



Salon Trends in America

2020 Mindbody
Wellness Index





A letter from us

Being healthy means achieving a complete state of physical, mental, and social well-being—and it takes wellness to get there.¹

“Wellness” isn’t a box to check or destination to reach. It’s an ongoing journey toward a healthier mind and body. With choices, goals, drive.² And the path is different for everyone.

While wellness is multidimensional and hits many areas—including emotional, intellectual, spiritual, environmental, social, and occupational—in this report, we focus on beauty and grooming, and how they support overall wellness.

We asked more than 20,000 Americans from major US cities about their beauty and grooming habits. Which services are most popular for women? Which grooming services are most popular with men? How do generations come into play? What do people want to try next? We even measured boutique beauty business success factors. We’ll go into all that and more.

Let’s bring the world closer to wellness. Together.

Love, Mindbody

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01

Beauty and grooming across America

Which cities "make up" the top?

MOST LIKELY TO BE SEEN AT THE SALON

**Los Angeles,
California
&
Miami,
Florida**

67% of residents get services
at least four times a year

LEAST LIKELY TO BE SEEN AT THE SALON

**Tulsa,
Oklahoma**

45% of residents get services
at least four times a year



Haircuts—the original salon service

A LITTLE MORE OFF THE TOP

Colorado Springs, Colorado

84% of those who get services regularly got at least one haircut last year

LONG HAIR, DON'T CARE

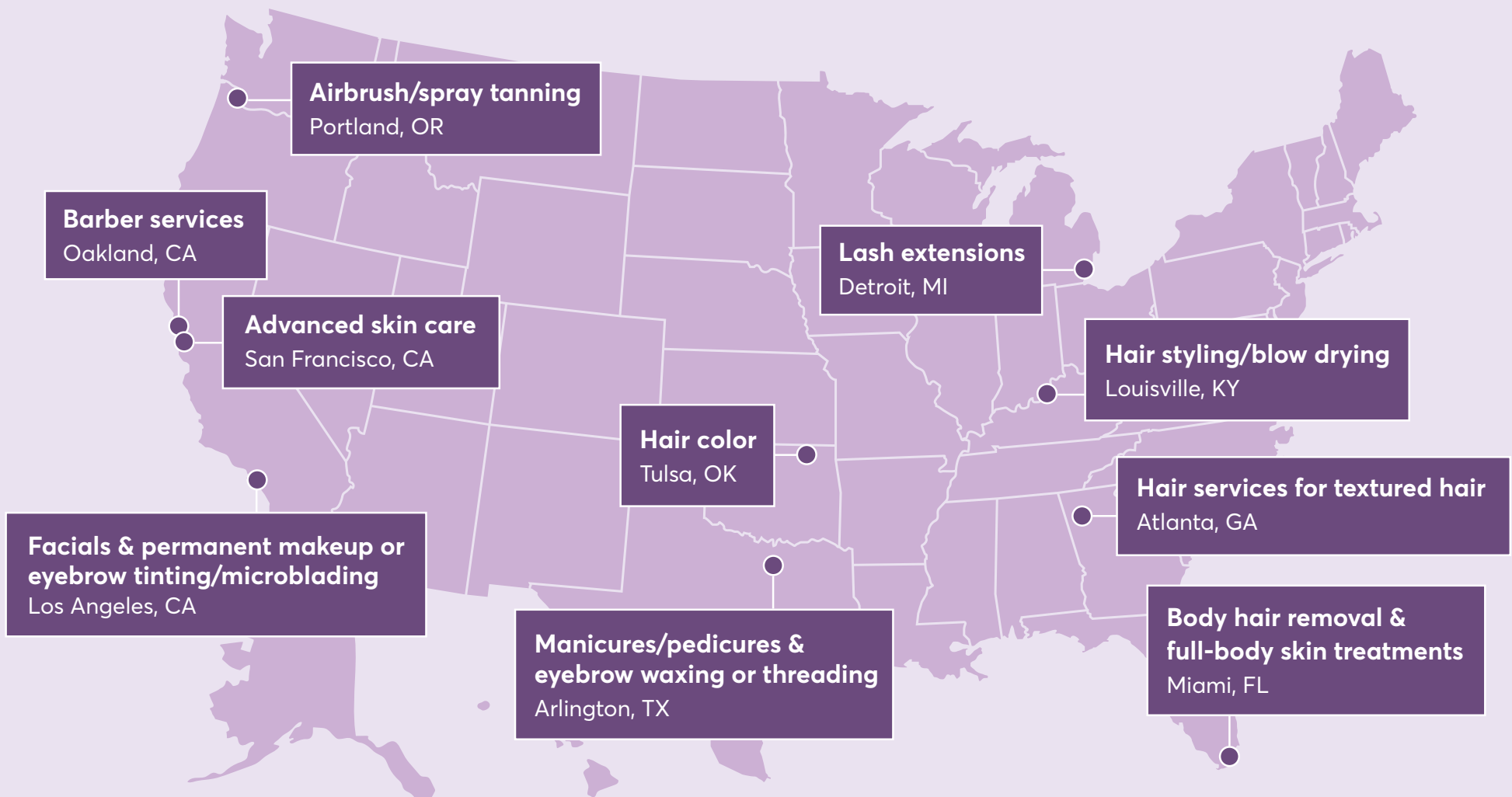
Memphis, Tennessee

49% of those who get services regularly got at least one haircut last year

Who's doing what, and where?

