



Spa 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 spa services, and how they support overall wellness.

We asked more than 20,000 Americans from major US cities about their use of spa services. Which services are most popular for women? Which spa services are men loving most? How do generations come into play? What do people want to try next? We’ll go into all that and more.

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

Love, Mindbody

Table of contents

01. Spa life across America
02. America's favorite spa services
03. 2020 vision: What's next
04. Wellness experiences and events
05. Key takeaways
06. Glossary (and some extra stats)



01

Spa life across America

Ahhmerica.

MOST LIKELY TO BE SPOTTED AT THE SPA

Miami, Florida

85% of residents booked at least one spa service in the past year

LEAST LIKELY TO BE SPOTTED AT THE SPA

Milwaukee, Wisconsin

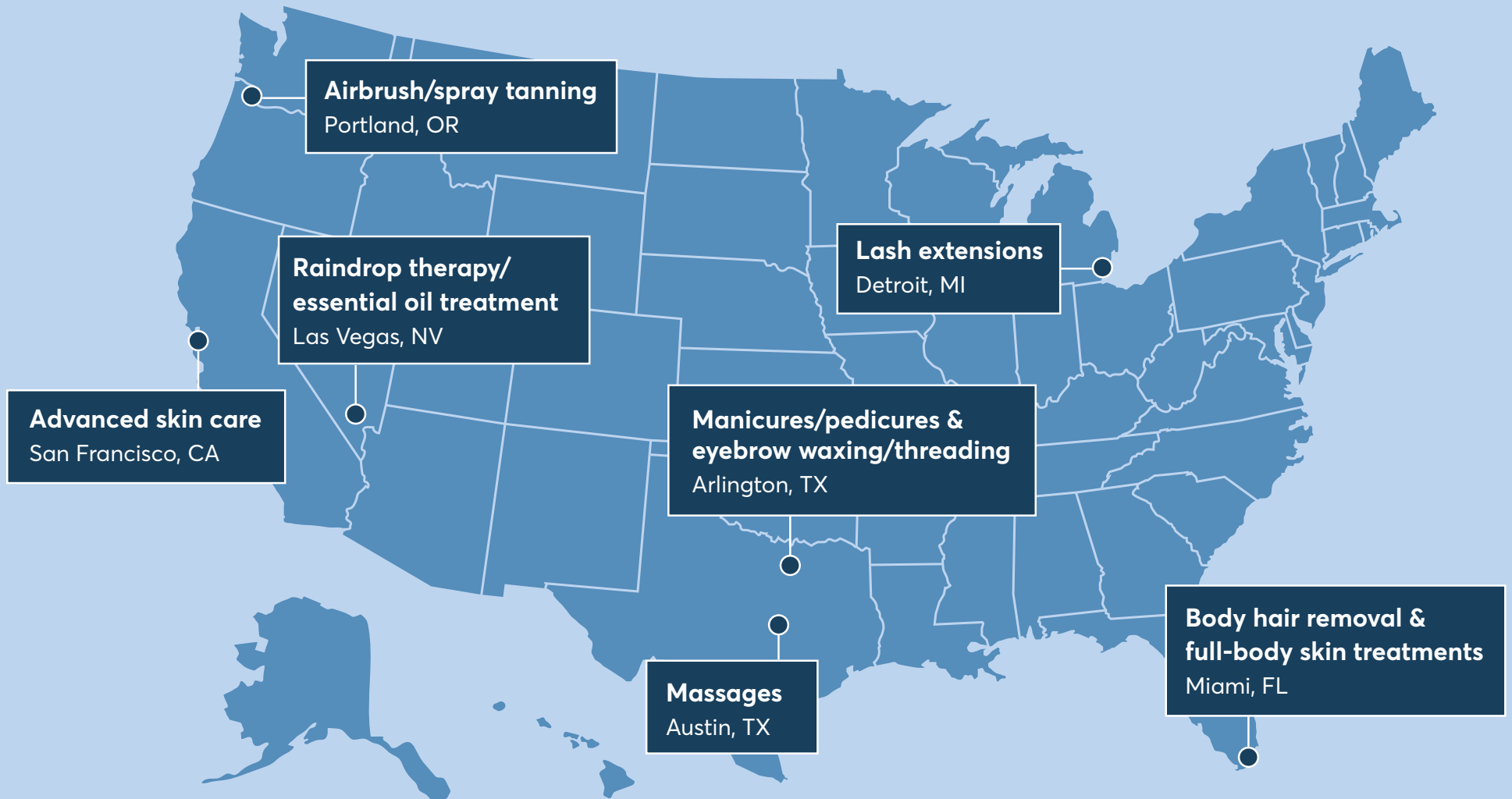
60% of residents booked at least one spa service in the past year



Who's doing what, and where?

