

2022 WELLNESS INDEX

# *Beauty & Wellness Report*

A closer look at the year's biggest beauty and wellness trends—what's coming, why they matter, and how to make them part of your business strategy.



Just as 2020  
created new paths  
to connection  
and wellness, 2021  
reinforced the need  
to make those  
paths sustainable.

It's fair to say that life heading into 2022 may look different than expected, but there's still plenty of room for reimagining along the way—especially for those in the beauty and wellness space.

As one of the industry's most comprehensive studies, our 2022 Wellness Index asked more than 16,000 Americans from major US cities about their wellness habits. A clear majority now see wellness as worth prioritizing in life, and they're willing to put in the time to do it. Brands that support all dimensions of wellness will reap the biggest benefits in the year ahead.

*Let's dive into the results.*

# The definition of wellness is changing

In the minds of consumers, “wellness” now encompasses a whole lot more than just being in shape. It’s reducing stress. It’s feeling confident. It’s finding a sense of community and belonging. It spans **mental, physical, and spiritual dimensions**—and consumers actually prioritized mental wellness above them all.

This is where we see the pandemic’s lasting effect on consumer behavior—even their overall outlook on life. Wellness now speaks to an overall improvement in quality of life, a lifestyle that makes room for things that really matter.

**65%** of Americans believe **beauty/grooming** is a part of wellness

**78%** say wellness is **more important than ever.**

Reasons people are *more*  
focused on health and wellness:

#1

I want to improve my health

#2

I want to live a long  
and healthy life

#3

I want to be healthy so I  
can focus on other things

## TABLE OF CONTENTS

- SECTION 01** The pandemic continues to have an impact
- SECTION 02** The industry is rebounding—but there's still room for growth
- SECTION 03** Millennial men present a surprising opportunity for growth
- SECTION 04** Skin is in—especially for younger generations
- SECTION 05** Immune-supporting offerings are here to stay





