

# Spa Market Size, Share & Trends Analysis Report By Spa Type (Hotel/Resort Spa, Destination Spa, Day/Salon Spa, Medical Spa, Thermal/Mineral Spring Spa), By Service Type, By End-user, By Region, And Segment Forecasts, 2024 - 2030

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## Abstracts

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### Spa Market Growth & Trends

The global spa market size is expected to reach USD 379.96 billion by 2030, growing at a CAGR of 13.2% from 2024 to 2030, according to a new report by Grand View Research, Inc. With today's fast-paced and sedentary lifestyles, there has been a growing awareness and emphasis on wellness and self-care. More and more people, especially the younger generation, are recognizing the importance of prioritizing their physical, mental, and emotional well-being.

According to a survey of 1,000 men in the UK conducted by the destination spa group Champneys in 2021, over 22% expressed a desire to focus on their wellness and wellbeing, with Gen Z men being particularly keen on prioritizing self-care. Specifically, they are enthusiastic about incorporating skincare, massage, spa treatments, and nutrition into their lives. In addition, a quarter of respondents expressed interest in seeing more male-specific treatments in spas. The survey indicated millennials aged 25-35 and 35-44 are leading the way in prioritizing self-care and wellbeing.

Destination spas and wellness retreats provide comprehensive services aimed at improving overall well-being, including fitness, spa treatments, and exercise programs that take advantage of natural settings like beaches or mountains. Popular

hotels/resorts from across the world conduct activities that range from beach boot camp workouts to hiking and yoga, complemented by nutritionists and wellness teams for guidance and support.

The spa and wellness industry is struggling with the evolving and somewhat ambiguous nature of the term 'wellness,' leading to confusion among consumers. The challenge lies in the discrepancy between the widespread use of the term and the actual range of services offered by spas. While valuable, traditional spa treatments like massages and facials may not fully encompass the broader wellness services, including services like nutrition counseling, acupuncture, and naturopathic offerings. To address this, spa owners and operators should carefully consider their clientele and define the specific wellness offerings they aim to provide.

New market entrants in the spa industry can focus on forming strategic partnerships with established brands, providing them credibility, access to a ready customer base, and opportunities for unique service offerings. In May 2022, the spa at Beverly Wilshire, a Four Seasons hotel, entered a strategic partnership with AUTEUR, a high-end skincare brand in Germany, to introduce AUTEUR's products into their spa offerings. This collaboration marks AUTEUR's official entry into the competitive West Coast hotel spa market.

The spa leverages AUTEUR's advanced skincare formulations with over 100 active ingredients, including peptides and antioxidants, to create exclusive facial and body treatments tailored to individual client needs. Two new treatments were launched, the Beverly Wilshire Signature Facial and Beverly Wilshire Signature Body Treatment. Such partnerships will also help spa service providers enhance their service portfolio.

### Spa Market Report Highlights

Consumers are increasingly opting for massage therapies due to rising awareness of the benefits of wellness and self-care. According to an annual survey by the American Massage Therapy Association (AMTA) in 2022, 95% of individuals view massage as beneficial to overall health and wellness.

Customers seeking frequent massages, body scrubs, or hair spa treatments prefer day spas and salon spas over destination spas, as they offer convenient access to rejuvenating services regularly.

Massage therapies provide numerous physical advantages, such as muscle

tension relief and enhanced circulation, along with mental and emotional benefits, such as stress reduction and improved well-being, all within a luxurious spa setting.

A rising proportion of women have been experiencing stress, exhaustion, and fatigue. Massage therapies and similar relaxation treatments offered by spas are a viable solution for mitigating stress levels, given their ability to induce relaxation and bolster overall well-being.

## Contents

### **CHAPTER 1. METHODOLOGY AND SCOPE**

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
  - 1.3.1. Purchased Database
  - 1.3.2. GVR's Internal Database
  - 1.3.3. Secondary Sources & Third-Party Perspectives
  - 1.3.4. Primary Research
- 1.4. Information Analysis
  - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

### **CHAPTER 2. EXECUTIVE SUMMARY**

- 2.1. Market Snapshot
- 2.2. Spa Type Outlook
- 2.3. Service Type Outlook
- 2.4. End-user Outlook
- 2.5. Regional Outlook
- 2.6. Competitive Landscape Snapshot

### **CHAPTER 3. SPA MARKET VARIABLES, TRENDS & SCOPE**

- 3.1. Market Lineage Outlook
  - 3.1.1. Parent Market Outlook
- 3.2. Penetration and Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
  - 3.3.1. Service Provider Outlook
  - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
  - 3.4.1. Market Driver Analysis
  - 3.4.2. Market Restraint Analysis
  - 3.4.3. Market Opportunities
  - 3.4.4. Market Challenges
- 3.5. Industry Analysis Tools

