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Personal Services Market Outlook 2025-2034: Market Share, and Growth Analysis By Type (Personal Care Services, Death Care Services, Dry-Cleaning And Laundry Services, Other Personal Services, Private Household Services), By Mode (Online, Offline), By Distribution Channel

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Abstracts

The Personal Services Market is valued at USD 1.3 trillion in 2025 and is projected to grow at a CAGR of 9.8% to reach USD 3 trillion by 2034.

Personal Services Market Overview

The personal services market is a broad and dynamic sector that encompasses a variety of services aimed at improving individual well-being, lifestyle, and convenience. This includes services such as beauty and grooming, healthcare, fitness, personal assistants, home maintenance, and more. The increasing demand for personalized and on-demand services has driven the growth of this market, as consumers seek customized solutions that cater to their unique needs and schedules. Urbanization, coupled with busy modern lifestyles, has led to a rise in disposable income and a greater willingness to spend on personal services that offer convenience and improve quality of life. Additionally, the growth of the gig economy and digital platforms has made it easier for consumers to access personal services, with the advent of online booking systems, mobile apps, and subscription-based services. As technology continues to evolve, personal services are becoming more sophisticated, with offerings such as virtual consultations, personalized fitness plans, and even AI-driven assistants for daily tasks. With consumer preferences shifting towards convenience, customization, and premium service quality, the personal services market is expected to see continued

growth across various segments globally. The personal services market has witnessed significant growth, driven by technological advancements and changing consumer behavior. The rise of the on-demand economy has led to an increased demand for services that can be accessed quickly and conveniently, such as on-demand beauty and wellness treatments, personal shoppers, and home cleaning services. Mobile apps and online platforms have played a crucial role in connecting consumers with service providers, making it easier than ever to book services from the comfort of home. Another notable trend in 2024 is the increasing popularity of virtual personal services, such as online fitness coaching, therapy, and education, allowing individuals to access professional services remotely. The market has also seen a rise in subscription models, with consumers opting for monthly or yearly plans that offer discounts or exclusive access to a variety of services. Additionally, there has been a greater focus on sustainability and eco-friendly services, with businesses offering environmentally conscious solutions like green cleaning services, eco-friendly beauty treatments, and sustainable personal care products. As consumer expectations for convenience, affordability, and customization continue to rise, the personal services market in 2024 is characterized by innovation, digitalization, and a shift toward more holistic, wellness-oriented offerings.

The personal services market is expected to continue expanding, driven by further advances in technology, growing consumer demand for tailored experiences, and the continued shift towards a more service-oriented lifestyle. As automation and artificial intelligence (AI) become more integrated into personal services, we can expect to see innovations that offer even greater personalization, such as AI-driven personal assistants that help with everyday tasks like scheduling, grocery shopping, and even home organization. In addition, the continued growth of virtual and remote services will enable consumers to access more diverse offerings from anywhere in the world. This is particularly true for sectors like education, fitness, and healthcare, where virtual consultations and personalized programs are becoming more mainstream. The ongoing emphasis on sustainability will also drive the development of green personal services, with companies looking for ways to reduce their environmental footprint through eco-friendly products and practices. As consumers increasingly value both convenience and environmental responsibility, businesses in the personal services market will be tasked with adapting to these changing demands. Overall, the personal services market is expected to evolve into a more connected, technology-driven sector, with offerings that provide greater value, accessibility, and personalization for consumers worldwide.

Key Insights Personal Services Market

Growth of On-Demand Services: The demand for on-demand services like home cleaning, personal fitness coaching, and beauty treatments continues to rise, driven by convenience and flexibility.

Rise of Virtual Personal Services: Virtual services such as online fitness training, therapy, and education are gaining popularity, offering consumers easy access to professional help from home.

Subscription-Based Models: Subscription services for personal services are becoming more popular, offering consumers access to a range of services at a discounted rate.

Sustainability and Eco-Friendly Solutions: Consumers are increasingly prioritizing sustainability, leading to the growth of eco-friendly personal services such as green cleaning and sustainable beauty treatments.

Customization and Personalization: As consumers seek more tailored experiences, the demand for personalized services, such as custom wellness plans and personal assistants, is growing.

Increasing Consumer Demand for Convenience: As busy lifestyles continue to demand convenience, consumers are turning to personal services that save them time and effort, such as on-demand home services and remote consultations.

Advancements in Technology and Digital Platforms: The rise of apps, online booking systems, and AI-driven services is making it easier for consumers to access a wide range of personal services at their fingertips.