These cities have the highest percentage of residents booking these services

(Among those who get beauty services four times a year or more)





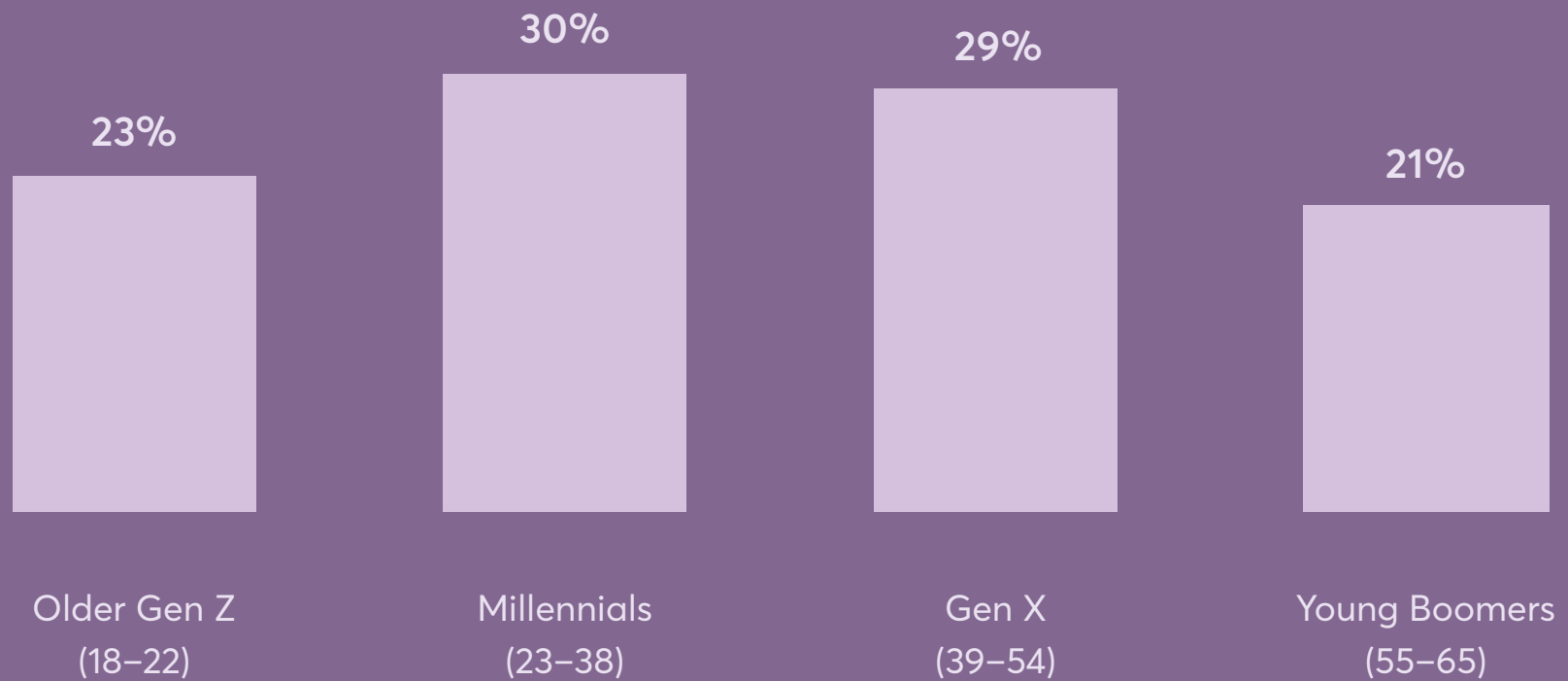
On average, women
get 7.8 services a year.

Men? 10.0 services.

Women spend an
average of \$43 a month,
while men spend \$39.



Millennials and Gen X spend the most on beauty and grooming...



Percent spending \$51 or more monthly on beauty and grooming services

...and get in the most
salon visits per year.

8

Older Gen Z
(18–22)

9

Millennials
(23–38)

9

Gen X
(39–54)

6

Young Boomers
(55–65)

Average number of beauty and grooming services a year

Takeaway #1

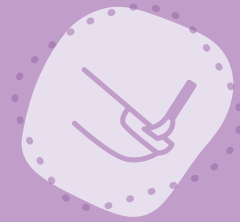
Everyone loves a salon trip—what you book might change depending on where you live.