These cities have the highest percentage of residents booking these services

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



Miami might go the most... but Los Angeles loves (and books) a lot.

LA residents book these spa services more than any other city:

Facials

Permanent makeup
or eyebrow tinting/
microblading

Reflexology

Hydrotherapy

Infrared sauna

A photograph of the Hollywood sign on a hill, with a radio tower visible in the background. The sign is white and set against a backdrop of green and brown vegetation. The sky is clear and blue.

HOLLYWOOD

Takeaway #1

Spas are where it's at—especially in Miami and LA.



02

America's favorite spa services

Let's face it—everyone has a favorite.



**Women get more
eyebrow waxing/threading
services than facials.**

Women's top spa services:*

01. Manicures/pedicures (71%)
02. Massages (70%)
03. Eyebrow waxing/threading (46%)
04. Facials (32%)
05. Body hair removal (32%)
06. Lash extensions (17%)
07. Reflexology (13%)
08. Airbrush/spray tanning (13%)
09. Full-body skin treatments (11%)
10. Hydrotherapy (9%)

*Among those who get four services a year or more





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

Men's top spa services:*

01. Massages (60%)
02. Facials (22%)
03. Manicures/pedicures (21%)
04. Reflexology (14%)
05. Hydrotherapy (14%)
06. Body hair removal (13%)
07. Full-body skin treatments (11%)
08. Infrared sauna (11%)
09. Eyebrow waxing/threading (10%)
10. Raindrop therapy/essential oil treatment (8%)

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



Takeaway #2

Massages, manis/pedis, and facials are some of the most popular services.



2020 vision: What's next

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

A hand is shown holding a glass bottle, tilted so that a single, large drop of amber-colored liquid is falling from its tip. The background is dark, and in the foreground, the blurred skin of a human back is visible, suggesting a spa or wellness setting. The text "Good vibes for every body" is centered in the image.

**Good vibes for
every body**

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



**Full-body
skin treatments**



Facials



**Advanced
skin care**



Spa services **Older Gen Z (18-22)** 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. Massages**

Spa services **Millennials** (23-38) 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. Hydrotherapy





Spa services **Gen X** (39-54) 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. Reflexology**
- 05. Hydrotherapy**

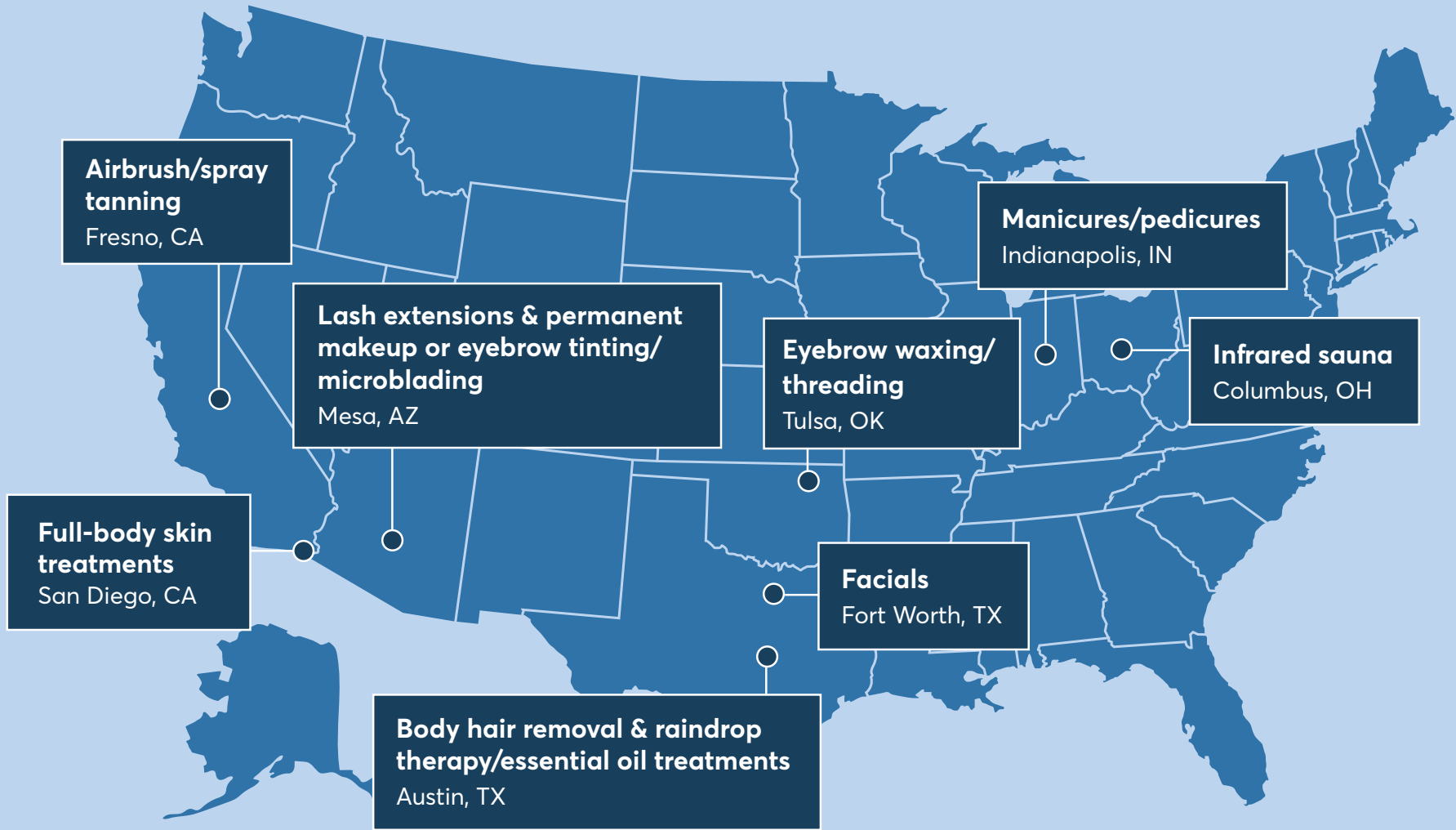
Spa services **Young Boomers (55-65)** want to try next:

01. Facials
02. Full-body skin treatments
Mud wraps, detox body wraps etc.
03. Advanced skin care
Laser treatments, microneedling, dermalinfusion, peels, etc.
04. Reflexology
05. Massages



Which services are trending?

And who's most excited to try them?



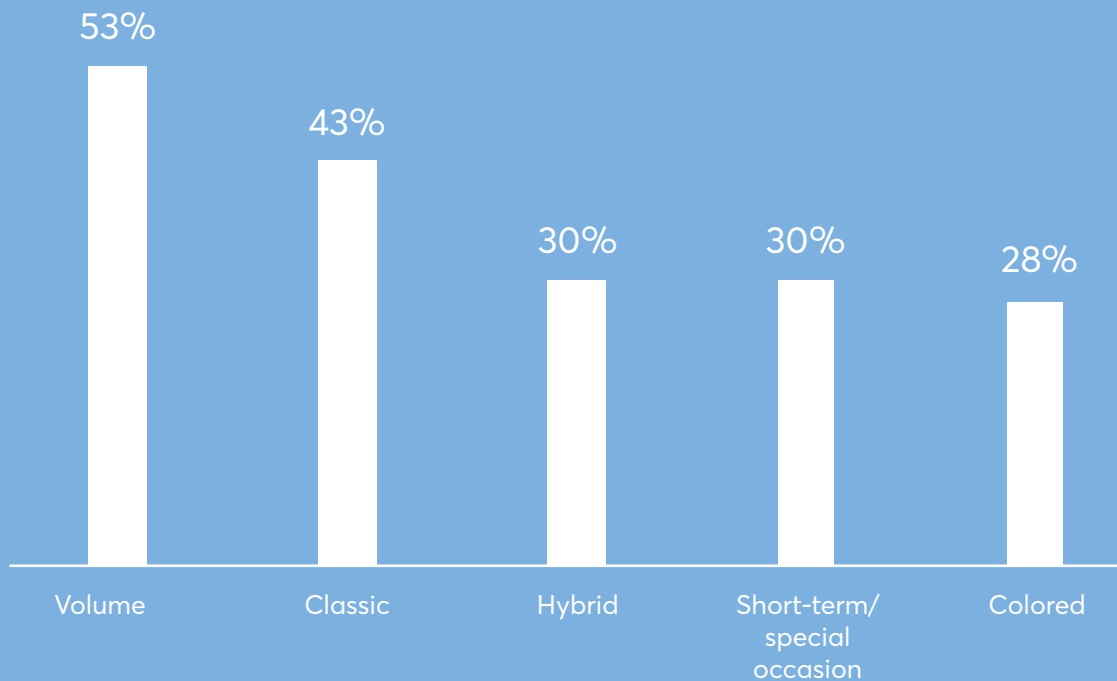
Lashin' is in fashion

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

