

# Salons and Spas - UK - November 2009

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## What is this report about?

In 2008, adults in the UK spent an estimated £5.2 billion on beauty and grooming services. There are currently over 15,000 beauty salons and almost 300 health spas and resorts listed in the UK yellow pages. Despite the large numbers of salons and spas, they continue to grow in number. Although this makes them more accessible to the public, in order to ensure the health and wellbeing of salon and spa users, there is a growing need for more stringent legislation, particularly in tanning salons and spas that offer injectable treatments such as Botox.

## What have we found out?

- Despite the recession, people still need to look and feel good. But people are cutting back on salon and spa treatments, switching to home alternatives where possible.
- More than half of the adult population believe that salons and spas are lacking in appeal. A key reason for this lack of appeal is that, for many, spas and salons are seen as boring. By addressing this, salons and spas are likely to enhance - in particular - men's enjoyment and perception of spas.
- An estimated 8 million adults say that they have always wanted to go the spa. They are most likely to have children, with the spa offering a means of escapism from family responsibilities.
- Older women are the most frequent visitors to the hair salon, but are less likely to have had other beauty treatments. The salons and spas market could capitalise on the forecast demographic growth amongst this age group to 2014 by making treatments more appealing to the over 65yr old age group.
- Regardless of whether adults have visited a salon or spa in the last 12 months, more than four out of five named aspects of the salon and spa experience that put them off going, such as a lack of appeal, a female focus or overpriced treatments. Addressing these put-offs creates an opportunity for a completely new generation of spas that differs from the standard spa set-up that exists today.
- Women are more engaged with the salons and spas market although men will use them for a more functional purpose. Aside from getting a haircut, post-sports treatments such as using the sauna/ steam room or having body treatments such as a massage are the most popular treatments amongst men. Understanding this, could inspire a treatments menu with greater appeal to men.

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