02

America's favorite beauty routines

'cures and cuts and colors.



**Women get more manis/
pedis than haircuts.**

(but just a cut above at 71% vs 70%)

Women's top beauty services:*

01. Manicures/pedicures (71% tried this year)
02. Hair cutting (70%)
03. Hair color (55%)
04. Hair styling/blow drying (53%)
05. Eyebrow waxing or threading (46%)
06. Facials (32%)
07. Body hair removal (32%)
Waxing, laser hair removal, sugaring, etc.
08. Hair services for textured hair (21%)
Strengthening, Brazilian blowout, weaves, etc.
09. Lash extensions (17%)
10. Airbrush/spay tanning (13%)

*Among those who get services at least four times a year





Nearly a quarter of men
who get services regularly
get facials and manis/pedis.

Men's top beauty services:*

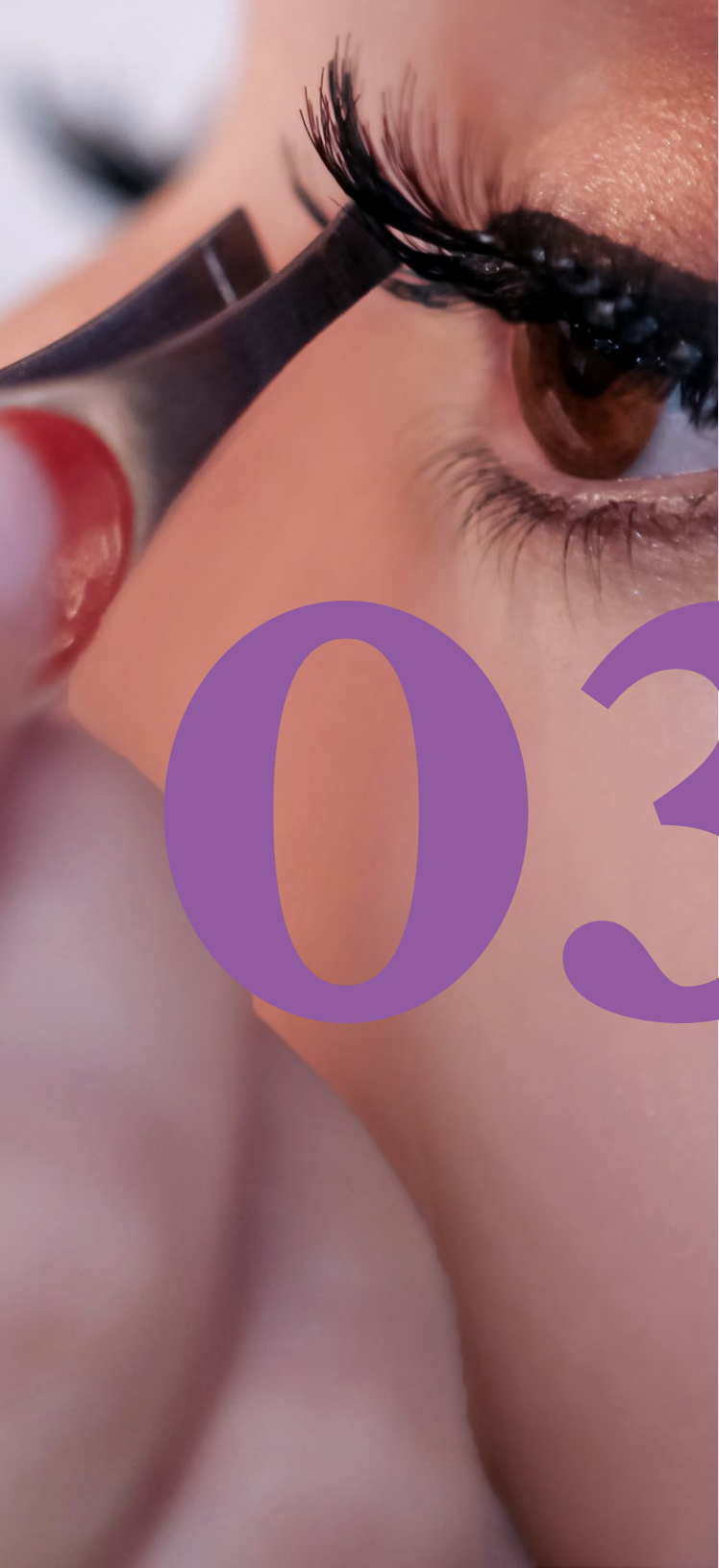
01. Hair cutting (67% tried this year)
02. Barber services (53%)
03. Facials (22%)
04. Manicures/pedicures (21%)
05. Hair styling/blow drying (18%)
06. Hair color (15%)
07. Body hair removal (13%)
Waxing, laser hair removal, sugaring, etc.
08. Full-body skin treatments (11%)
Mud wraps, detox body wraps, etc.
09. Eyebrow waxing or threading (10%)
10. Advanced skin care (10%)
Laser treatments, microneedling, dermalinfusion, peels, etc.