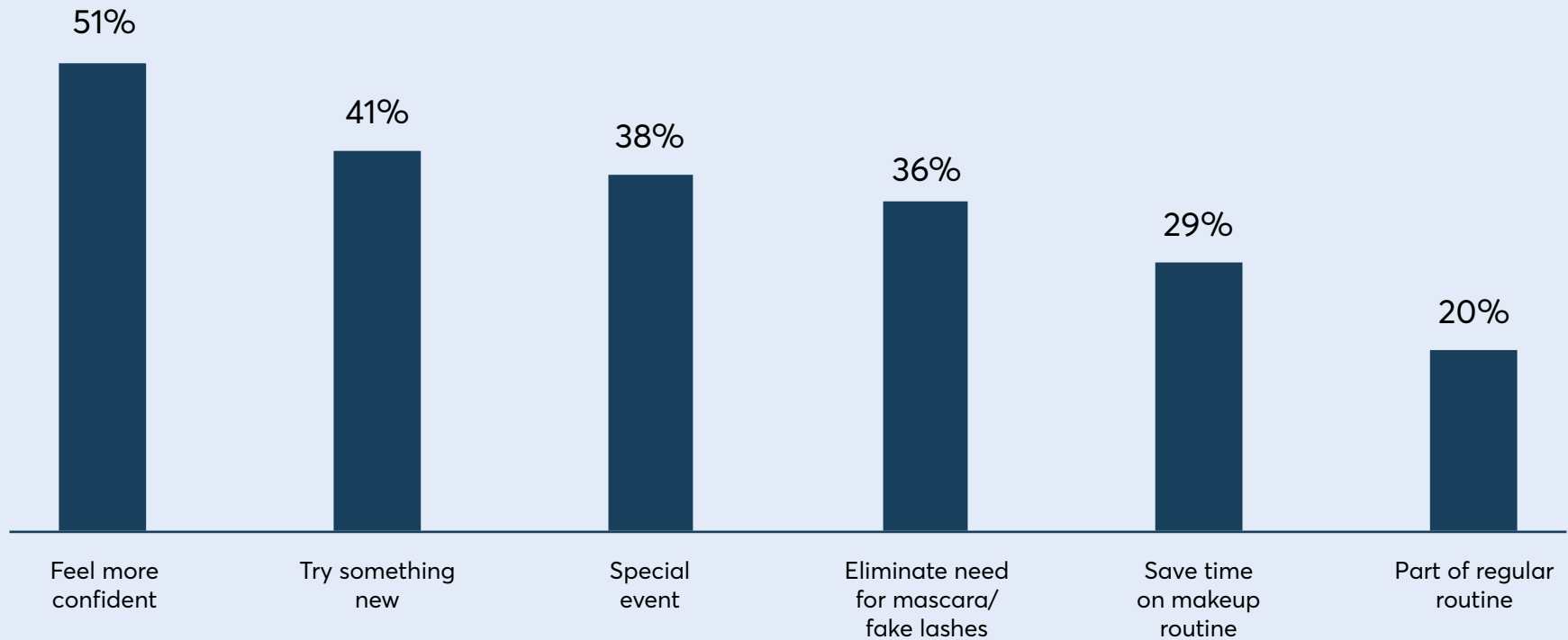
03.

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 reflexology, there's something for everyone to try next.



04

Wellness experiences and events

(Re)treat yourself.

Wellness is more than just a break from your busy day.

It's an event all its own. Americans plan entire getaways
around wellness services—even ones their local spa has.



