

Spa Services Market By Type (Salon Spa, Hotel Spa, Medical Spa, Destination Spa, Mineral Spa, Others), By Service Type (Massage, Beauty/Grooming, Physical Fitness, Others), By End-User (Women, Men), By Region, By Competition Forecast & Opportunities, 2018-2028F

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Abstracts

The Global Spa Services market reached a value of USD 84.35 billion in 2022 and is expected to exhibit robust growth in the forecast period with a Compound Annual Growth Rate (CAGR) of 12.75% through 2028. The global spa market has experienced remarkable growth in recent years, driven by factors that cater to the growing demand for relaxation, wellness, and self-care. In an era marked by fast-paced lifestyles and increased stress, spa services have become a refuge for people seeking to unwind, rejuvenate, and prioritize their overall well-being.

Spa services encompass a wide range of treatments designed to refresh the mind and body, including facials, body massages, manicures, pedicures, body treatments, and more. These personalized services offer wellness, pleasure, health, and fitness benefits to consumers. They assist in stress management, addressing medical conditions, detoxifying the body, promoting weight loss, and boosting the immune system. Notable advancements in the global spa services market include the adoption of hybrid spa technology, which uses a gas-generated hybrid system to maintain the spa's temperature. This innovative approach reduces carbon usage and chemical consumption while remaining cost-effective compared to traditional heating systems.

Key Market Drivers:

1. **Rising Focus Towards Wellness:** In a world marked by stress, sedentary lifestyles, and mental health challenges, individuals are seeking holistic well-being solutions. Spa services have emerged as sanctuaries for wellness, offering treatments and experiences that address both physical and mental health. Emphasis on relaxation, stress reduction, and rejuvenation resonates with consumers seeking respite from modern life's demands. Spa therapies like Swedish, deep tissue, and aromatherapy massages provide relaxation, muscle tension relief, and improved blood circulation, aligning with the growing awareness of maintaining physical health. Spa services have also evolved to include holistic practices such as meditation, mindfulness, and yoga, catering to mental well-being. This wellness focus aligns with the broader societal shift toward preventive health measures and self-care.

2. **Lifestyle Changes and Urbanization:** The rise of urbanization and hectic lifestyles has led to increased stress and reduced personal time. People adapting to bustling city lives find the need for relaxation and rejuvenation more pronounced. Spas provide havens for individuals to disconnect from chaos and embrace tranquility. Urbanization has also led to a sedentary lifestyle, resulting in physical discomfort and health issues. Spa services, including therapeutic massages and hydrotherapy, offer remedies for these ailments. The market's growth is fueled by urban populations seeking balance amid rapid urbanization.

3. **Increased Disposable Income:** Economic growth and rising incomes provide individuals with more disposable income for leisure activities and experiences. Spa services, once considered a luxury for the select few, are now accessible to a broader demographic. This increased spending power expands the spa market by broadening the customer base and encouraging repeat visits. Spa services have shifted from being occasional treats to regular self-care practices. People are willing to invest in their well-being, recognizing the value of spa treatments in maintaining physical health, mental balance, and overall quality of life.

4. **Tourism and Hospitality Integration:** The tourism and hospitality sectors have embraced spa services as a means to enhance the guest experience. Resorts, hotels, and cruise ships incorporate spa facilities as part of their offerings to attract tourists seeking relaxation and rejuvenation during their travels. This integration has diversified spa services to cater to different traveler preferences, with destination spas focusing on comprehensive wellness programs and resort spas offering a blend of relaxation and recreation. The synergy between the spa industry and the tourism sector has contributed to global market growth, as travelers seek both adventure and relaxation.

5. **Technological Advancements and Innovation:** Technology integration has enhanced the spa customer experience, streamlined operations, and introduced innovative treatments. Online booking systems, mobile apps, and websites make scheduling appointments seamless, expanding the potential client base. Technology enables virtual consultations, eliminating geographical barriers and attracting a broader audience. Data analysis allows spas to personalize treatments and services based on individual preferences, increasing customer satisfaction. High-tech treatments like LED therapy, cryotherapy, and infrared saunas offer advanced wellness solutions. Wearable devices and wellness apps facilitate progress tracking beyond spa visits. Technology integration expands the spa market by offering convenient, personalized, and innovative experiences.

Key Market Challenges:

1. **Market Saturation and Competition:** The spa service market faces challenges due to increasing saturation and intense competition. Growing demand for spa services has led to numerous establishments entering the market, resulting in oversaturation in certain regions. Fierce competition often leads to price wars, affecting industry profitability. Customers may struggle to differentiate between spa establishments, diluting brand value and customer loyalty. To overcome this, spas must focus on differentiation, offering unique services, advanced technologies, and strong brand identities.