*Among those who get services at least four times a year



Takeaway #2

It's not just about haircuts—women and men also love facials, manis/pedis, and hair removal services.



03

2020 vision: What's next

Here's what's gonna be big
this year.

A woman with vibrant red hair styled in a bun and wearing glasses is styling a man's hair. The man is seated in a black barber chair, wearing a black protective cape. The woman is standing behind him, focused on her work. The setting is a modern barbershop with a brick wall, large mirrors, and a wooden countertop. In the background, another person is visible working at a station. The overall atmosphere is warm and professional.

**Good vibes for
every body**

What do Americans want to try next (the most)?



Facials



Full-body
skin treatments



Advanced
skin care



Beauty and grooming services **Older Gen Z** wants to try next:

01. Facials
02. Full-body skin treatments
Mud wraps, detox body wraps, etc.
03. Advanced skin care
Laser treatments, microneedling, dermalinfusion, peels, etc.
04. Body hair removal
Waxing, laser hair removal, sugaring, etc.
05. Lash extensions

Beauty and grooming services **Millennials** want to try next:

01. Full-body skin treatments

Mud wraps, detox body wraps, etc.

02. Facials

03. Advanced skin care

Laser treatments, microneedling, dermalinfusion, peels, etc.

04. Body hair removal

Waxing, laser hair removal, sugaring, etc.

05. Lash extensions





Beauty and grooming services **Gen X** wants to try next:

- 01. Full-body skin treatments**
Mud wraps, detox body wraps, etc.
- 02. Facials**
- 03. Advanced skin care**
Laser treatments, microneedling, dermalinfusion, peels, etc.
- 04. Body hair removal**
Waxing, laser hair removal, sugaring, etc.
- 05. Lash extensions**

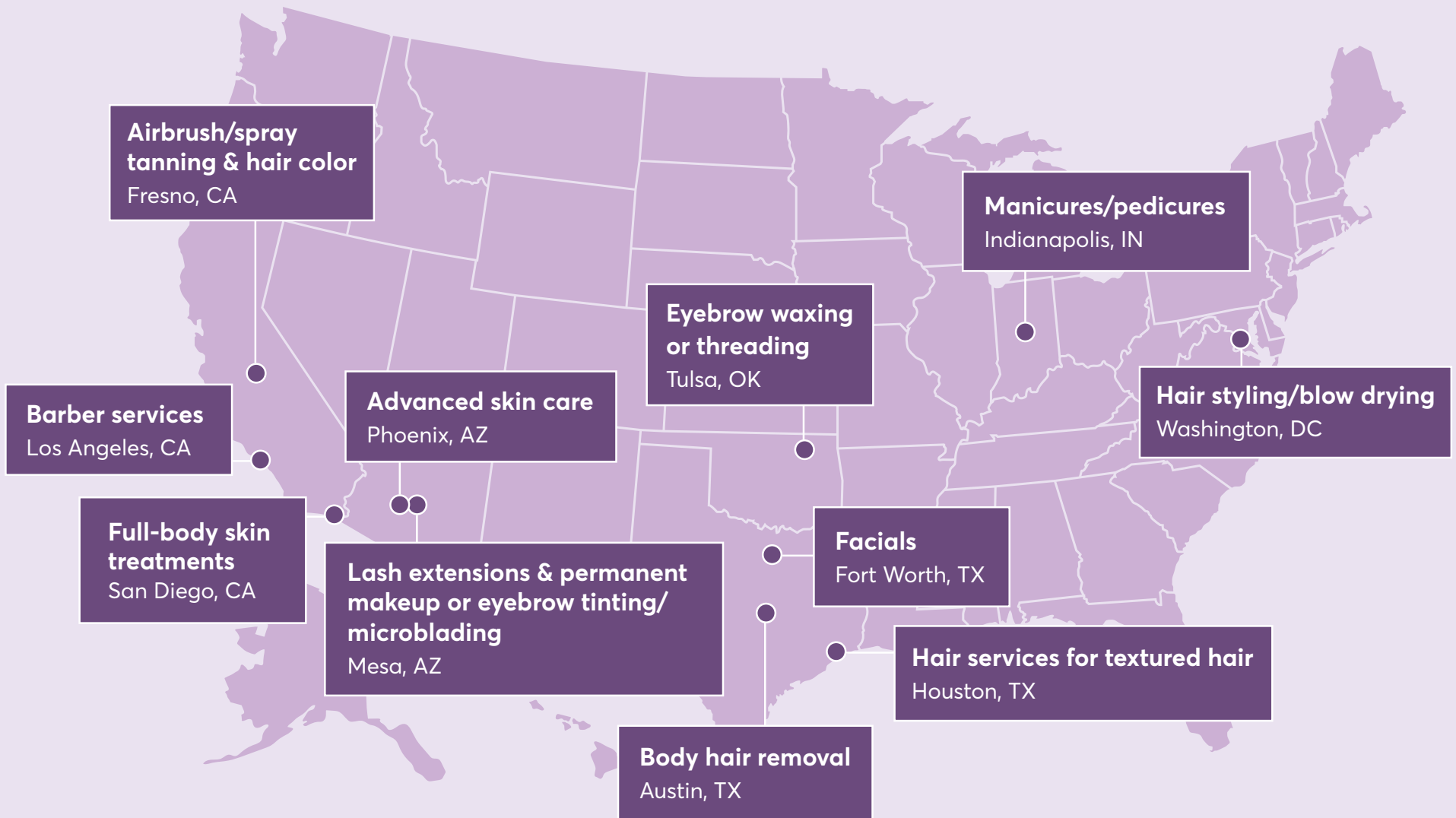
Beauty and grooming services **Young Boomers** want to try next:

