

# Professional Beauty Services Market Size, Share & Trends Analysis Report By Service (Skin Care, Hair Care, Nail Care, Massage & Spa Services), By End-use (Men, Women), By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Professional Beauty Services Market Growth & Trends

The global professional beauty services market size is expected to reach USD 395.69 billion by 2030, exhibiting a CAGR of 7.0% during the forecast period, according to a new report by Grand View Research, Inc. The global professional beauty services industry has experienced robust growth in recent years, driven by several key factors. Firstly, increasing disposable incomes and rising consumer spending on personal grooming have fueled demand for a wide array of beauty services.

This trend is particularly pronounced in emerging markets where urbanization and a growing middle class contribute to higher demand for premium salon and spa treatments. Moreover, advancements in technology and product innovation have expanded the scope of services offered by salons, including specialized treatments such as keratin treatments, advanced hair coloring techniques, and personalized skincare regimens. These innovations not only attract more customers seeking effective solutions but also enhance customer loyalty and satisfaction.

The globalization of beauty standards and the influence of social media have played pivotal roles in shaping market dynamics. Consumers, particularly millennials and Gen Z, are increasingly influenced by trends popularized on platforms like Instagram and

TikTok, driving demand for trendy services such as nail art, lash extensions, and non-invasive cosmetic procedures. This cultural shift has prompted salons to adapt quickly to changing preferences and invest in cutting-edge technologies to stay competitive.

According to statistics published by the Global Wellness Institute, the number of spa establishments in Asia Pacific grew from 51,835 in 2019 to 53,627 in 2022. This increase has significantly contributed to the growth of the market by expanding consumer access to a broader range of high-quality spa and wellness services, thereby driving higher demand and market penetration in the region.

Strategic expansions by leading salon chains and franchises have significantly contributed to industry growth. Major players are expanding their footprints into new geographic markets, leveraging franchise models and strategic partnerships to penetrate diverse consumer segments. This expansion not only enhances brand visibility but also allows salons to capitalize on regional preferences and consumer behaviors, thereby driving revenue growth and market share.

The increasing focus on wellness and self-care has propelled the professional beauty services industry forward. Consumers are increasingly prioritizing holistic wellness experiences that encompass both physical and mental health benefits. Salons offering integrated beauty and wellness services, such as spa treatments, meditation sessions, and personalized fitness consultations, are well-positioned to capitalize on this trend. As the industry continues to evolve, embracing sustainability practices and offering personalized experiences will be critical in sustaining growth and meeting evolving consumer expectations globally.

## Professional Beauty Services Market Report Highlights

In 2023, hair care services dominated the market. The pervasive influence of social media and digital platforms has reshaped consumer preferences, rapidly popularizing beauty trends, hairstyling techniques, and product endorsements online. This digital impact motivates consumers to seek professional hair care services to replicate current trends and styles promoted by celebrities and influencers, thereby fueling robust demand for expert hairstyling and salon treatments.

In 2023, women dominated the professional beauty services market.

Their significant expenditure is pivotal in driving industry growth, underscoring a robust market demand for diverse beauty services encompassing skincare, haircare, cosmetics, and wellness treatments. This consumer behavior not only underscores the industry's substantial market size but also sustains a consistent uptrend in salon chain expansions, innovative service developments, and overall revenue growth.

In 2023, North America dominated the regional market. This strong presence is driven by factors such as rising disposable incomes, heightened consumer awareness of personal grooming, and a growing cultural emphasis on wellness and self-care. Looking ahead, sustained economic expansion, evolving beauty ideals, and demographic shifts toward aging populations are poised to sustain robust growth in the region's professional beauty services market. These trends indicate a promising outlook for continued industry expansion and innovation in North America.

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