- 3.5.1. Porter's Five Forces Analysis
- 3.6. Market Entry Strategies

## **CHAPTER 4. SPA MARKET: CONSUMER BEHAVIOR ANALYSIS**

- 4.1. Demographic Analysis
- 4.2. Consumer Trends & Preferences
- 4.3. Factors Affecting Buying Decisions
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

## **CHAPTER 5. SPA MARKET: SPA TYPE ESTIMATES & TREND ANALYSIS**

- 5.1. Spa Type Movement Analysis & Market Share, 2023 & 2030
- 5.2. Market Estimates & Forecasts, by Spa Type, 2018 - 2030 (USD Billion)
  - 5.2.1. Hotel/Resort spa
    - 5.2.1.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 5.2.2. Destination Spa
    - 5.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 5.2.3. Day/Salon Spa
    - 5.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 5.2.4. Medical Spa
    - 5.2.4.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 5.2.5. Thermal/Mineral Spring Spa
    - 5.2.5.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 5.2.6. Others
    - 5.2.6.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

## **CHAPTER 6. SPA MARKET: SERVICE TYPE ESTIMATES & TREND ANALYSIS**

- 6.1. Service Type Movement Analysis & Market Share, 2023 & 2030
- 6.2. Market Estimates & Forecasts, by Service Type, 2018 - 2030 (USD Billion)
  - 6.2.1. Massage Therapies
    - 6.2.1.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 6.2.2. Facials
    - 6.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 6.2.3. Body Treatments
    - 6.2.3.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 6.2.4. Salon Services

6.2.4.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

6.2.5. Others

6.2.5.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

## **CHAPTER 7. SPA MARKET: END-USER ESTIMATES & TREND ANALYSIS**

7.1. End-user Movement Analysis & Market Share, 2023 & 2030

7.2. Market Estimates & Forecasts, by End-user, 2018 - 2030 (USD Billion)

7.2.1. Women

7.2.1.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

7.2.2. Men

7.2.2.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

## **CHAPTER 8. SPA MARKET: REGIONAL ESTIMATES & TREND ANALYSIS**

8.1. Spa Market: Regional Outlook

8.2. Regional Marketplaces: Key Takeaways

8.3. Market Estimates and Forecasts, by Region, 2018 - 2030 (USD Billion)

8.3.1. North America

8.3.1.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

8.3.1.2. U.S.

8.3.1.2.1. Key country dynamics

8.3.1.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

8.3.1.3. Canada

8.3.1.3.1. Key country dynamics

8.3.1.3.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

8.3.1.4. Mexico

8.3.1.4.1. Key country dynamics

8.3.1.4.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

8.3.2. Europe

8.3.2.1. Market estimates and forecast, 2018 - 2030 (USD Billion)

8.3.2.2. Germany

8.3.2.2.1. Key country dynamics

8.3.2.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

8.3.2.3. UK

8.3.2.3.1. Key country dynamics

8.3.2.3.2. Market estimates and forecast, 2018 - 2030 (USD Billion)

8.3.2.4. France

8.3.2.4.1. Key country dynamics

- 8.3.2.4.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
- 8.3.2.5. Italy
  - 8.3.2.5.1. Key country dynamics
  - 8.3.2.5.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
- 8.3.2.6. Spain
  - 8.3.2.6.1. Key country dynamics
  - 8.3.2.6.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
- 8.3.3. Asia Pacific
  - 8.3.3.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 8.3.3.2. China
    - 8.3.3.2.1. Key country dynamics
    - 8.3.3.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 8.3.3.3. India
    - 8.3.3.3.1. Key country dynamics
    - 8.3.3.3.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 8.3.3.4. Japan
    - 8.3.3.4.1. Key country dynamics
    - 8.3.3.4.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 8.3.3.5. Thailand
    - 8.3.3.5.1. Key country dynamics
    - 8.3.3.5.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 8.3.3.6. Indonesia
    - 8.3.3.6.1. Key country dynamics
    - 8.3.3.6.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
- 8.3.4. Central & South America
  - 8.3.4.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 8.3.4.2. Brazil
    - 8.3.4.2.1. Key country dynamics
    - 8.3.4.2.2. Market estimates and forecast, 2018 - 2030 (USD Billion)
- 8.3.5. Middle East & Africa
  - 8.3.5.1. Market estimates and forecast, 2018 - 2030 (USD Billion)
  - 8.3.5.2. South Africa
    - 8.3.5.2.1. Key country dynamics
    - 8.3.5.2.2. Market estimates and forecast, 2018 - 2030 (USD Million)

## **CHAPTER 9. SPA MARKET: COMPETITIVE ANALYSIS**

- 9.1. Recent developments & impact analysis, by key market participants
- 9.2. Company Categorization