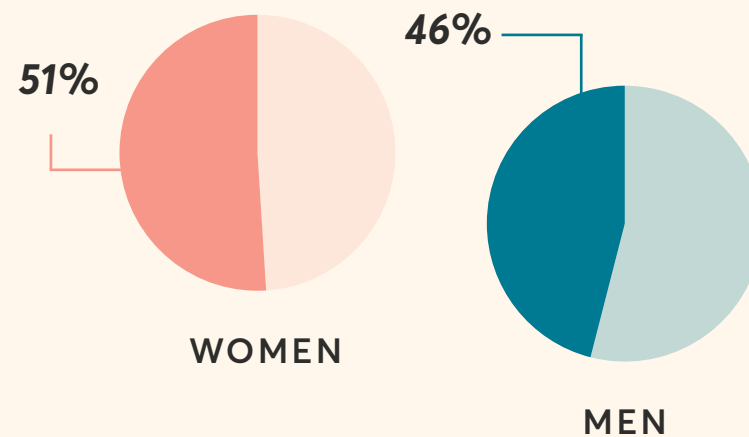
SECTION

01

# The pandemic continues to have an impact

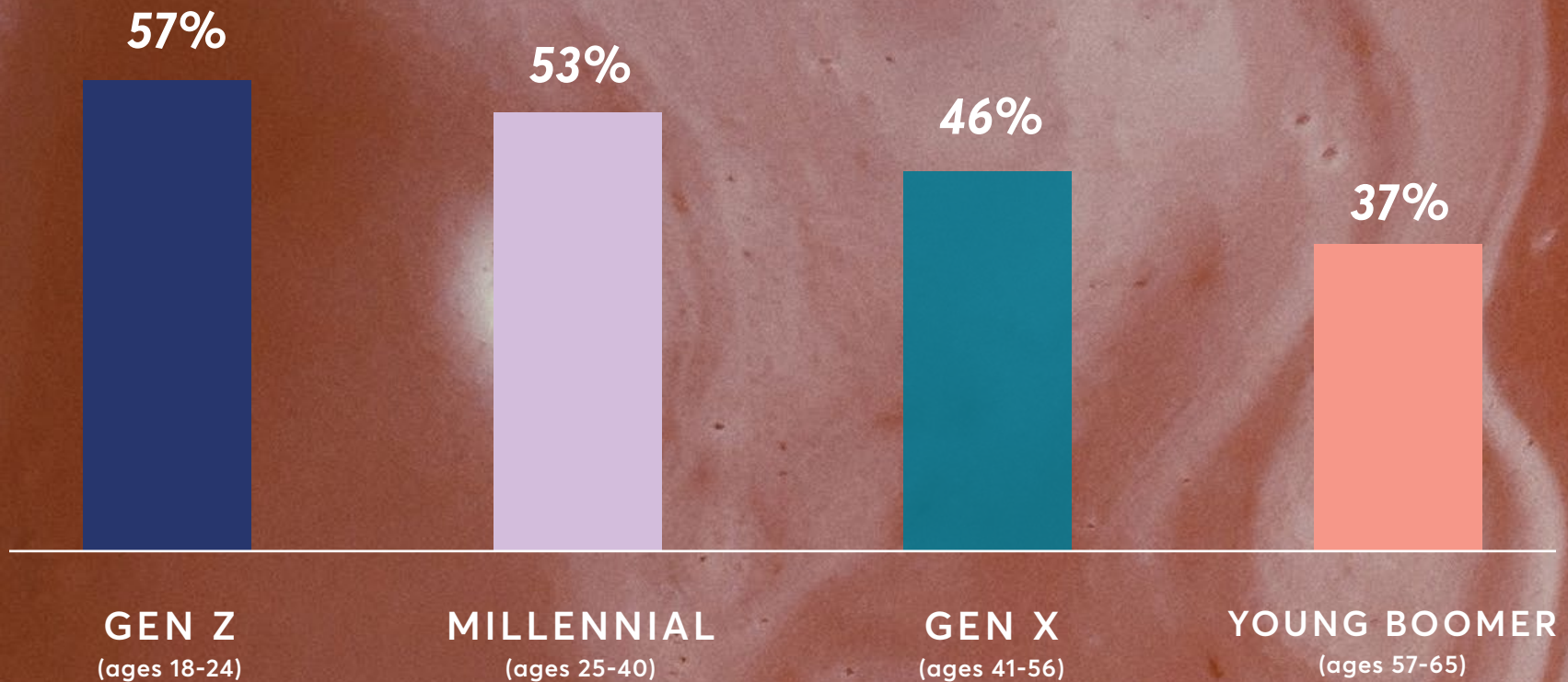
The repercussions of COVID-19 are far-reaching. Half of consumers say the pandemic has negatively impacted their mental wellbeing, with women and younger generations being the most affected.

Women's mental wellbeing was more affected by the pandemic





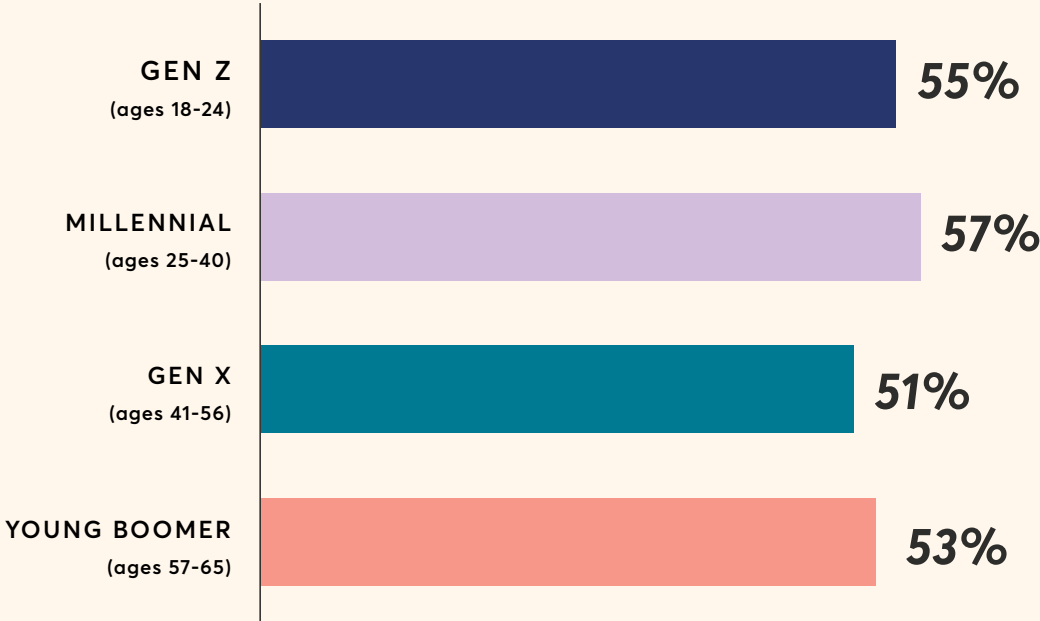
# Younger generations' mental well-being took the biggest hit from the pandemic



The pandemic has negatively impacted my mental wellbeing

# The vaccination status of your staff is important to a majority of Americans

One thing that hasn't changed: Businesses that offer safe environments will reap the rewards of client trust and loyalty. The majority of Americans say they're more comfortable going to beauty and wellness establishments when they know the staff is fully vaccinated, with younger people even more so.