01. Facials
02. Full-body skin treatments
Mud wraps, detox body wraps etc.
03. Advanced skin care
Laser treatments, microneedling, dermalinfusion, peels, etc.
04. Manicures/pedicures
05. Permanent makeup or eyebrow tinting/microblading



Popular services, eager cities

Who's most excited to try these trends?



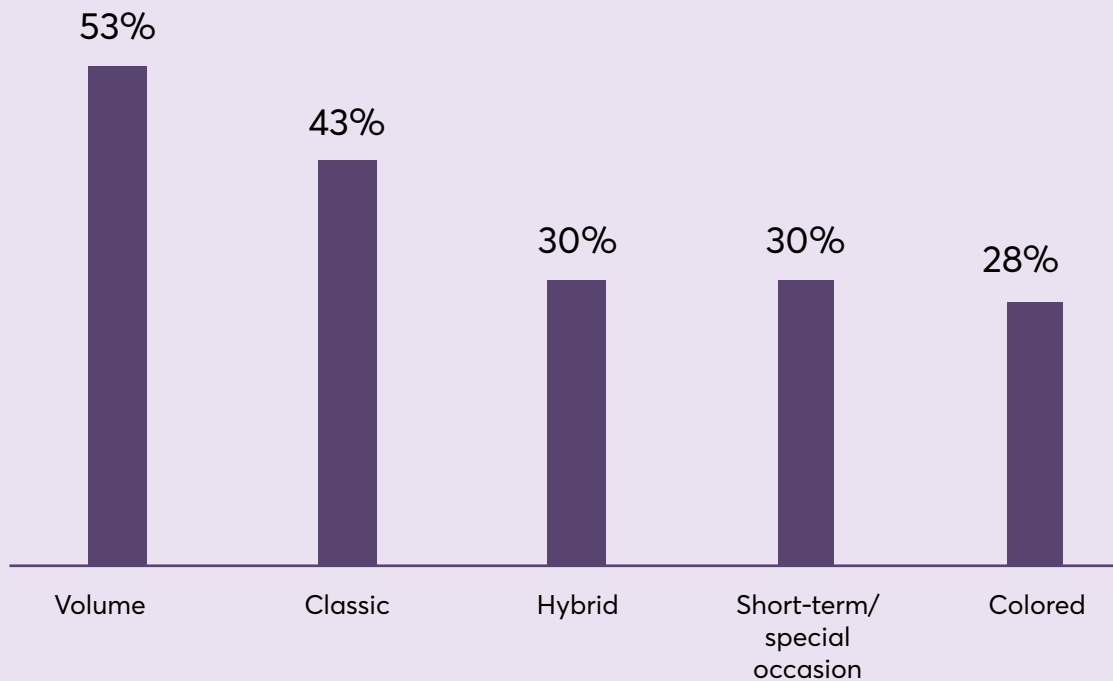
Lashin' is in fashion

In 2020, Americans are somewhat to very interested in trying:

01. Lash extensions (43%)
02. Lash tinting (38%)
03. Lash lift/perm (36%)



Popular lash extensions Americans want to try in 2020



Of those interested in trying lash extensions

Most popular lashes
people get today:

01.

Synthetic

02.