Wellness retreats and travels

42%

prefer spending money on
experiences over possessions

39%

say they're more likely to
vacation if there's a wellness
component to the trip

30%

book beauty services when they
travel half the time or more

20%

book wellness services when
they travel half the time or more





20%

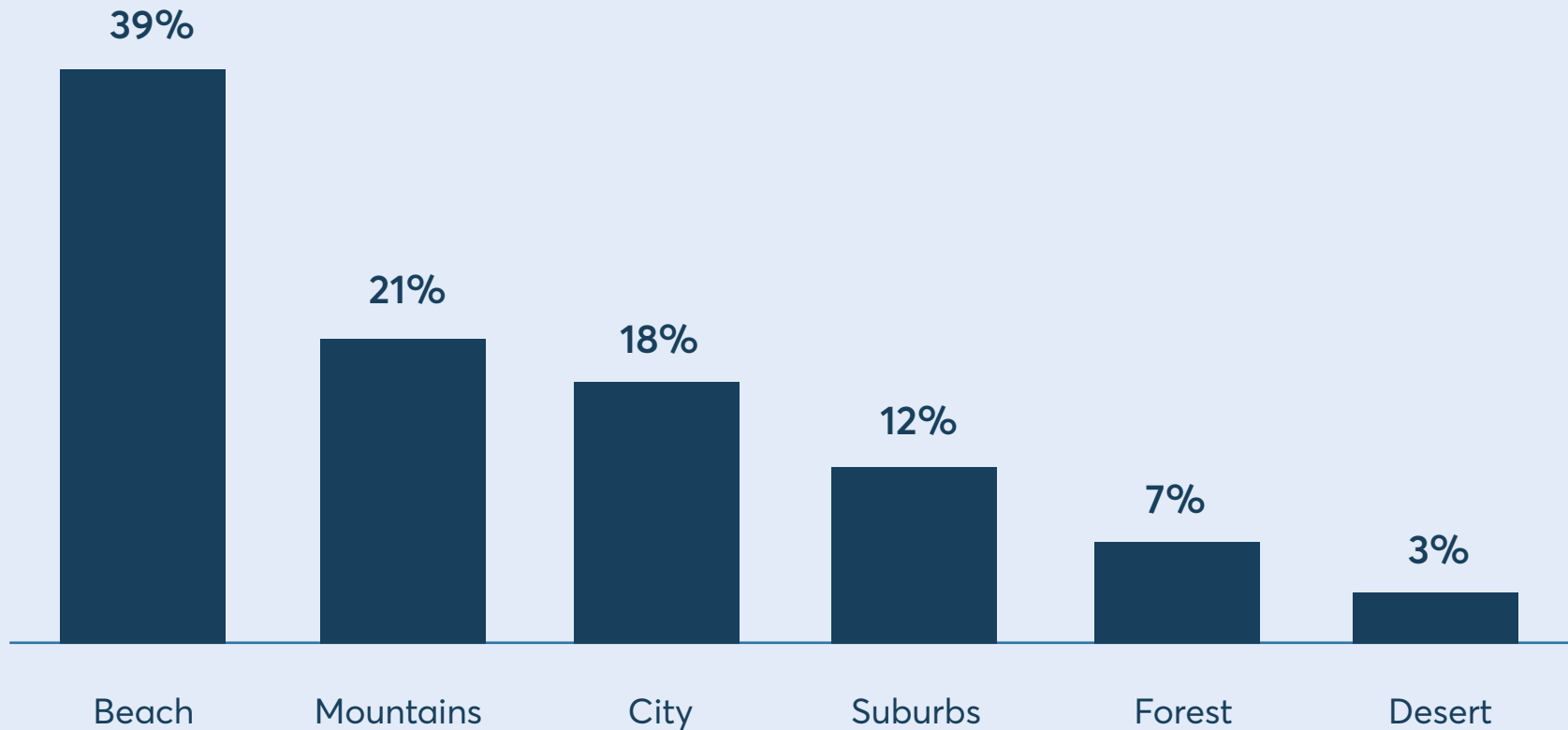
say they went to a
spa retreat last year