I am more comfortable going to beauty and wellness establishments when I know the staff is fully vaccinated.

## TAKEAWAY:

While loyal guests might know the impact your services have on mental well-being, relaxation, and self-confidence, you may be able to bring more clients through your doors by reinforcing this in your messaging.

Although the stressors of the pandemic remain, your business can be a much-needed source of relaxation and self-care. Shape your entire approach—from branding and collateral to your service menu and physical space—to meet your guests where they are and serve them holistically. Highlight the ways in which your services promote multiple facets of wellness, including mental wellness.

Also, a majority of people of all ages are more comfortable interacting with fully vaccinated staff, with increased impact on younger generations. If your staff is fully vaccinated, make that clear to your customers. Continue to highlight all safety and sanitization protocols with your clients, too.



HOW MINDBODY  
CAN SUPPORT YOU:

Communicate  
safety and  
cleanliness  
protocols with  
the help of  
**Messenger**<sup>[ai]</sup>.





SECTION

**02**




# The industry is rebounding— but there's still room for growth

While they're still on their way to hitting pre-pandemic levels, some services are rebounding faster than others.






# Services on the rise since last year

## Top three beauty services

-  **Manicure/pedicure**  
(up 50%)
-  **Eyebrow waxing/  
threading**  
(up 50%)
-  **BOTOX®/fillers**  
(up 37%)

## Top three wellness services

-  **IV therapy**  
(up 50%)
-  **Red light therapy**  
(up 50%)
-  **Massage**  
(up 37%)





## Core hair services



### Haircutting

(up 23% from last year)



### Hair styling/ blow drying

(up 100% from last year)



### Hair color

(up 24% from last year)



# Some audiences are diving back into beauty more than others

If your business offers these services, our data shows the following demographics are worth targeting.

<b>Top five beauty services (beyond core hair services):</b>	<b>Top target audience</b>
Manicure/pedicure	Gen Z women (ages 18-24)
Eyebrow services	Gen Z women (ages 18-24)
Body hair removal	Gen Z women (ages 18-24)
Facials	Millennial women (ages 25-40)
Full body skin treatments (e.g., mud/detox body wrap, etc.)	Millennial men (ages 25-40)

# Consumers are prioritizing wellness services, too

Considering which demographics to target next? Start here.

Top five wellness services:	Top target audience
Massage	Millennial women (ages 25-40)
Meditation	Millennial men (ages 25-40)
Chiropractic care	Millennial women (ages 25-40) & Gen X men (ages 41-56)
Nutrition counseling	Millennial men (ages 25-40)
Health or life counseling	Millennial men (ages 25-40)

## TAKEAWAY:

The heart of your business's (and the industry's) rebound is the consumer. Get in touch with pre-pandemic customers to find out what's keeping them away and what might encourage them to come back. Take stock of your services to see which ones are rebounding and which ones are lagging. Then, create awareness campaigns with social media and email marketing to promote the services you want to ramp up.

Don't forget: Cleanliness remains a top factor when consumers are considering a salon, spa, or wellness business. Continue to highlight your pandemic protocols and let customers know they're safe with you.



HOW MINDBODY  
CAN SUPPORT YOU:

Send targeted  
campaigns  
to customers  
with Marketing  
Suite.

SECTION

# 03



# Millennial men present a surprising opportunity for growth

Customer acquisition remains a top challenge for spas, salons, and wellness businesses. With that in mind, it may be worth targeting demographics you may not have focused on before. One such group? Millennial men.