Silk

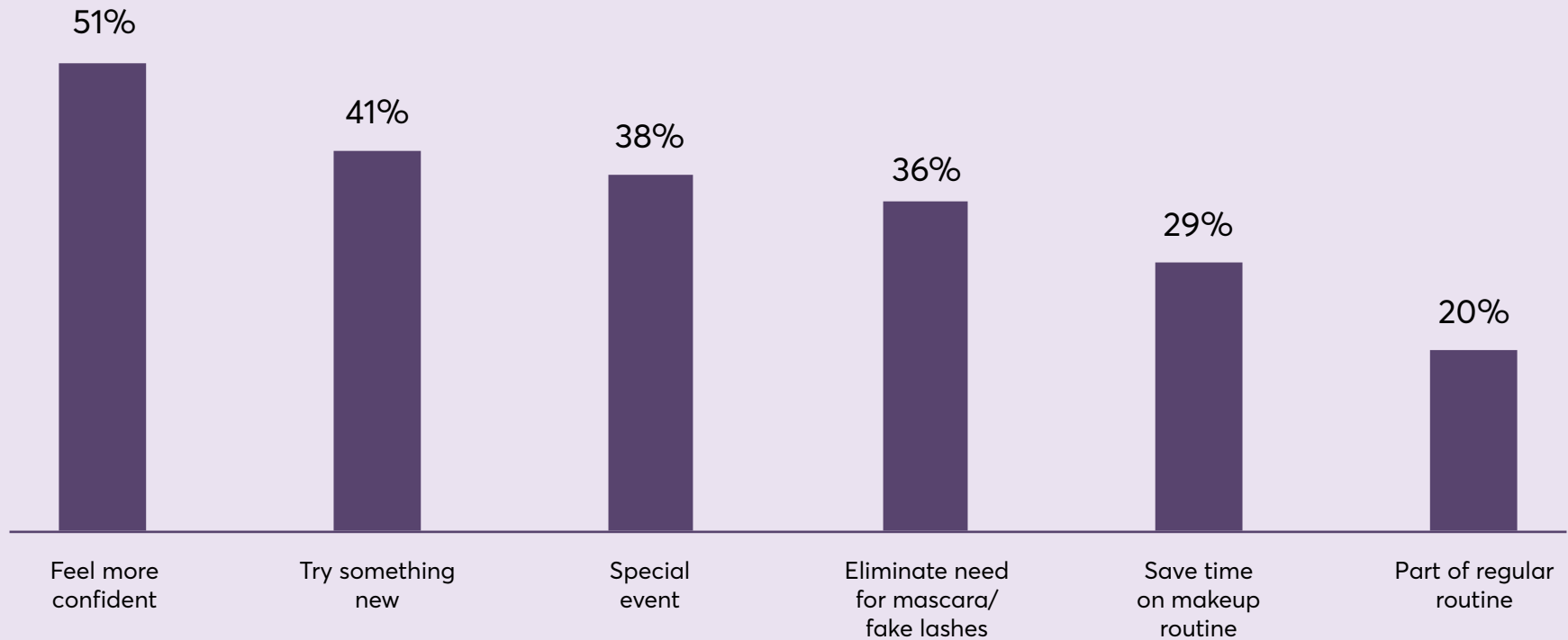
03.

Animal fur

The lash people want to
try most, though? **Silk.**

Top motivations for lash treatments

More lash, more confidence



Takeaway #3

From lash extensions to full-body skin treatments,
there's something for everyone to try next.



04

Why beauty and grooming matters

It's about more than just the killer looks.

Beauty and grooming is good for the mind, body, and soul

Like we said in our opening letter, wellness is a journey—and beauty and grooming is a key part of that. The more people take care of themselves, the more connected they feel to their family, friends, and community. They feel happier, too.

[How does beauty and grooming affect multiple dimensions of wellness? >](#)



