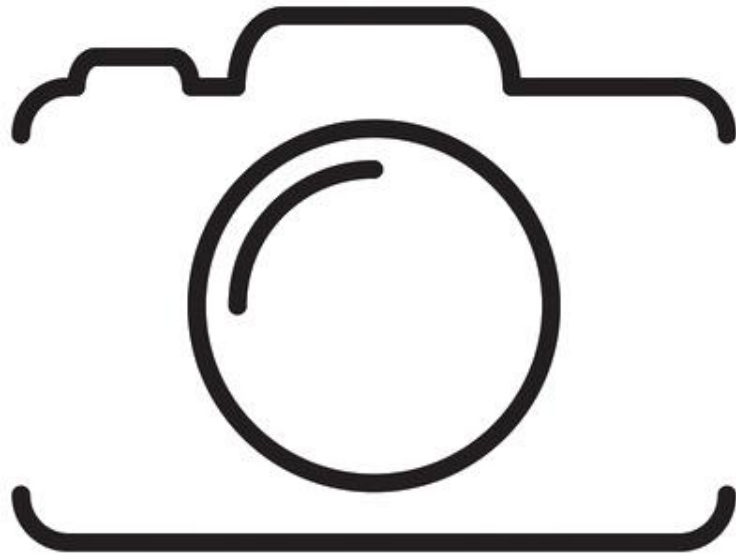


TRENDS

Snapshot



spa & wellness

The following SNAPSHOT are thoughts and highlights from our newest survey on TRENDS.

We've added some insights from industry insiders who share their thoughts on the results. The full report from the survey can be accessed with the link at the end of this snapshot.

Trend:

Integrating medical spa services into the day spa setting.

33% of the spas surveyed market is blending medical spa services into the day spa setting by adding special events, leased space or visiting physicians who provide services.

Industry Insider – Monte Zwang of Wellness Capital Management

"Integrating medical spa services are a critical growth factor in bringing spa to the next level. The caveat here is "scope of practice" and corporate practice of medicine. You need to clearly understand your state laws for employing health care professionals and who can perform medical procedures."



Trend:

Personalization and Customization

Creating service add-ons is the most popular method used in spas to give a personal touch to services. A majority of spas are using personalized take home “spa-prescriptions” and there is growth of private label products for both back bar and retail.



Trend:

Local Focus

The two main ways that spas capitalize on local cultural, agricultural or geographic uniqueness is to offer locally produced items for retail and incorporate the local focus into the spa décor.



Industry Insider – Allan Share: President of Spa Industry Association

“I live in a small community and get my nails done here, shop at the hardware store, buy America, eat at the local restaurants...you get the picture!”

Trend:

Indie Beauty Products

Indie beauty products are growing at four times the rate of other beauty sectors-but only 36% of the spas have incorporated these products into services or for retail. (A missed opportunity)



Trend:

Inside Outside Wellness

Less than half of the spas surveyed have incorporated strategies to address internal wellness such as supplements, water additives, collagen boosters or healthy chocolate. Of all surveyed strategies the sale of supplements was the most widely reported.



Industry Insider – Piers Raper, CEO skinade

“The inside out approach offers a significant opportunity to the entire aesthetic industry. The nutraceutical market will be worth 7.4 billion dollars by 2020.”

Trend:

Demographic Targeting

Multigenerational groups and older adults were the two most commonly targeted sectors. Babies, children and pets were left behind. More spas are targeting individuals with health challenges such as cancer survivors or diabetes and health conditions.



Trend:

Spa Services and Retail Products for Men

Men are the fastest growing new segment of spa guests. While more spas are adding in retail offerings directed to men few other attempts are being made to engage this demographic.



Industry Insider – Patti Biro of Patti Biro and Associates

“Every spa, salon or medical spa should be taking a 360 degree approach to attracting men! It’s not enough to simply offer a men’s facial or a few products. When every facility needs more guests-this is a missed opportunity. You need a comprehensive plan from website to retail and everything in between.”

Trend:

Doing it Digital

Text messaging for appointment reminders and mobile friendly web sites are the most popular methods for spas. Online booking and gift card sales were a close second.



Trend:

Green and Sustainable Practices

Nearly every facility is taking more or more steps to incorporate sustainable practices with the most common being reducing or eliminating the use of plastic and energy conservation strategies.



Industry Insider – Cici Coffee – owner of Natural Body

“Compact fluorescent bulbs are widely available at low prices; as your traditional bulbs burn out, make the switch. LED bulbs are becoming more easily found, the cost is coming down and they last 10,000 hours. And don't forget to just turn lights off in unoccupied rooms.”

Trend:

Social Media

The big three are email, Facebook and Instagram. No surprises here but there are still more opportunities to craft a compelling message.



Data:

Use the link below to register for a **FREE** Membership in the Association as well as access the complete **TRENDS REPORT** from the survey

[Click Here for the Full Report...](#)
it's FREE

SpaIndustryAssociation.com