24%

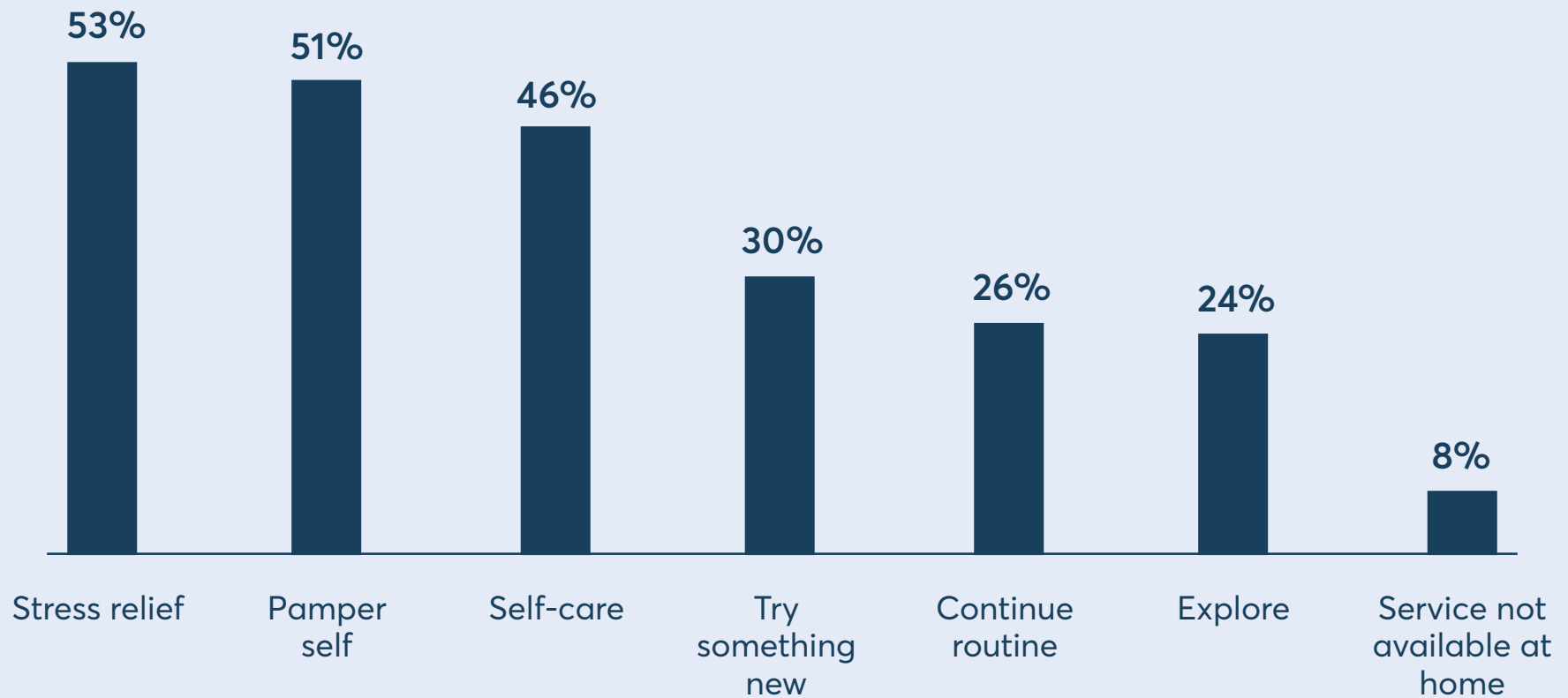
want to try a spa retreat in 2020

Their favorite place for wellness events?

Beach, please



Stress relief is the top motivator in booking wellness services when traveling



Takeaway #4

Americans want to experience wellness in new ways—
and they're willing to travel to do so.



05

Key takeaways

A recap of our takeaways—and how to find the best spa services near you.

Here's what we learned:

- 01.** Spas are where it's at—especially in Miami and LA.
- 02.** Massages, manis/pedis, and facials are some of the most popular services.
- 03.** From lash extensions to reflexology, there's something for everyone to try next.
- 04.** Americans want to experience wellness in new ways—and they're willing to travel to do so.

Ready to feel amazing?

Embracing your wellness starts with
a spa trip.

Find the best spa 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.

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/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.

Hydrotherapy: The use of ice, steam, or cold or hot water to reduce pain. It can also involve exercising in water to strengthen weak muscles. 21% of women and 19% of men want to try it.

Infrared sauna: A sauna that uses light to create heat and directly warms the body, rather than the air around the person. It has similar effects to moderate exercise, like increased heart rate and sweating, but at a lower temperature than a regular sauna. It can also treat chronic health problems. 14% of women and 14% 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. Exten-

sions 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.

Massages: The kneading of muscles and other soft body tissue to ease stiffness or pain—usually to reduce stress and anxiety. 17% of women and 21% of men want to try one for the first time.

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.

Raindrop therapy/essential oil treatments: A combination of reflexology, aromatherapy, massage, and essential oils. Treatments are gently applied to the spine and feet to promote relaxation. 18% of women and 10% of men want to try this type of service.

Reflexology: The use of particular pressure points in the hands and feet to increase blood flow and relieve pain. 22% of women and 18% of men want to try it.



To learn more about the Mindbody Wellness Index, and see other reports, visit www.mindbodyonline.com/education/blog/about-mindbody-wellness-index, or email wellnessindex@mindbody.io.

Mindbody makes no express or implied representations or warranties, either oral or written whether arising by law, course of dealing, course of performance, usage, trade or otherwise, all of which are expressly disclaimed.

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.