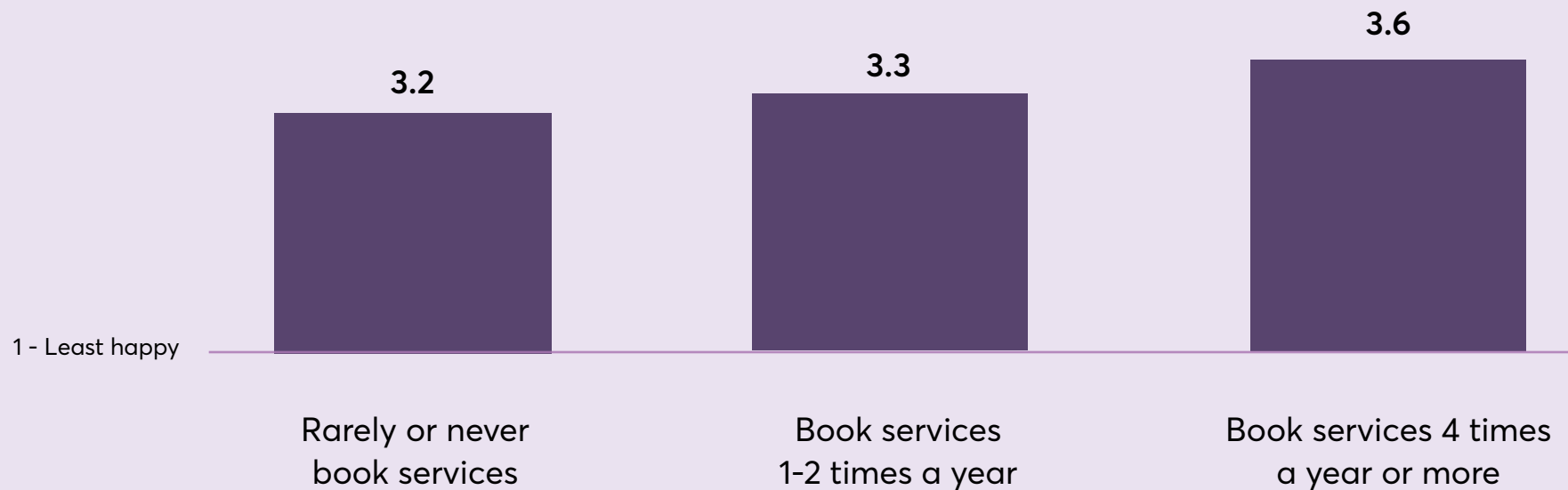
Emotional wellness

is all about acknowledging and properly managing your feelings. Whether you're reflecting on your day during a full-body wrap, venting to your stylist, or just treating yourself to a mani/pedi, beauty and grooming services can bring you joy.

That facial can help you put on a happy face. People who book more beauty and grooming services tend to be happier.

More beauty and grooming services, more happiness

5 - Most happy



1 - Least happy

Mean score based on a 5-point scale



Social wellness

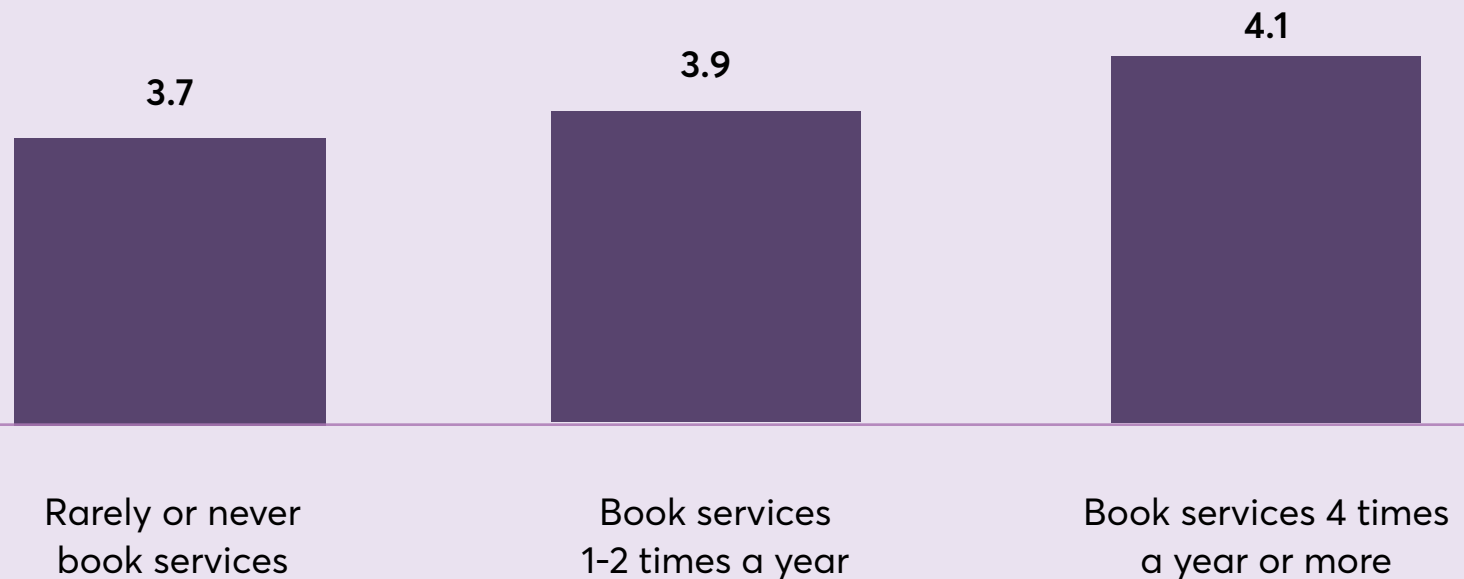
focuses on connecting with friends, family, and community. Those who slay together, stay together.

On average, people who get more beauty and grooming services report having closer relationships with friends and family.