2. **Regulatory Compliance and Quality Assurance:** Varying regulations and quality standards across regions pose challenges for spa businesses. Consistent quality and adherence to health, safety, and hygiene standards are essential. Non-compliance can lead to legal issues and reputational damage. Standardized regulations are needed to ensure customer trust. Spas must invest in staff training, inspections, and collaborations with industry associations and authorities to maintain compliance.

3. **Changing Consumer Preferences and Trends:** Evolving consumer preferences and wellness trends influence the spa market. Preferences shift rapidly based on changing lifestyles, cultural influences, and emerging wellness concepts. Spas must adapt to remain competitive. Regular market research, customer feedback analysis, and flexibility in introducing new services are essential to meeting evolving consumer expectations.

Key Market Trends:

1. **Personalization and Customization:** Customized experiences resonate with clients, offering treatments tailored to their unique needs and preferences. Personalization attracts diverse clientele, fosters loyalty, and sets spas apart in a competitive market.

2. **Technology Integration:** Digital tools enhance customer experiences, streamline operations, and offer innovative treatments, expanding the potential client base.

Segmental Insights:

Service Type Insights: The market is divided into massage, beauty/grooming, physical fitness, and others (hydrotherapy, diet, and others). While massages remain popular, grooming services like facials, manicures, and pedicures are gaining traction. Fitness services, including yoga and breathing exercises, are also on the rise.

End User Insights: Women represent a significant portion of spa customers, with a growing demand for anti-aging skincare services. The male market is expanding due to the increasing grooming trend, with dedicated centers and services for men.

Regional Insights: Europe leads the spa services market due to rising disposable income, wellness awareness, and tourism activities. Government initiatives and favorable regulations further boost growth.

In summary, the spa service market is experiencing significant growth driven by wellness focus, lifestyle changes, increased disposable income, tourism integration, and technological innovations. Challenges include market saturation, regulatory compliance, and changing consumer preferences. Personalization, technology integration, and segmentation by service type and end-user are key trends shaping the industry's growth.

Key Market Players

Planet Beach

Hot Springs Resort and Spa

Four Seasons Hotel Limited

Massage Envy

Lanserhof

Jade Mountain

Rancho La Puerta

Mandarin Oriental Hotel Group

Omni Hotels & Resorts

Emirates Palace Spa

Report Scope:

In this report, the global Spa services market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Spa Services Market, By Service Type:

Salon Spa

Hotel Spa

Medical Spa

Destination Spa

Mineral Spa Others

Spa Services Market, By Service Type:

Massage

Beauty/Grooming

Physical Fitness

Others

Spa Services Market, By End -user:

Women

Men

Spa Services Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Spa Services Market.

Available Customizations:

Global Spa Services Market report with the given market data, Tech Sci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. INTRODUCTION

- 1.1. Service Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

4. VOICE OF CUSTOMERS

- 4.1. Factors Influencing Services Availing Decisions
- 4.2. Brand Awareness
- 4.3. Frequency of Availing Services

5. GLOBAL SPA SERVICES MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Type Market Share Analysis (Salon Spa, Hotel Spa, Medical Spa,

Spa Services Market By Type (Salon Spa, Hotel Spa, Medical Spa, Destination Spa, Mineral Spa, Others), By Serv...

Destination Spa, Mineral Spa, Others)

5.2.2. By Service Type Market Share Analysis (Massage, Beauty/Grooming, Physical Fitness, Others)

5.2.3. By End-User Industry Market Share Analysis (Women and Men)

5.2.4. By Regional Market Share Analysis

5.2.4.1. North America Market Share Analysis

5.2.4.2. South America Market Share Analysis

5.2.4.3. Middle East & Africa Market Share Analysis

5.2.4.4. Europe Market Share Analysis

5.2.4.5. Asia-Pacific Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. Global Spa Services Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By Service Type Market Mapping & Opportunity Assessment