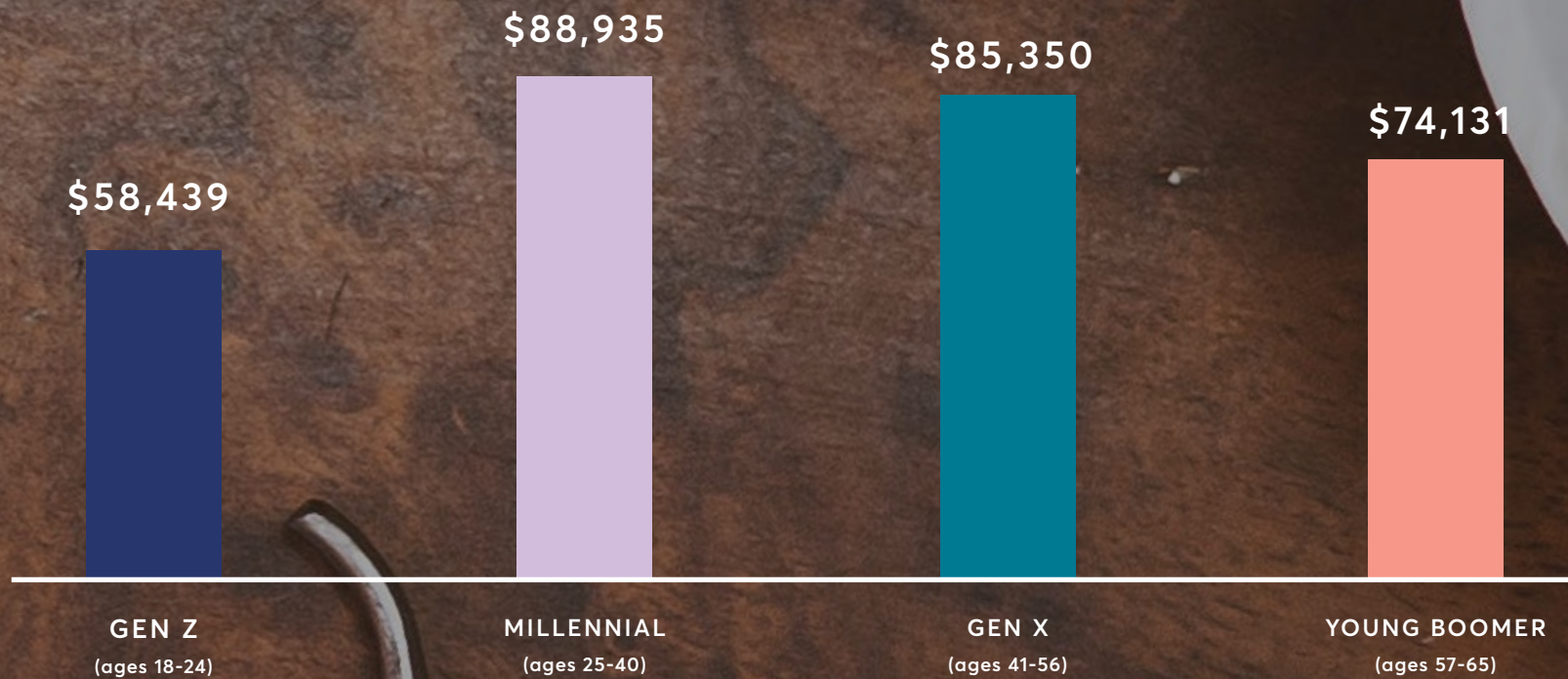
Millennial men (ages 25-40) have more buying power than any other demographic. Plus, they're participating in wellness services more than any other. They're prioritizing beauty and grooming, too.

Millennial men participate in the following services more than any other demographic group:

- **Barber services**  
(e.g. beard trimming/styling, custom shave, facial hair maintenance, etc.)
- **Advanced skin care**  
(e.g., laser treatments, microneedling, HydraFacial®, etc.)
- **Full body skin treatments**  
(e.g., mud/detox body wrap, etc.)
- **Non-surgical body sculpting treatments**  
(e.g., CoolSculpting®, laser, radiofrequency body treatments, etc.)



# Millennial men have more buying power than any other demographic group



Approximate annual gross (household) income before taxes

## TAKEAWAY:

Change things up! Men have often been left behind in traditional beauty and wellness marketing—it's time to change that. Make sure your business is welcoming to men across your marketing efforts and in real life. Feature millennial-aged men looking comfortable interacting with staff and update your space with lockers, changing rooms, lounges, etc. to make them feel at home.

Target online and social media promotions to men aged 25-40 and host events at your business that appeal to them. Consider cross-promotion with businesses that currently serve this demographic, too.