- 9.3. Participant's Overview
- 9.4. Financial Performance
- 9.5. Product Benchmarking
- 9.6. Company Market Share Analysis, 2023 (%)
- 9.7. Company Heat Map Analysis
- 9.8. Strategy Mapping
- 9.9. Company Profiles
  - 9.9.1. Woodhouse Spas
    - 9.9.1.1. Company Overview
    - 9.9.1.2. Financial Performance
    - 9.9.1.3. Product Portfolios
    - 9.9.1.4. Strategic Initiatives
  - 9.9.2. Hand & Stone Franchise Corp
    - 9.9.2.1. Company Overview
    - 9.9.2.2. Financial Performance
    - 9.9.2.3. Product Portfolios
    - 9.9.2.4. Strategic Initiatives
  - 9.9.3. Mandara Spa
    - 9.9.3.1. Company Overview
    - 9.9.3.2. Financial Performance
    - 9.9.3.3. Product Portfolios
    - 9.9.3.4. Strategic Initiatives
  - 9.9.4. AYANA Hospitality
    - 9.9.4.1. Company Overview
    - 9.9.4.2. Financial Performance
    - 9.9.4.3. Product Portfolios
    - 9.9.4.4. Strategic Initiatives
  - 9.9.5. Banyan Tree Hotels & Resorts
    - 9.9.5.1. Company Overview
    - 9.9.5.2. Financial Performance
    - 9.9.5.3. Product Portfolios
    - 9.9.5.4. Strategic Initiatives
  - 9.9.6. Mandarin Oriental Hotel Group
    - 9.9.6.1. Company Overview
    - 9.9.6.2. Financial Performance
    - 9.9.6.3. Product Portfolios
    - 9.9.6.4. Strategic Initiatives
  - 9.9.7. Four Seasons Hotels Limited
    - 9.9.7.1. Company Overview



- 9.9.7.2. Financial Performance
- 9.9.7.3. Product Portfolios
- 9.9.7.4. Strategic Initiatives
- 9.9.8. Royal Champagne Hotel & Spa
  - 9.9.8.1. Company Overview
  - 9.9.8.2. Financial Performance
  - 9.9.8.3. Product Portfolios
  - 9.9.8.4. Strategic Initiatives
- 9.9.9. Miraval Group
  - 9.9.9.1. Company Overview
  - 9.9.9.2. Financial Performance
  - 9.9.9.3. Product Portfolios
  - 9.9.9.4. Strategic Initiatives
- 9.9.10. The Ritz-Carlton Spa
  - 9.9.10.1. Company Overview
  - 9.9.10.2. Financial Performance
  - 9.9.10.3. Product Portfolios
  - 9.9.10.4. Strategic Initiatives

## List Of Tables

### LIST OF TABLES

Table 1 Spa market: Key market driver analysis

Table 2 Spa market: Key market restraint analysis

Table 3 Spa market estimates & forecast, by spa type (USD Billion)

Table 4 Spa market estimates & forecast, by service type (USD Billion)

Table 5 Spa market estimates & forecast, by end-user (USD Billion)

Table 6 North America spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 7 North America spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 8 North America spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 9 North America spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 10 U.S. macro-economic outlay

Table 11 U.S. spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 12 U.S. spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 13 U.S. spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 14 U.S. spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 15 Europe spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 16 Europe spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 17 Europe spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 18 Europe spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 19 Germany macro-economic outlay

Table 20 Germany spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 21 Germany spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 22 Germany spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 23 Germany spa market revenue estimates and forecast by end-user, 2018 -

2030 (USD Billion)

Table 24 U.K. macro-economic outlay

Table 25 U.K. spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 26 U.K. spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 27 U.K. spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 28 U.K. spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 29 France macro-economic outlay

Table 30 France spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 31 France spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 32 France spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 33 France spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 34 Italy macro-economic outlay

Table 35 Italy market estimates and forecast, 2018 - 2030 (USD Billion)

Table 36 Italy spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 37 Italy spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 38 Italy spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 39 Spain macro-economic outlay

Table 40 Spain spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 41 Spain spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 42 Spain spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 43 Spain spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 44 Asia Pacific spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 45 Asia Pacific spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 46 Asia Pacific spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 47 Asia Pacific spa market revenue estimates and forecast by end-user, 2018 -

2030 (USD Billion)

Table 48 China macro-economic outlay

Table 49 China spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 50 China spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 51 China spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 52 China spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 53 India macro-economic outlay

Table 54 India spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 55 India spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 56 India spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 57 India spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 58 Japan macro-economic outlay