5.3.3. By End-User Industry Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

6. NORTH AMERICA SPA SERVICES MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type Market Share Analysis

6.2.2. By Service Type Market Share Analysis

6.2.3. By End-User Industry Market Share Analysis

6.2.4. By Country Market Share Analysis

6.2.4.1. United States Spa Services Market Outlook

6.2.4.1.1. Market Size & Forecast

6.2.4.1.1.1. By Value

6.2.4.1.2. Market Share & Forecast

6.2.4.1.2.1. By Type Market Share Analysis

6.2.4.1.2.2. By Service Type Market Share Analysis

6.2.4.1.2.3. By End-User Industry Market Share Analysis

6.2.4.2. Canada Spa Services Market Outlook

6.2.4.2.1. Market Size & Forecast

6.2.4.2.1.1. By Value

6.2.4.2.2. Market Share & Forecast

6.2.4.2.2.1. By Type Market Share Analysis

6.2.4.2.2.2. By Service Type Market Share Analysis

- 6.2.4.2.2.3. By End-User Industry Market Share Analysis
- 6.2.4.3. Mexico Spa Services Market Outlook
 - 6.2.4.3.1. Market Size & Forecast
 - 6.2.4.3.1.1. By Value
 - 6.2.4.3.2. Market Share & Forecast
 - 6.2.4.3.2.1. By Type Market Share Analysis
 - 6.2.4.3.2.2. By Service Type Market Share Analysis
 - 6.2.4.3.2.3. By End-User Industry Market Share Analysis

7. EUROPE SPA SERVICES MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type Market Share Analysis
 - 7.2.2. By Service Type Market Share Analysis
 - 7.2.3. By End-User Industry Market Share Analysis
 - 7.2.4. By Country Market Share Analysis
 - 7.2.4.1. France Spa Services Market Outlook
 - 7.2.4.1.1. Market Size & Forecast
 - 7.2.4.1.1.1. By Value
 - 7.2.4.1.2. Market Share & Forecast
 - 7.2.4.1.2.1. By Type Market Share Analysis
 - 7.2.4.1.2.2. By Service Type Market Share Analysis
 - 7.2.4.1.2.3. By End-User Industry Market Share Analysis
 - 7.2.4.2. Germany Spa Services Market Outlook
 - 7.2.4.2.1. Market Size & Forecast
 - 7.2.4.2.1.1. By Value
 - 7.2.4.2.2. Market Share & Forecast
 - 7.2.4.2.2.1. By Type Market Share Analysis
 - 7.2.4.2.2.2. By Service Type Market Share Analysis
 - 7.2.4.2.2.3. By End-User Industry Market Share Analysis
 - 7.2.4.3. Spain Spa Services Market Outlook
 - 7.2.4.3.1. Market Size & Forecast
 - 7.2.4.3.1.1. By Value
 - 7.2.4.3.2. Market Share & Forecast
 - 7.2.4.3.2.1. By Type Market Share Analysis
 - 7.2.4.3.2.2. By Service Type Market Share Analysis
 - 7.2.4.3.2.3. By End-User Industry Market Share Analysis

- 7.2.4.4. Italy Spa Services Market Outlook
 - 7.2.4.4.1. Market Size & Forecast
 - 7.2.4.4.1.1. By Value
 - 7.2.4.4.2. Market Share & Forecast
 - 7.2.4.4.2.1. By Type Market Share Analysis
 - 7.2.4.4.2.2. By Service Type Market Share Analysis
 - 7.2.4.4.2.3. By End-User Industry Market Share Analysis
- 7.2.4.5. United Kingdom Spa Services Market Outlook
 - 7.2.4.5.1. Market Size & Forecast
 - 7.2.4.5.1.1. By Value
 - 7.2.4.5.2. Market Share & Forecast
 - 7.2.4.5.2.1. By Type Market Share Analysis
 - 7.2.4.5.2.2. By Service Type Market Share Analysis
 - 7.2.4.5.2.3. By End-User Industry Market Share Analysis

8. ASIA-PACIFIC SPA SERVICES MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type Market Share Analysis
 - 8.2.2. By Service Type Market Share Analysis
 - 8.2.3. By End-User Industry Market Share Analysis
 - 8.2.4. By Country Market Share Analysis
 - 8.2.4.1. China Spa Services Market Outlook
 - 8.2.4.1.1. Market Size & Forecast
 - 8.2.4.1.1.1. By Value
 - 8.2.4.1.2. Market Share & Forecast
 - 8.2.4.1.2.1. By Type Market Share Analysis
 - 8.2.4.1.2.2. By Service Type Market Share Analysis
 - 8.2.4.1.2.3. By End-User Industry Market Share Analysis
 - 8.2.4.2. Japan Spa Services Market Outlook
 - 8.2.4.2.1. Market Size & Forecast
 - 8.2.4.2.1.1. By Value
 - 8.2.4.2.2. Market Share & Forecast
 - 8.2.4.2.2.1. By Type Market Share Analysis
 - 8.2.4.2.2.2. By Service Type Market Share Analysis
 - 8.2.4.2.2.3. By End-User Industry Market Share Analysis
 - 8.2.4.3. India Spa Services Market Outlook

