

Spa, Salon and In-store Treatments - UK - September 2017

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This report looks at the following areas:

- Opportunities to target men
- Promoting a more holistic approach

Looking ahead, the sector is expected to benefit from the retail price index. However, to see significant growth consumers need to be encouraged to undertake treatments as part of a regular health and wellness routine, rather than as an occasional treat. Operators could also look to build on interest from men by offering location-based offers and promoting the availability of treatments in order to boost value further.



“The sector continues to see slow and steady growth, as the proportion of people having treatments such as facials and massages saw a rise in the period 2015-17. Beauty treatments, however, remain associated with special occasions and treats, suggesting that significant growth will come from overcoming this perception.”
 – Roshida Khanom, Associate Director BPC

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