CHECK OUT THIS  
BLOG POST

[What the  
Rise of Men's  
Health and  
Wellness Means  
for Wellness  
Businesses](#)



SECTION

04



## Skin is in—especially for younger generations

Almost half of Americans have prioritized skincare over the past year, with Millennials and Gen Z leading the way.

With a new self-care routine, comes new questions—more than a third of survey participants say they look to beauty establishments to provide continued guidance on skincare. Millennials (44%) and Gen Z (42%) are most interested in this education (versus 30% of Gen X and 16% of Younger Boomers).

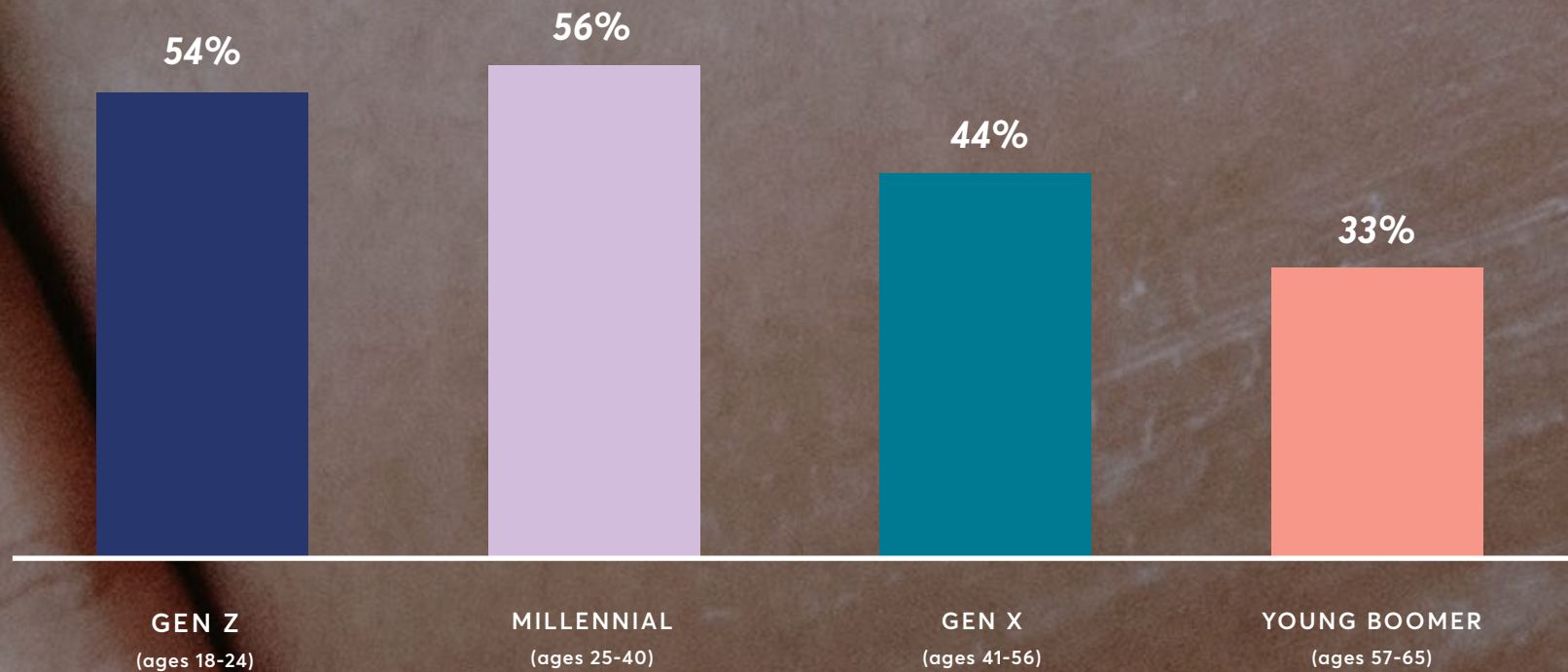
# 48%

of Americans have prioritized skincare over the past year

# 35%

of Americans look to beauty establishments for guidance on their skincare routines