- 8.2.4.3.1. Market Size & Forecast
 - 8.2.4.3.1.1. By Value
- 8.2.4.3.2. Market Share & Forecast
 - 8.2.4.3.2.1. By Type Market Share Analysis
 - 8.2.4.3.2.2. By Service Type Market Share Analysis
 - 8.2.4.3.2.3. By End-User Industry Market Share Analysis
- 8.2.4.4. Vietnam Spa Services Market Outlook
 - 8.2.4.4.1. Market Size & Forecast
 - 8.2.4.4.1.1. By Value
 - 8.2.4.4.2. Market Share & Forecast
 - 8.2.4.4.2.1. By Type Market Share Analysis
 - 8.2.4.4.2.2. By Service Type Market Share Analysis
 - 8.2.4.4.2.3. By End-User Industry Market Share Analysis
- 8.2.4.5. South Korea Spa Services Market Outlook
 - 8.2.4.5.1. Market Size & Forecast
 - 8.2.4.5.1.1. By Value
 - 8.2.4.5.2. Market Share & Forecast
 - 8.2.4.5.2.1. By Type Market Share Analysis
 - 8.2.4.5.2.2. By Service Type Market Share Analysis
 - 8.2.4.5.2.3. By End-User Industry Market Share Analysis

9. MIDDLE EAST & AFRICA SPA SERVICES MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Type Market Share Analysis
 - 9.2.2. By Service Type Market Share Analysis
 - 9.2.3. By End-User Industry Market Share Analysis
 - 9.2.4. By Country Market Share Analysis
 - 9.2.4.1. South Africa Spa Services Market Outlook
 - 9.2.4.1.1. Market Size & Forecast
 - 9.2.4.1.1.1. By Value
 - 9.2.4.1.2. Market Share & Forecast
 - 9.2.4.1.2.1. By Type Market Share Analysis
 - 9.2.4.1.2.2. By Service Type Market Share Analysis
 - 9.2.4.1.2.3. By End-User Industry Market Share Analysis
 - 9.2.4.2. Saudi Arabia Spa Services Market Outlook
 - 9.2.4.2.1. Market Size & Forecast

- 9.2.4.2.1.1. By Value
- 9.2.4.2.2. Market Share & Forecast
 - 9.2.4.2.2.1. By Type Market Share Analysis
 - 9.2.4.2.2.2. By Service Type Market Share Analysis
 - 9.2.4.2.2.3. By End-User Industry Market Share Analysis
- 9.2.4.3. UAE Spa Services Market Outlook
 - 9.2.4.3.1. Market Size & Forecast
 - 9.2.4.3.1.1. By Value
 - 9.2.4.3.2. Market Share & Forecast
 - 9.2.4.3.2.1. By Type Market Share Analysis
 - 9.2.4.3.2.2. By Service Type Market Share Analysis
 - 9.2.4.3.2.3. By End-User Industry Market Share Analysis
- 9.2.4.4. Turkey Spa Services Market Outlook
 - 9.2.4.4.1. Market Size & Forecast
 - 9.2.4.4.1.1. By Value
 - 9.2.4.4.2. Market Share & Forecast
 - 9.2.4.4.2.1. By Type Market Share Analysis
 - 9.2.4.4.2.2. By Service Type Market Share Analysis
 - 9.2.4.4.2.3. By End-User Industry Market Share Analysis

10. SOUTH AMERICA SPA SERVICES MARKET OUTLOOK

- 10.1. Market Size & Forecast
 - 10.1.1. By Value
- 10.2. Market Share & Forecast
 - 10.2.1. By Type Market Share Analysis
 - 10.2.2. By Service Type Market Share Analysis
 - 10.2.3. By End-User Industry Market Share Analysis
 - 10.2.4. By Country Market Share Analysis
 - 10.2.4.1. Argentina Spa Services Market Outlook
 - 10.2.4.1.1. Market Size & Forecast
 - 10.2.4.1.1.1. By Value
 - 10.2.4.1.2. Market Share & Forecast
 - 10.2.4.1.2.1. By Type Market Share Analysis
 - 10.2.4.1.2.2. By Service Type Market Share Analysis
 - 10.2.4.1.2.3. By End-User Industry Market Share Analysis
 - 10.2.4.2. Colombia Spa Services Market Outlook
 - 10.2.4.2.1. Market Size & Forecast
 - 10.2.4.2.1.1. By Value

