

# **On-demand Salon Services Market Forecasts to 2032 – Global Analysis By Service Type (Hair Styling & Haircut, Hair Coloring & Treatment, Nail Care, Skin Care, Massage & Spa Services, Bridal & Event Packages and Other Service Types), Platform Type, Business Model, End User and By Geography**

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## **Abstracts**

According to Statistics MRC, the Global On-demand Salon Services Market is accounted for \$5.93 billion in 2025 and is expected to reach \$7.01 billion by 2032 growing at a CAGR of 2.4% during the forecast period. On-demand salon services are technology-enabled beauty and grooming solutions delivered directly to clients at their preferred location. Facilitated through mobile apps or online platforms, these services include hair styling, skincare, makeup, and spa treatments performed by certified professionals. Designed for convenience and time efficiency, they eliminate the need for travel or salon appointments. This model supports flexible scheduling, personalized care, and growing consumer demand for accessible, high-quality beauty experiences in residential or corporate settings

According to the Journal of Innovation and Entrepreneurship Research, the Indian beauty salon industry contributes significantly to the wellness sector, with annual growth rates estimated between 15% and 20%, driven largely by rising beauty consciousness and lifestyle changes. Notably, women account for approximately 85% of the industry's revenue.

Market Dynamics:

Driver:

## Increased spending power in urban areas

Consumers are increasingly seeking convenience without compromising on quality, leading to a surge in app-based salon bookings. Urban millennials and working professionals, in particular, are driving this trend by prioritizing time-efficient grooming solutions. Additionally, the proliferation of smartphones and digital payment platforms has made access to salon services more seamless than ever. This shift is encouraging service providers to expand their offerings and invest in tech-enabled platforms to meet evolving consumer expectations.

## Restraint:

### High customer acquisition and marketing costs

Intense competition in metropolitan regions has led to aggressive marketing campaigns, influencer partnerships, and discount-driven promotions, all of which inflate operational costs. Moreover, building brand loyalty in a fragmented market requires continuous investment in user experience, app development, and customer support. The cost of onboarding skilled professionals and maintaining service quality further adds to the financial burden. These factors collectively hinder profitability, especially for startups and mid-sized players.

## Opportunity:

### Untapped markets in emerging economies & service portfolio diversification

Tier II and Tier III cities are witnessing increased interest in professional beauty services, creating opportunities for localized platforms to scale. Furthermore, diversifying service portfolios to include wellness therapies, dermatological consultations, and bridal packages can attract a broader customer base. Integration of AI-driven personalization tools and virtual try-on technologies also opens new avenues for engagement. Strategic partnerships with cosmetic brands and training academies can further enhance service credibility and reach.

## Threat:

### Economic downturns and reduced discretionary spending

Macroeconomic instability poses a significant threat to the on-demand salon services market. During economic slowdowns, consumers tend to cut back on non-essential expenditures, including beauty and grooming services. This shift in spending behavior can lead to reduced bookings and lower average transaction values. Additionally, inflationary pressures may increase the cost of consumables and logistics, squeezing margins for service providers. Market players must therefore build resilient business models that can withstand fluctuations in consumer sentiment and economic conditions.

#### Covid-19 Impact:

The pandemic initially disrupted the on-demand salon services market due to lockdowns, safety concerns, and social distancing norms. However, it also catalyzed a shift toward home-based grooming solutions as consumers avoided crowded salons. Platforms responded by implementing stringent hygiene protocols, contactless payments, and PPE-equipped professionals to restore consumer confidence. The crisis accelerated digital adoption, with many providers launching virtual consultations and DIY kits to maintain engagement. Post-pandemic, the demand for safe, personalized, and convenient salon experiences continues to grow, reshaping the competitive landscape.

The hair coloring & treatment segment is expected to be the largest during the forecast period

The hair coloring & treatment segment is expected to account for the largest market share during the forecast period due to their high frequency of use and growing consumer interest in aesthetic enhancement. These services often require professional expertise, making them ideal for on-demand delivery. Seasonal trends, fashion influences, and social media exposure are also driving experimentation with hair styles and colors. Providers offering customized treatments and branded product lines are gaining traction among urban clientele.

