful Consumer Tables

Appearance-related concerns

Figure 49: Concerns about appearance – Any rank, by age, September 2014

Figure 50: Concerns about appearance – Any rank, by household income, September 2014

Trial and interest in salon and spa services

Figure 51: Trial and interest in salon and spa services, September 2014

Figure 52: Any interest in salon and spa services, by household income, September 2014

Figure 53: Any interest in salon and spa services, by age and household income, September 2014

Figure 54: Trial of salon and spa services, by household income, September 2014

Figure 55: Trial of salon and spa services, by age and household income, September 2014

Attitudes toward salon and spa services

Figure 56: Attitudes toward salon/spa services, by gender, September 2014

Figure 57: Attitudes toward salon/spa services, by household income, September 2014

Figure 58: Visiting salon/spas, by household income, September 2014

Figure 59: Visiting salon/spas, by gender and household income, September 2014

Figure 60: Attitudes toward salon/spa services, by race/Hispanic origin, September 2014

Figure 61: Visiting salon/spas, by race/Hispanic origin, September 2014

Trial and interest in cosmetic procedures

Figure 62: Any interest in cosmetic procedures, by household income, September 2014

Figure 63: Any interest in cosmetic procedures, by age and household income, September 2014

Figure 64: Trial of cosmetic procedures, by household income, September 2014

Figure 65: Trial of cosmetic procedures, by age and household income, September 2014

Attitudes toward cosmetic procedures

Figure 66: Attitudes toward cosmetic surgery, by gender, September 2014

Figure 67: Attitudes toward cosmetic surgery, by age, September 2014

Figure 68: Attitudes toward cosmetic surgery, by race/Hispanic origin, September 2014

Interest in services and technology

Figure 69: Interest in services/technology, September 2014

Figure 70: Any interest in services/technology, by age, September 2014

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[Appendix: Trade Associations](#)

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