

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

Report Price: £1995.00 | \$2693.85 | €2245.17

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

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

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

OVERVIEW

- What you need to know
- Products covered in this Report

EXECUTIVE SUMMARY

- **The market**
- **Slow and steady growth in value**
Figure 1: Best- and worst-case forecast of the spa, salon and in-store treatments market, 2012-22
- **Companies and brands**
- **Designing for convenience**
- **Beauty through health**
- **The consumer**
- **Usage of treatments is on the rise**
Figure 2: Treatments had in a spa, beauty/grooming salon or other treatment area, June 2015 and June 2017
- **Beauty/grooming salons are the most popular destination**
Figure 3: Interest and usage of beauty treatment locations, June 2017
- **The majority of people book ahead**
Figure 4: Time of last treatment booked, June 2016
- **A personal touch is preferred**
Figure 5: Method of booking last treatment, June 2017
- **Treats and special occasions are the top reasons for booking**
Figure 6: Reasons for having last beauty/grooming treatment, by gender, June 2017
- **Treatments promote emotional wellbeing**
Figure 7: Behaviours related to beauty and grooming treatments, June 2017
- **The value factor**
Figure 8: Attitudes towards beauty and grooming treatments, June 2017
- **What we think**

ISSUES AND INSIGHTS

- **Opportunities to target men**
- **The facts**
- **The implications**
- **Promoting a more holistic approach**
- **The facts**
- **The implications**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

THE MARKET – WHAT YOU NEED TO KNOW

- **Slow and steady growth**
- **Over-55s offer opportunity for category growth**
- **Decline in consumer confidence**
- **The time factor**
- **Disinterest amongst men**

MARKET SIZE AND FORECAST

- **Slow and steady growth**
Figure 9: UK retail value sales in the spa, salon and in-store treatments market, 2012–22
- **Long-term growth predicted**
Figure 10: Best- and worst-case forecast of the spa, salon and in-store treatments market, 2012–22
- **Forecast methodology**

MARKET DRIVERS

- **Rise in the population of over-55s**
Figure 11: Trends in the age structure of the UK population, 2012–22
- **Financial confidence and Brexit**
Figure 12: Changes in household finances, January 2015–May 2017
- **Time is of the essence**
Figure 13: Employment and unemployment, by gender, 2012–22
- **Stress levels are up**
Figure 14: Behavioural changes in the last 12 months, January 2017
- **Treating skin conditions**
Figure 15: Skin conditions suffered in the past 12 months, May 2017
- **Disinterest amongst men**
Figure 16: Attitudes towards facial skincare amongst men, March 2017
- **Salon usage is high**

KEY PLAYERS – WHAT YOU NEED TO KNOW

- **On-demand services**
- **Rise of non-invasive treatments**
- **Beauty through health**
- **Technical treatments**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100

LAUNCH ACTIVITY AND INNOVATION

- **Beauty to you**
Figure 17: Ruubyapp Instagram, July 2017
- **Rise of non-invasive treatments**
Figure 18: FaceGym, April 2017
- **Beauty through health**
- **Speedy laser treatments**
- **Treatments get more technical**
- **Driving diagnostics**
- **In-store experiences**

THE CONSUMER – WHAT YOU NEED TO KNOW

- **Treatment usage is on the rise**
- **Beauty salons have the highest usage**
- **The majority of people book ahead**
- **Treats and special occasions are the biggest reasons for booking**
- **Treatments boost wellbeing**
- **The perfect spa experience is about the added extras**

TREATMENTS EXPERIENCED

- **Rise in treatments**
Figure 19: Treatments had in a spa, beauty/grooming salon or other treatment area, June 2015 and June 2017
- **High engagement amongst young people, including men**
Figure 20: Selected treatments had in a spa, beauty/grooming salon or other treatment area – 16–24s, by gender, June 2017

LOCATIONS VISITED

- **Beauty/grooming salons are most popular**
Figure 21: Interest and usage of beauty treatment locations, June 2017
- **Pop-up treatment areas have low usage**
- **Traditional locations are used by older people**
Figure 22: Usage of beauty treatment locations – 16–24s versus over-55s, June 2017
- **Making locations Instagram-friendly**
Figure 23: Jack's Wife Freda Instagram, June 2017

BOOKING PROCESS

- **Majority of people book ahead**
Figure 24: Time of last treatment booked, June 2016
- **Hair removal is ad-hoc**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit	store.mintel.com
EMEA	+44 (0) 20 7606 4533
Brazil	0800 095 9094
Americas	+1 (312) 943 5250
China	+86 (21) 6032 7300
APAC	+61 (0) 2 8284 8100

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 25: Time of last treatment booked, by treatments had in a spa, beauty/grooming salon or other treatment area, June 2017

- **Personal booking is preferred**

Figure 26: Method of booking last treatment, June 2017

REASONS FOR BEAUTY/GROOMING TREATMENTS

- **Treats and special occasions are most popular reasons**

Figure 27: Reasons for having last beauty/grooming treatment, by gender, June 2017

- **Men show experimental nature**

Figure 28: Booking last treatment due to having free time and wanting to try something new, by gender, June 2017

ATTITUDES TOWARDS BEAUTY AND GROOMING TREATMENTS

- **Emotional benefits can be highlighted**

Figure 29: Behaviours related to beauty and grooming treatments, June 2017

- **The value factor**

Figure 30: Attitudes towards beauty and grooming treatments, June 2017

THE PERFECT SPA EXPERIENCE

- **Moving beyond special occasions**
- **It's all about the added extras**
- **The desire for personalisation**
- **A man's perspective**

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**
- **Forecast methodology**

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

Previous editions

Did you know?

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

All Mintel 2020 reports contain specific COVID-19 related research and forecasts. The world's leading brands rely on Mintel reports for the most complete, objective and actionable market intelligence.

Buy this report now

Visit store.mintel.com

EMEA +44 (0) 20 7606 4533

Brazil 0800 095 9094

Americas +1 (312) 943 5250

China +86 (21) 6032 7300

APAC +61 (0) 2 8284 8100



About Mintel

Mintel is the **expert in what consumers want and why**. As the world's leading market intelligence agency, our analysis of consumers, markets, product innovation and competitive landscapes provides a unique perspective on global and local economies. Since 1972, our predictive analytics and expert recommendations have enabled our clients to make better business decisions faster

Our purpose is to help businesses and people grow. To find out how we do that, visit **[mintel.com](https://www.mintel.com)**.