Table 59 Japan spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 60 Japan spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 61 Japan spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 62 Japan spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 63 Thailand macro-economic outlay

Table 64 Thailand spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 65 Thailand spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 66 Thailand spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 67 Thailand spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 68 Indonesia macro-economic outlay

Table 69 Indonesia spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 70 Indonesia spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 71 Indonesia spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 72 Indonesia spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 73 Central & South America spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 74 Central & South America spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 75 Central & South America spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 76 Central & South America spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 77 Brazil macro-economic outlay

Table 78 Brazil spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 79 Brazil spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 80 Brazil spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 81 Brazil spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 82 Middle East & Africa spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 83 Middle East & Africa spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 84 Middle East & Africa spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 85 Middle East & Africa spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 86 China macro-economic outlay

Table 87 South Africa spa market estimates and forecast, 2018 - 2030 (USD Billion)

Table 88 South Africa spa market revenue estimates and forecast by spa type, 2018 - 2030 (USD Billion)

Table 89 South Africa spa market revenue estimates and forecast by service type, 2018 - 2030 (USD Billion)

Table 90 South Africa spa market revenue estimates and forecast by end-user, 2018 - 2030 (USD Billion)

Table 91 Recent developments & impact analysis, by key market participants

Table 92 Company market share, 2023

Table 93 Company heat map analysis

Table 94 Companies undergoing key strategies

## List Of Figures

### LIST OF FIGURES

- Fig. 1 Spa market segmentation
- Fig. 2 Information procurement
- Fig. 3 Primary research pattern
- Fig. 4 Primary research approaches
- Fig. 5 Primary research process
- Fig. 6 Market snapshot
- Fig. 7 Segment snapshot
- Fig. 8 Regional snapshot
- Fig. 9 Competitive landscape snapshot
- Fig. 10 Global parent industry and spa market size (USD Billion)
- Fig. 11 Spa market size, 2018 to 2030 (USD Billion)
- Fig. 12 Spa market: Penetration & growth prospect mapping
- Fig. 13 Spa market: Value chain analysis
- Fig. 14 Spa market: Profit-margin analysis
- Fig. 15 Spa market: Dynamics
- Fig. 16 Spa market: Porter's five forces analysis
- Fig. 17 Factors influencing buying decisions for spa
- Fig. 18 Spa market, by spa type: Key takeaways
- Fig. 19 Spa market: Spa Type movement analysis, 2023 & 2030 (%)
- Fig. 20 Hotel/resort spa market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 21 Destination spa market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 22 Day/salon spa market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 23 Medical spa market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 24 Thermal/mineral Spring spa market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 25 Other spa market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 26 Spa market, by service type: Key takeaways
- Fig. 27 Spa market: Service Type movement analysis, 2023 & 2030 (%)
- Fig. 28 Spa market estimates & forecasts, by massage therapies, 2018 - 2030 (USD Billion)
- Fig. 29 Spa market estimates & forecasts, by facials, 2018 - 2030 (USD Billion)
- Fig. 30 Spa market estimates & forecasts, by body treatments, 2018 - 2030 (USD Billion)
- Fig. 31 Spa market estimates & forecasts, by salon services, 2018 - 2030 (USD Billion)



- Fig. 32 Spa market estimates & forecasts, by others, 2018 - 2030 (USD Billion)
- Fig. 33 Spa market, by end-user: Key takeaways
- Fig. 34 Spa market: End-user movement analysis, 2023 & 2030 (%)
- Fig. 35 Women's spa market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 36 Men's spa market estimates & forecasts, 2018 - 2030 (USD Billion)
- Fig. 37 Spa market: Regional outlook, 2023 & 2030, (USD Billion)
- Fig. 38 Regional marketplace: Key takeaways
- Fig. 39 North America spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 40 U.S. spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 41 Europe spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 42 Germany spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 43 U.K. spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 44 France spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 45 Italy spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 46 Spain spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 47 Asia Pacific spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 48 China spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 49 India spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 50 Japan spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 51 Thailand spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 52 Indonesia spa market estimates & forecast, 2018 - 2030 (USD Billion)
- Fig. 53 Central and South America spa market estimates & forecast, 2018 - 2030 (USD Million)
- Fig. 54 Brazil spa market estimates & forecast, 2018 - 2030 (USD Million)
- Fig. 55 Middle East & Africa spa market estimates & forecast, 2018 - 2030 (USD Million)
- Fig. 56 South Africa spa market estimates & forecast, 2018 - 2030 (USD Million)
- Fig. 57 Key company categorization
- Fig. 58 Company market share analysis, 2023
- Fig. 59 Strategic framework of the spa market



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