Growing Focus on Wellness and Mental Health: As wellness and self-care become more mainstream, the demand for services related to fitness, beauty, and mental health continues to increase.

Rise of the Gig Economy: The increasing number of freelance workers in the gig economy has led to a surge in demand for flexible, on-demand personal services that can be tailored to individual needs.

Competition and Market Saturation: As the personal services market grows, there is increasing competition among service providers, making it challenging

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for businesses to differentiate themselves and maintain customer loyalty.

Personal Services Market Segmentation

By Type

- Personal Care Services
- Death Care Services
- Dry-Cleaning And Laundry Services
- Other Personal Services
- Private Household Services

By Mode

- Online
- Offline

By Distribution Channel

- Specialist Retail Stores
- Supermarkets Hypermarkets
- Convenience Stores
- Pharmacies Drug Stores
- Online Retail Channels
- Other Distribution Channels

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Key Companies Analysed

Service Corporation International

Elis SA

Fantastic Sams

Weight Watchers International Inc

Spotless Group Holdings Ltd

Tivity Health

Dignity plc

Regis Corporation

ProSiebenSat.1 Media SE

CSC Serviceworks Holdings Inc.

Great Clips Inc.

Sport Clips Haircuts

Supercuts Inc.

Massage Envy Franchising LLC

European Wax Center Inc.

Hand and Stone Massage and Facial Spa

Massage Heights Franchising LLC

Elements Massage

L A Fitness International LLC

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24 Hour Fitness Worldwide Inc.

Anytime Fitness Inc

Gold's Gym International Inc

Planet Fitness Inc.

CRUNCH Fitness International Inc

Orangetheory Fitness

SoulCycle Inc.

Pure Barre

The Bar Method

CorePower Yoga LLC

Equinox Holdings Inc.

Life Time Inc.

PetSmart Inc.

Rover Group

Inc.

Wag Group Co

Chewy Inc.

Petco Health and Wellness Company Inc.

Banfield Pet Hospital

VCA Antech

Inc.

Funeral Directors Life Insurance Co

Match Group Inc.

Personal Services Market Analytics

The report employs rigorous tools, including Porter's Five Forces, value chain mapping, and scenario-based modeling, to assess supply–demand dynamics. Cross-sector influences from parent, derived, and substitute markets are evaluated to identify risks and opportunities. Trade and pricing analytics provide an up-to-date view of international flows, including leading exporters, importers, and regional price trends.

Macroeconomic indicators, policy frameworks such as carbon pricing and energy security strategies, and evolving consumer behavior are considered in forecasting scenarios. Recent deal flows, partnerships, and technology innovations are incorporated to assess their impact on future market performance.

Personal Services Market Competitive Intelligence

The competitive landscape is mapped through OG Analysis' proprietary frameworks, profiling leading companies with details on business models, product portfolios, financial performance, and strategic initiatives. Key developments such as mergers & acquisitions, technology collaborations, investment inflows, and regional expansions are analyzed for their competitive impact. The report also identifies emerging players and innovative startups contributing to market disruption.

Regional insights highlight the most promising investment destinations, regulatory landscapes, and evolving partnerships across energy and industrial corridors.

Countries Covered

North America — Personal Services market data and outlook to 2034

United States

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Canada

Mexico

Europe — Personal Services market data and outlook to 2034

Germany

United Kingdom

France

Italy

Spain

BeNeLux

Russia

Sweden

Asia-Pacific — Personal Services market data and outlook to 2034

China

Japan

India

South Korea

Australia

Indonesia

Malaysia

Vietnam

Middle East and Africa — Personal Services market data and outlook to 2034

Saudi Arabia

South Africa

Iran

UAE

Egypt

South and Central America — Personal Services market data and outlook to 2034

Brazil

Argentina

Chile

Peru

** We can include data and analysis of additional countries on demand.*

Research Methodology

This study combines primary inputs from industry experts across the Personal Services value chain with secondary data from associations, government publications, trade databases, and company disclosures. Proprietary modeling techniques, including data triangulation, statistical correlation, and scenario planning, are applied to deliver reliable market sizing and forecasting.

Key Questions Addressed

What is the current and forecast market size of the Personal Services industry at

global, regional, and country levels?

Which types, applications, and technologies present the highest growth potential?

How are supply chains adapting to geopolitical and economic shocks?

What role do policy frameworks, trade flows, and sustainability targets play in shaping demand?

Who are the leading players, and how are their strategies evolving in the face of global uncertainty?