- 10.2.4.2.2. Market Share & Forecast
 - 10.2.4.2.2.1. By Type Market Share Analysis
 - 10.2.4.2.2.2. By Service Type Market Share Analysis
 - 10.2.4.2.2.3. By End-User Industry Market Share Analysis
- 10.2.4.3. Brazil Spa Services Market Outlook
 - 10.2.4.3.1. Market Size & Forecast
 - 10.2.4.3.1.1. By Value
 - 10.2.4.3.2. Market Share & Forecast
 - 10.2.4.3.2.1. By Type Market Share Analysis
 - 10.2.4.3.2.2. By Service Type Market Share Analysis
 - 10.2.4.3.2.3. By End-User Industry Market Share Analysis

11. MARKET DYNAMICS

- 11.1. Drivers
- 11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

13. COMPETITIVE LANDSCAPE

- 13.1. Company Profiles
 - 13.1.1. Planet Beach
 - 13.1.1.1. Company Details
 - 13.1.1.2. Products & Services
 - 13.1.1.3. Financials (As Per Availability)
 - 13.1.1.4. Key Market Focus & Geographical Presence
 - 13.1.1.5. Recent Developments
 - 13.1.1.6. Key Management Personnel
 - 13.1.2. Hot Springs Resort and Spa
 - 13.1.2.1. Company Details
 - 13.1.2.2. Products & Services
 - 13.1.2.3. Financials (As Per Availability)
 - 13.1.2.4. Key Market Focus & Geographical Presence
 - 13.1.2.5. Recent Developments
 - 13.1.2.6. Key Management Personnel
 - 13.1.3. Four Seasons Hotel Limited
 - 13.1.3.1. Company Details

- 13.1.3.2. Products & Services
- 13.1.3.3. Financials (As Per Availability)
- 13.1.3.4. Key Market Focus & Geographical Presence
- 13.1.3.5. Recent Developments
- 13.1.3.6. Key Management Personnel
- 13.1.4. Massage Envy
 - 13.1.4.1. Company Details
 - 13.1.4.2. Products & Services
 - 13.1.4.3. Financials (As Per Availability)
 - 13.1.4.4. Key Market Focus & Geographical Presence
 - 13.1.4.5. Recent Developments
 - 13.1.4.6. Key Management Personnel
- 13.1.5. Lanserhof
 - 13.1.5.1. Company Details
 - 13.1.5.2. Products & Services
 - 13.1.5.3. Financials (As Per Availability)
 - 13.1.5.4. Key Market Focus & Geographical Presence
 - 13.1.5.5. Recent Developments
 - 13.1.5.6. Key Management Personnel
- 13.1.6. Jade Mountain
 - 13.1.6.1. Company Details
 - 13.1.6.2. Products & Services
 - 13.1.6.3. Financials (As Per Availability)
 - 13.1.6.4. Key Market Focus & Geographical Presence
 - 13.1.6.5. Recent Developments
 - 13.1.6.6. Key Management Personnel
- 13.1.7. Rancho La Puerta
 - 13.1.7.1. Company Details
 - 13.1.7.2. Products & Services
 - 13.1.7.3. Financials (As Per Availability)
 - 13.1.7.4. Key Market Focus & Geographical Presence
 - 13.1.7.5. Recent Developments
 - 13.1.7.6. Key Management Personnel
- 13.1.8. Mandarin Oriental Hotel Group
 - 13.1.8.1. Company Details
 - 13.1.8.2. Products & Services
 - 13.1.8.3. Financials (As Per Availability)
 - 13.1.8.4. Key Market Focus & Geographical Presence
 - 13.1.8.5. Recent Developments

- 13.1.8.6. Key Management Personnel
- 13.1.9. Omni Hotels & Resorts
 - 13.1.9.1. Company Details
 - 13.1.9.2. Products & Services
 - 13.1.9.3. Financials (As Per Availability)
 - 13.1.9.4. Key Market Focus & Geographical Presence
 - 13.1.9.5. Recent Developments
 - 13.1.9.6. Key Management Personnel
- 13.1.10. Emirates Palace Spa
 - 13.1.10.1. Company Details
 - 13.1.10.2. Products & Services
 - 13.1.10.3. Financials (As Per Availability)
 - 13.1.10.4. Key Market Focus & Geographical Presence
 - 13.1.10.5. Recent Developments
 - 13.1.10.6. Key Management Personnel

14. STRATEGIC RECOMMENDATIONS/ACTION PLAN

- 14.1. Key Focus Areas
- 14.2. Target Service Type
- 14.3. Target End-User

15. ABOUT US & DISCLAIMER

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