People who book more services tend to be closer with friends and family

5 - Very close with friends and family

1 - Not close with friends and family



Mean score based on a 5-point scale

People who book more services say they're closer with their community

5 - Very connected with community



1 - Not connected with community

Mean score based on a 5-point scale

Takeaway #4

People who regularly get beauty and grooming services score higher on their social and emotional wellness.



05

Key takeaways

A recap of our takeaways—and where to find the best beauty and grooming services near you.

Here's what we learned:

- 01.** Everyone loves a salon trip—what you book might change depending on where you live.
- 02.** It's not just about haircuts—women and men also love facials, manis/pedis, and hair removal services.
- 03.** From lash extensions to full-body skin treatments, there's something for everyone to try next.
- 04.** People who regularly get beauty and grooming services score higher on their social and emotional wellness.

Ready to feel amazing?

Embrace your wellness with a trip to the salon.

Find the best beauty and grooming services near you at mindbody.io or on the Mindbody app.





06

Glossary (and some extra stats)

More words and numbers? Count us in.

Note: Percent wanting to try a service are among those who get services and are interested.

Advanced skin care: Refers to laser treatments, microneedling, dermalinfusion, peels, etc. Laser treatments use short pulses of carbon dioxide or erbium light energy to reduce wrinkles or other blemishes (like acne scars) on the face and neck. Microneedling involves inserting tiny needles into the skin to produce collagen. It's used to treat fine lines, wrinkles, and acne scars. A peel is a chemical exfoliation that uses a mix of acids to dissolve dead skin cells which, depending on the acid percentage, may flake off. 33% of women and 23% of men want to try advanced skin care.

Airbrush/spray tanning: Spray tanning involves stepping into a booth that sprays the body head to toe with mist. An airbrush tan—often used interchangeably with spray tanning—usually only requires one session, lasts 7–10 days, and takes less time than a regular tanning session. 9% of women and 9% of men want to try it.

Barber services: Refers to grooming services like trimming, cutting, coloring, or shaping hair. This can also include facial hair maintenance, customized shaves, and mustache styling. 2% of women and 15% of men want to try barber services.

Body hair removal: Includes waxing, laser hair removal, sugaring, etc. Waxing is the removal of body hair with warm wax, which is then pulled away with a paper strip. The

amount of time it takes for the hair to grow back depends on the person. Laser hair removal eliminates hair with a concentrated beam of light. Multiple treatments are usually required for effective hair removal. Sugaring pulls hair from the roots with a paste made of lemon, water, and sugar. 24% of women and 19% of men want to try body hair removal.

Eyebrow waxing or threading: The removal of eyebrow hair with warm wax, which is then pulled away with a paper strip. Eyebrow threading involves twisting a thread to remove hair directly from the follicles to shape the brow. 10% of women and 8% of men want to try eyebrow waxing or threading.

Facials: Includes masks and extractions that cleanse, exfoliate, and moisturize the skin. 38% of women and 28% of men want to try it.

Full-body skin treatments: A treatment that starts with exfoliating to remove dead skin cells, applying oil and ingredients, and tightly wrapping the body in plastic, blankets, or bandages. A detox wrap usually uses mud, clay, or algae to remove toxins. 40% of women and 27% of men want to try full-body skin treatments.

Hair color: The coloring of hair. Recent trends include ombré looks achieved with Balayage. 15% of women and 16% of men want to try it for the first time.

Hair services for textured hair: Includes strengthening, Brazilian blowouts, weaves,

etc. These services help people achieve their hair texture and volume goals. 12% of women and 9% of men want to try these hair services.

Hair styling/blow drying: An increasingly popular service, thanks to the rise of dry bars and other boutique beauty businesses. 9% of women and 11% of men want to try it.

Lash extensions: The application of individual hairs to natural lashes with a bonding adhesive to enhance length and fullness. Extensions last as long as the natural lash and shed every few weeks. 45% of women and 24% of men are somewhat to very interested in trying lash extensions services in 2020.

Manicures/pedicures: The treatment of nails. Can include intricate nail designs, gels, tips, or acrylics. 11% of women and 21% of men want to try manicures/pedicures.

Permanent makeup or eyebrow tinting/microblading: Permanent makeup is a form of tattooing—usually to replace eyeliner, brow tint, or lip liner. Eyebrow tinting uses a vegetable-based, semi-permanent hair dye to darken, shape, and thicken the brows, and add definition to the face. Microblading is a procedure that deposits semi-permanent pigment into the skin with hair-like strokes. The result is brows that look full, yet natural. 21% of women and 6% of men want to try these services.



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1. World Health Organization. "Constitution." <https://www.who.int/about/who-we-are/constitution>. Accessed December 2019.
2. Global Wellness Institute. "What Is Wellness?" <https://globalwellnessinstitute.org/what-is-wellness/>. Accessed December 2019.