Which regional “hotspots” and customer segments will outpace the market, and what go-to-market and partnership models best support entry and expansion?

Where are the most investable opportunities—across technology roadmaps, sustainability-linked innovation, and M&A—and what is the best segment to invest over the next 3–5 years?

Your Key Takeaways from the Personal Services Market Report

Global Personal Services market size and growth projections (CAGR), 2024-2034

Impact of Russia-Ukraine, Israel-Palestine, and Hamas conflicts on Personal Services trade, costs, and supply chains

Personal Services market size, share, and outlook across 5 regions and 27 countries, 2023-2034

Personal Services market size, CAGR, and market share of key products, applications, and end-user verticals, 2023-2034

Short- and long-term Personal Services market trends, drivers, restraints, and opportunities

Porter’s Five Forces analysis, technological developments, and Personal

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Services supply chain analysis

Personal Services trade analysis, Personal Services market price analysis, and Personal Services supply/demand dynamics

Profiles of 5 leading companies—overview, key strategies, financials, and products

Latest Personal Services market news and developments

Additional Support

With the purchase of this report, you will receive

An updated PDF report and an MS Excel data workbook containing all market tables and figures for easy analysis.

7-day post-sale analyst support for clarifications and in-scope supplementary data, ensuring the deliverable aligns precisely with your requirements.

Complimentary report update to incorporate the latest available data and the impact of recent market developments.

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Contents

1. TABLE OF CONTENTS

1.1 List of Tables
1.2 List of Figures

2. GLOBAL PERSONAL SERVICES MARKET SUMMARY, 2025

2.1 Personal Services Industry Overview
  2.1.1 Global Personal Services Market Revenues (In US$ billion)
2.2 Personal Services Market Scope
2.3 Research Methodology

3. PERSONAL SERVICES MARKET INSIGHTS, 2024-2034

3.1 Personal Services Market Drivers
3.2 Personal Services Market Restraints
3.3 Personal Services Market Opportunities
3.4 Personal Services Market Challenges
3.5 Tariff Impact on Global Personal Services Supply Chain Patterns

4. PERSONAL SERVICES MARKET ANALYTICS

4.1 Personal Services Market Size and Share, Key Products, 2025 Vs 2034
4.2 Personal Services Market Size and Share, Dominant Applications, 2025 Vs 2034
4.3 Personal Services Market Size and Share, Leading End Uses, 2025 Vs 2034
4.4 Personal Services Market Size and Share, High Growth Countries, 2025 Vs 2034
4.5 Five Forces Analysis for Global Personal Services Market
  4.5.1 Personal Services Industry Attractiveness Index, 2025
  4.5.2 Personal Services Supplier Intelligence
  4.5.3 Personal Services Buyer Intelligence
  4.5.4 Personal Services Competition Intelligence
  4.5.5 Personal Services Product Alternatives and Substitutes Intelligence
  4.5.6 Personal Services Market Entry Intelligence

5. GLOBAL PERSONAL SERVICES MARKET STATISTICS – INDUSTRY REVENUE, MARKET SHARE, GROWTH TRENDS AND FORECAST BY SEGMENTS, TO 2034

5.1 World Personal Services Market Size, Potential and Growth Outlook, 2024- 2034 ($ billion)
5.1 Global Personal Services Sales Outlook and CAGR Growth By Type, 2024- 2034 ($ billion)
5.2 Global Personal Services Sales Outlook and CAGR Growth By Mode, 2024- 2034 ($ billion)
5.3 Global Personal Services Sales Outlook and CAGR Growth By Distribution Channel, 2024- 2034 ($ billion)
5.4 Global Personal Services Market Sales Outlook and Growth by Region, 2024- 2034 ($ billion)

6. ASIA PACIFIC PERSONAL SERVICES INDUSTRY STATISTICS – MARKET SIZE, SHARE, COMPETITION AND OUTLOOK

6.1 Asia Pacific Personal Services Market Insights, 2025
6.2 Asia Pacific Personal Services Market Revenue Forecast By Type, 2024- 2034 (USD billion)
6.3 Asia Pacific Personal Services Market Revenue Forecast By Mode, 2024- 2034 (USD billion)
6.4 Asia Pacific Personal Services Market Revenue Forecast By Distribution Channel, 2024- 2034 (USD billion)
6.5 Asia Pacific Personal Services Market Revenue Forecast by Country, 2024- 2034 (USD billion)
6.5.1 China Personal Services Market Size, Opportunities, Growth 2024- 2034
6.5.2 India Personal Services Market Size, Opportunities, Growth 2024- 2034
6.5.3 Japan Personal Services Market Size, Opportunities, Growth 2024- 2034
6.5.4 Australia Personal Services Market Size, Opportunities, Growth 2024- 2034

