The beauty treatment markets enjoyed strong growth in recent years, boosted by new destinations and growing interest; however sales were impacted by cheaper pop-up locations and at-home devices in 2014. Encouraging an older demographic to visit spas and salons with a health positioning, as well as tempting clients with high-tech treatments, present opportunities for sales growth.”
– Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Preventing switching from salon to pop-up
- Opportunities in the male market
- Leveraging the health trend

The spa, salon and in-store treatment markets enjoyed strong growth post-recession, as adults had the disposable income to explore the fashionable trend toward beauty treatments. However, sales growth stalled in 2014, falling 1.2%, as consumers made the switch to cheaper treatments in pop-up locations, whilst the boom in home-use beauty devices sees consumers performing an increasing number of treatments themselves.

Expanding the market lies in widening the user base and encouraging trial from new potential demographic groups, including young men and women aged 55 and over. Consumer research for this report explores areas of opportunity for the market, such as leveraging the new trend for a holistic approach to health, beauty and wellness, as well as the increasing high-tech treatment offering.
Table of Contents

Overview

What you need to know

Products covered in this report

Executive Summary

Pop-up pricing limits sales
  Figure 1: Best- and worst-case forecast of the spa, salon and in-store treatments market, 2010-20

New health focus of treatment innovation

Expansion of laser and high-tech offerings

Spas pique interest amongst women
  Figure 2: Frequency and interest in visiting spas, beauty and grooming salons and other treatment areas amongst women, June 2015

Men driven by health focus
  Figure 3: Frequency and interest in visiting spas, beauty and grooming salons and other treatment areas amongst men, June 2015

Privacy a consideration for pop-ups
  Figure 4: Attitudes towards in-store/pop-up treatment areas, by gender, June 2015

Crowdsourced recommendations are sought for spas
  Figure 5: Factors important when choosing a spa, by gender, June 2015

Leveraging technology to increase value
  Figure 6: Attitudes towards spas and salons, June 2015

Beauty salons benefit from professionals
  Figure 7: Correspondence analysis – perceptions of spas, salons and in-store treatment areas, June 2015

What we think

Issues and Insights

Preventing switching from salon to pop-up
  The facts
  The implications

Opportunities in the male market
  The facts
  The implications

Leveraging the health trend
  The facts
  The implications

The Market – What You Need to Know

Pop-up pricing limits sales
The threat of at-home treatments
Awareness and trial increasing in the sector
Employment brings opportunity
Catering to an ageing population

**Market Size and Forecast**

- Pop-up pricing limits sales
    - Figure 8: UK retail value sales in the spa, salon and in-store treatments market, 2010-20
- Continued growth expected as economy recovers
    - Figure 9: Best- and worst-case forecast of the spa, salon and in-store treatments market, 2010-20

**Market Drivers**

- Salons need to cater to an older audience
    - Figure 10: Trends in the age structure of the UK population, 2010-20
- Urbanisation and busy working routines bring opportunities
    - Figure 11: Employment and unemployment, by gender, 2010-20
- The age of savvy shoppers
- Threat of at-home treatments
- Regulation needed to boost confidence in sector

**Key Players – What You Need to Know**

- New health focus of treatment innovation
- Expansion of laser and high-tech offerings
- Salon chains plan location growth
- New spas offer affordable luxury

**Launch Activity and Innovation**

- Treatment and app innovation
- Medical massage treats health concerns
- London salon brings vitamin drip to the UK
- Laser therapy boosts antioxidants
- Novalash rolls out licensed business model
- Essie launches gel nail system
- Instant appointments app
- Blow Ltd launches mobile beauty service
- App to diagnose skin health
- Selfridges launches HC LuxSpa space in-store
- Spappliance launches new products
- A-Lift facial uses nano-current

**Spa and salon launches and expansions**

- Regis launches new beauty concept in John Lewis Regis has announced John Lewis Birmingham as the destination for its new in-store beauty concept. The in-store space will offer salon services combined with spa treatments to provide shoppers with more ‘me time’. There will be a relaxation area as well as a full treatment menu.

Billion Dollar Brows plans growth

---

**Spa, Salon and In-Store Treatments - UK - September 2015**

**Report Price:** £1750.00 | $2834.04 | €2223.04

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

---

**BUY THIS REPORT NOW**

**VISIT:** store.mintel.com

**CALL:**
- EMEA +44 (0) 20 7606 4533
- Brazil 0800 095 9094
- Americas +1 (312) 943 5250
- APAC +61 (0) 2 8284 8100

**EMAIL:** reports@mintel.com

reports.mintel.com © 2015 Mintel Group Ltd. All Rights Reserved. Confidential to Mintel.
Elemis Day Spa reopens as House of Elemis
Council-owned leisure centre opens luxury spa
Barber & Parlour beauty destination
Blink Brow Bar launches flagship and juice
Penhaligon’s pop-up shave services
Amy Childs launches training college
Liz Earle opens new treatment rooms
Ministry of Waxing and Browhaus plans expansion
Growth announced for Strip waxing chain
Sarah Chapman opens first standalone store

**The Consumer – What You Need to Know**

Spas pique interest amongst women
Premiumising pop-up treatments
Men driven by health focus
Opportunity in male pop-up
Privacy a consideration for pop-ups
Crowdsourced recommendations are sought for spas
Leveraging technology to increase value
Holistic health positioning
Beauty salons benefit from professionals

**Treatments Amongst Women**

Interest is driven by spas  
Figure 13: Frequency and interest in visiting spas, beauty and grooming salons and other treatment areas amongst women, June 2015

Day spas for seniors
Salons experience the most frequent usage  
Figure 14: Treatments had in a spa, beauty/grooming salon or other treatment area in last 12 months, women only, June 2015

Premiumising pop-up treatments
Lifting usage from women over 55

**Treatments Amongst Men**

Men driven by health focus  
Figure 15: Frequency and interest in visiting spas, beauty and grooming salons and other treatment areas amongst men, June 2015

City spas for men
Opportunity in male pop-up
Skin check positioning can boost treatment appeal  
Figure 16: Treatments had in a spa, beauty/grooming salon or other treatment area in last 12 months, men only, June 2015

Male-targeted facial treatments

**Opinion of In-Store/Pop-Up Treatments**

Existing women but new men
Spa, Salon and In-Store Treatments - UK - September 2015

Figure 17: Usage of in-store/pop-up treatment areas, by gender, June 2015

Privacy a consideration

Figure 18: Attitudes towards in-store/pop-up treatment areas, by gender, June 2015

Pop-ups yet to nail thoroughness of treatments

Value for money

Visiting a Spa

Cheaper options desired

Figure 19: Factors important when choosing a spa, by gender, June 2015

Treatment price in day spas given more consideration

Crowdsourced opinions are sought

Spa breaks appeal with brands used

Figure 20: Factors important when choosing a spa, by location, June 2015

Attitudes towards Spas and Salons

Leveraging technology to increase value

Figure 21: Attitudes towards spas and salons, June 2015

Convenience can boost spa and salon usage

Holistic health positioning

Smartphone apps desired for pop-up treatments

Perception of Treatment Venues

Men’s salons need an image overhaul

Figure 22: Correspondence analysis – perceptions of spas, salons and in-store treatment areas, June 2015

Spas are relaxing and indulgent, but non-essential

Treatment areas confuse

Figure 23: Perceptions of spas, salons and in-store treatment areas, June 2015

Beauty salons benefit from professionals

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

Fan chart forecast

Correspondence analysis methodology