# Gen Z and Millennials are prioritizing skincare more than other generations



Percentage who agree skincare has become a priority for them in the past year

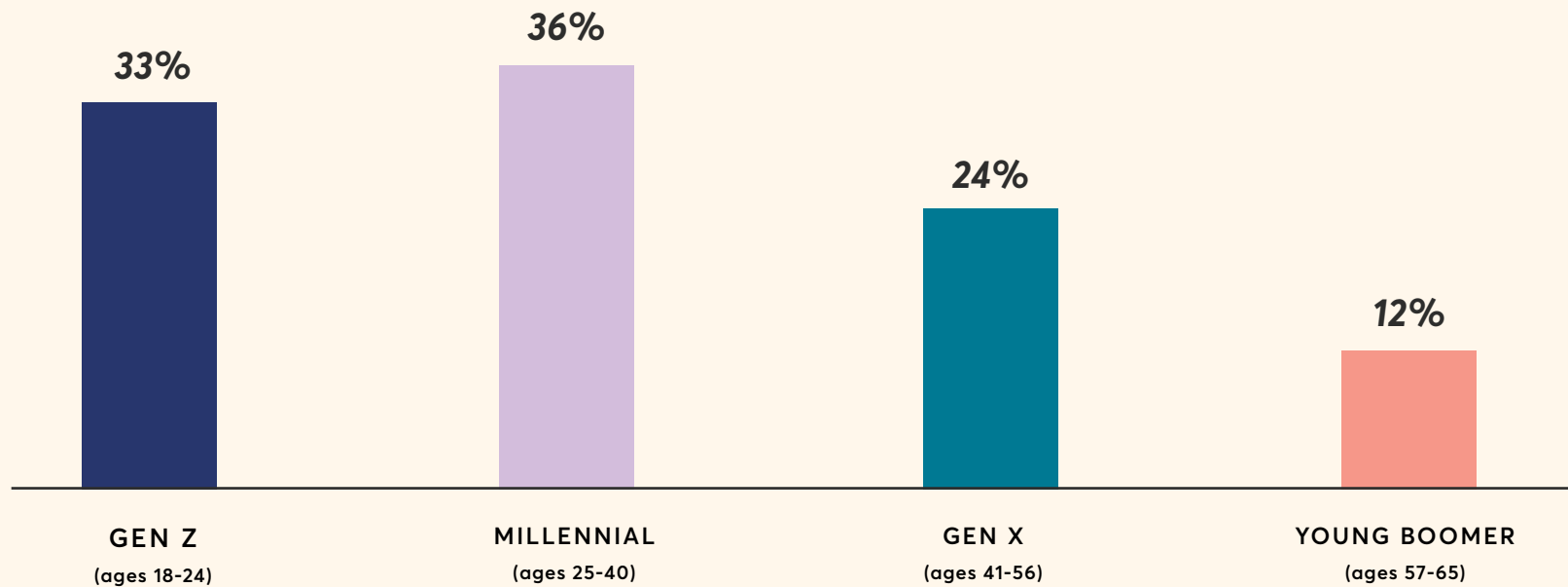


## Another trend on the rise? Facial exercise

Nearly three in ten respondents already do or are interested in toning their face muscles with facial exercises, like face yoga—with almost equal interest from men and women (28% and 29%, respectively). Millennials and Gen Z, specifically, stand out here as potential target markets for this type of education or service.



## Gen Z and Millennials are most interested in facial exercises



Percentage who are interested/have started doing facial exercises for sculpting or toning like FaceGym or face yoga

## TAKEAWAY:

Education is key. Offer skincare education through social media and workshops with your team of experts. These can serve as a gateway to higher revenue, as consumers will look to you for the best professional retail products and will likely seek higher-priced services to take care of their complexion. Strike while the steam is hot! Quickly follow up with attendees for discounts on services and products you mention in the workshops.

When considering marketing your skin-specific services, keep in mind that younger consumers (Gen Z and Millennials) are the most likely to seek out this education. Target accordingly.



HOW MINDBODY  
CAN SUPPORT YOU:

Promote your educational offerings with [Marketing Suite](#).