7. EUROPE PERSONAL SERVICES MARKET DATA, PENETRATION, AND BUSINESS PROSPECTS TO 2034

7.1 Europe Personal Services Market Key Findings, 2025
7.2 Europe Personal Services Market Size and Percentage Breakdown By Type, 2024- 2034 (USD billion)
7.3 Europe Personal Services Market Size and Percentage Breakdown By Mode, 2024- 2034 (USD billion)
7.4 Europe Personal Services Market Size and Percentage Breakdown By Distribution Channel, 2024- 2034 (USD billion)
7.5 Europe Personal Services Market Size and Percentage Breakdown by Country,

2024- 2034 (USD billion)
7.5.1 Germany Personal Services Market Size, Trends, Growth Outlook to 2034
7.5.2 United Kingdom Personal Services Market Size, Trends, Growth Outlook to 2034
7.5.2 France Personal Services Market Size, Trends, Growth Outlook to 2034
7.5.2 Italy Personal Services Market Size, Trends, Growth Outlook to 2034
7.5.2 Spain Personal Services Market Size, Trends, Growth Outlook to 2034

8. NORTH AMERICA PERSONAL SERVICES MARKET SIZE, GROWTH TRENDS, AND FUTURE PROSPECTS TO 2034

8.1 North America Snapshot, 2025
8.2 North America Personal Services Market Analysis and Outlook By Type, 2024- 2034 ($ billion)
8.3 North America Personal Services Market Analysis and Outlook By Mode, 2024- 2034 ($ billion)
8.4 North America Personal Services Market Analysis and Outlook By Distribution Channel, 2024- 2034 ($ billion)
8.5 North America Personal Services Market Analysis and Outlook by Country, 2024- 2034 ($ billion)
8.5.1 United States Personal Services Market Size, Share, Growth Trends and Forecast, 2024- 2034
8.5.1 Canada Personal Services Market Size, Share, Growth Trends and Forecast, 2024- 2034
8.5.1 Mexico Personal Services Market Size, Share, Growth Trends and Forecast, 2024- 2034

9. SOUTH AND CENTRAL AMERICA PERSONAL SERVICES MARKET DRIVERS, CHALLENGES, AND FUTURE PROSPECTS

9.1 Latin America Personal Services Market Data, 2025
9.2 Latin America Personal Services Market Future By Type, 2024- 2034 ($ billion)
9.3 Latin America Personal Services Market Future By Mode, 2024- 2034 ($ billion)
9.4 Latin America Personal Services Market Future By Distribution Channel, 2024- 2034 ($ billion)
9.5 Latin America Personal Services Market Future by Country, 2024- 2034 ($ billion)
9.5.1 Brazil Personal Services Market Size, Share and Opportunities to 2034
9.5.2 Argentina Personal Services Market Size, Share and Opportunities to 2034

10. MIDDLE EAST AFRICA PERSONAL SERVICES MARKET OUTLOOK AND

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GROWTH PROSPECTS

10.1 Middle East Africa Overview, 2025
10.2 Middle East Africa Personal Services Market Statistics By Type, 2024- 2034 (USD billion)
10.3 Middle East Africa Personal Services Market Statistics By Mode, 2024- 2034 (USD billion)
10.4 Middle East Africa Personal Services Market Statistics By Distribution Channel, 2024- 2034 (USD billion)
10.5 Middle East Africa Personal Services Market Statistics by Country, 2024- 2034 (USD billion)
10.5.1 Middle East Personal Services Market Value, Trends, Growth Forecasts to 2034
10.5.2 Africa Personal Services Market Value, Trends, Growth Forecasts to 2034

11. PERSONAL SERVICES MARKET STRUCTURE AND COMPETITIVE LANDSCAPE

11.1 Key Companies in Personal Services Industry
11.2 Personal Services Business Overview
11.3 Personal Services Product Portfolio Analysis
11.4 Financial Analysis
11.5 SWOT Analysis

12 APPENDIX

12.1 Global Personal Services Market Volume (Tons)
12.1 Global Personal Services Trade and Price Analysis
12.2 Personal Services Parent Market and Other Relevant Analysis
12.3 Publisher Expertise
12.2 Personal Services Industry Report Sources and Methodology

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