The proprietary brand platforms segment is expected to have the highest CAGR during the forecast period

Over the forecast period, the proprietary brand platforms segment is predicted to witness the highest growth rate driven by their ability to control service quality, pricing, and customer experience. Tech infrastructure enables better scheduling, feedback integration, and loyalty programs, enhancing user retention. As consumers increasingly seek trusted and hygienic services, proprietary platforms are well-positioned to scale

rapidly. Investments in AI-based personalization and CRM tools are further accelerating their growth trajectory.

Region with largest share:

During the forecast period, the North America region is expected to hold the largest market share owing to its mature beauty industry, high consumer spending, and widespread adoption of digital platforms. The region's emphasis on self-care and wellness has created a robust demand for at-home salon services. Leading players are leveraging advanced booking systems, subscription models, and mobile apps to streamline service delivery. Additionally, the presence of established cosmetic brands and skilled professionals supports market expansion.

Region with highest CAGR:

Over the forecast period, the Asia Pacific region is anticipated to exhibit the highest CAGR due to rapid urbanization, rising disposable incomes, and increasing beauty consciousness. Countries like India, China, and Indonesia are witnessing a surge in demand for affordable and accessible grooming services. Local startups are innovating with vernacular interfaces, regional service offerings, and flexible pricing models to cater to diverse demographics. Government initiatives promoting entrepreneurship and digital inclusion are also contributing to market acceleration.

Key players in the market

Some of the key players in On-demand Salon Services Market include GlamSquad, Priv, StyleSeat, Urban Company, Soothe, The Stylisted, Zeel, Booksy, Handy, Treatwell, Yes Madam, Beaut? ? la Carte, Blow Ltd., Mobile Styles, Ruuby, and Vensette.

Key Developments:

In September 2025, Urban Company launched its IPO with strong investor interest, aiming to fund tech upgrades and marketing. The offering includes both fresh equity and OFS. It marks a major milestone in India's home services market.

In April 2025, Soothe expanded its on-demand wellness platform to luxury residential communities. The initiative includes massage, skincare, and aromatherapy services. It reflects rising demand for in-home wellness experiences.

In April 2025, Yes Madam introduced a zero-commission model for high-performing service professionals. The move supports financial freedom and sets a new benchmark in India's gig economy. It was announced via LinkedIn by CEO Mayank Arya.

#### Service Types Covered:

- Hair Styling & Haircut
- Hair Coloring & Treatment
- Nail Care
- Skin Care
- Massage & Spa Services
- Bridal & Event Packages
- Other Service Types

#### Platform Types Covered:

- Web Portals
- Mobile Apps
- Aggregator Platforms
- Proprietary Brand Platforms
- Other Platform Types

#### Business Models Covered:

- Freelancer-Based

Salon-at-Home Services

Subscription-Based Models

Franchise-Based On-demand Models

Other Business Models

#### End Users Covered:

Unisex

Women

Men

Senior Citizens

#### Regions Covered:

North America

US

Canada

Mexico

Europe

Germany

UK

Italy

France

Spain

Rest of Europe

Asia Pacific

Japan

China

India

Australia

New Zealand

South Korea

Rest of Asia Pacific

South America

Argentina

Brazil

Chile

Rest of South America

Middle East & Africa

Saudi Arabia

UAE

Qatar

South Africa

Rest of Middle East & Africa

What our report offers:

- Market share assessments for the regional and country-level segments
- Strategic recommendations for the new entrants
- Covers Market data for the years 2024, 2025, 2026, 2028, and 2032
- Market Trends (Drivers, Constraints, Opportunities, Threats, Challenges, Investment Opportunities, and recommendations)
- Strategic recommendations in key business segments based on the market estimations
- Competitive landscaping mapping the key common trends
- Company profiling with detailed strategies, financials, and recent developments
- Supply chain trends mapping the latest technological advancements

Free Customization Offerings:

All the customers of this report will be entitled to receive one of the following free customization options:

#### Company Profiling

Comprehensive profiling of additional market players (up to 3)

SWOT Analysis of key players (up to 3)

#### Regional Segmentation

Market estimations, Forecasts and CAGR of any prominent country as per the client's interest (Note: Depends on feasibility check)

#### Competitive Benchmarking

Benchmarking of key players based on product portfolio, geographical presence, and strategic alliances

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