

Salon & Spa Services Retailing - US - May 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the salon and spa services market
- Accelerated focus on value-seeking behavior and price sensitivity
- Evolving beauty trends stemming from the pandemic
- How social media content influences discovery and streamlines the path to purchase

The pandemic disrupted how, where and when consumers receive salon and spa services. The impacts of the crisis will be long-lasting, as some consumers have grown more comfortable doing things on their own or have realized they don't need as many services. Future growth will have to include a new approach to how and where services are conducted, including virtual consultations, at-home visits, and implementing social commerce capabilities. Further, emphasizing wellbeing and self-care and offering flexible pricing options will help motivate consumers to continue to seek services.



“The pandemic caused an immediate disruption to salons and spas and caused a change in consumers’ needs and routines within the category. This change in needs and behavior will continue moving forward as some consumers have grown more comfortable doing things on their own or receiving fewer treatments.”

– Alexis DeSalva Kahler,
Senior Analyst, Retail and
eCommerce

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