SECTION  
**05**



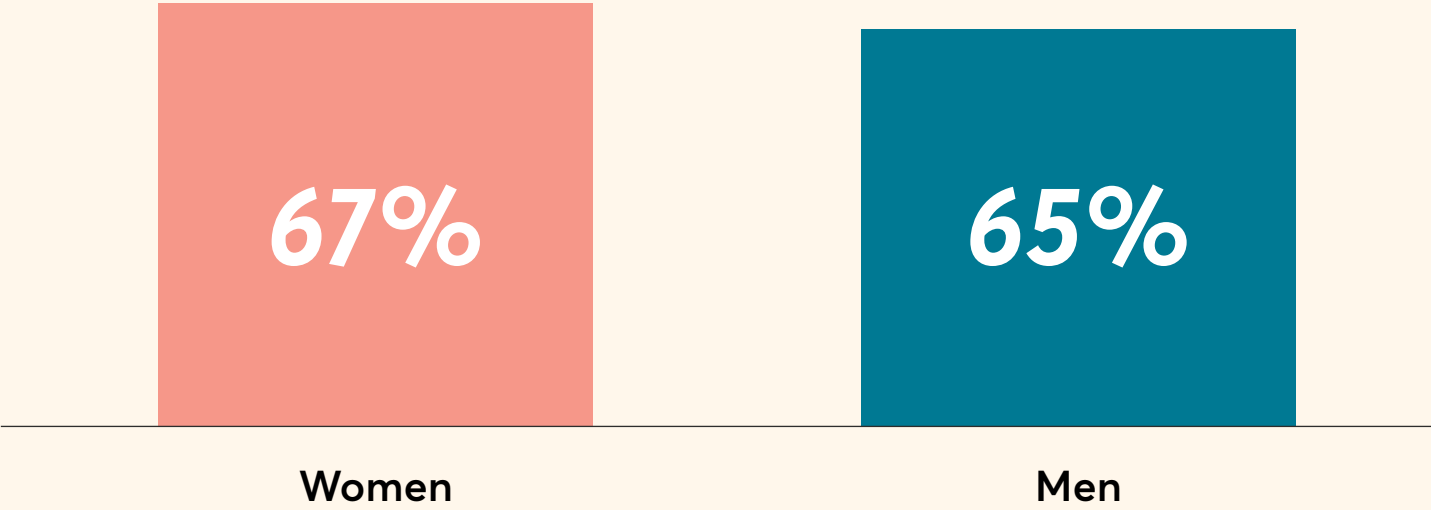
## Immune-supporting offerings are here to stay

It's no surprise the global pandemic sparked an increased interest in improving immune health. Today, over half of Americans want to strengthen their immune system to live a long and healthy life—and a majority are also looking to wellness services or treatments to help.

Services like IV therapy and red-light therapy, which have purported immune-boosting effects, have both seen a 50% increase in adoption since last year. Consumers are going back to basics with nutrition, too. In fact, nutrition counseling is one of the top overall wellness services.



# Women and men seek immune-supporting services almost equally



Percentage who are interested in trying/have tried new services or treatments that support immune health

## TAKEAWAY:

Tune into immune! With well over half of Americans having tried or interested in trying services/treatments that support immune health, these services can be an easy way to boost revenue without adding to the current workload of your staff.

So, if you're not already offering immune-supporting services, now might be the time to add them to your offerings. Depending on your customer base, this may look like workshops or educational events focused on nutrition, sleep, stress reduction, and self-care. Other businesses may benefit more from the addition of IV therapy and red-light therapy—both of which require little staff output.



HOW MINDBODY  
CAN SUPPORT YOU:

Upgrade or add  
new equipment  
with the help  
of **Mindbody  
Capital.**

2022 is shaping up  
to be a great year  
for the beauty and  
wellness industry.

Consumers are more eager than ever to make grooming and wellness a priority in their lives, and it's up to you to create the most innovative ways for them to achieve it. We'll be watching, and we'll keep innovating to help you bring it to life, too.

# Trusted by the biggest brands

Leading wellness business enterprises in over 150 countries count on Mindbody to help them manage and expand their operations.



## About Mindbody

Mindbody is the leading wellness experience software platform for the fitness, wellness, and beauty industries. Tens of thousands of fitness studios, salons, spas, and integrated health centers worldwide—from the newest entrepreneurs to the largest franchises—use Mindbody’s integrated software and payments platform to run, market, and grow their businesses. Consumers use Mindbody to more easily find, engage, and transact with wellness providers in their local communities and around the world.

## About the Mindbody research team

Mindbody Research & Insights is a diverse and experienced team of market and user researchers, with deep expertise in advanced quantitative methods, qualitative, and mixed research methodologies. The team brings together MBAs, economists, behavioral and social scientists, and international specialists. With broad skills in both consumer and business research and decades of collective industry experience, the team delivers high-impact research in both domestic and international markets to help position Mindbody as an industry leader.



For more information on the Mindbody Wellness Index, visit  
[mindbodyonline.com/wellness-index](https://mindbodyonline.com/wellness-index)

