



Base Year: 2023

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1st edition

MEDICAL SPAS:

U.S. CHANNEL ASSESSMENT

Medical spas have been growing in popularity over the past few years, reflecting the boom in consumers looking to enhance their overall wellness and youthfulness. These outlets including OVME, Ideal Image, and Modern Age offer a unique blend of medical aesthetic treatments such as injectables plus spa and wellness services.

This offering takes an inside look at how the channel has evolved, what makes these outlets attractive, and why professional skin care brands are expanding their field teams to support these outlets.

REGIONAL COVERAGE:

- United States

SCOPE

- Outlets that are owned by a licensed physician or have a licensed medical professional on-site
- Outlets that offer aesthetic non-surgical procedures as well as spa services. Outlets may offer mental health and nutrition services.
- Outlets that use branded professional skin care products as well as their own private label during services and offer products for take-home use
- Includes results from a survey with 150 medical spas

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CHANNEL OVERVIEW

- Trends and developments
- Professional skin care sales evolution 2019-2023
- Number of outlets 2019-2023
- Role of e-commerce
- Snapshots of select medical spa chains
- Forecast through 2028

INSIDE THE MED SPA

A close-up look inside these outlets is based on a survey of 150 medical spas. Key metrics will be provided as illustrated in Table 1.

TABLE 1. ILLUSTRATIVE LIST OF AREAS TO BE SURVEYED

Revenue and growth of channel
Impact of economy on revenues
Service versus skin care sales revenue
Role of social media and marketing activities
Average consumer spend annually on services and skin care product
Skin care concerns of priority
Importance of supplier delivery on training and education, innovative portfolio, customer service, and price/value-added services
Number of services performed per month by type
Best-selling skin care brands
Unmet needs

SUBSCRIBER BENEFITS

This service will assist professional skin care marketers in identifying opportunities and shortfalls that require focus as well as establishing near-term and long-term strategies. These insights help subscribers to:



Strategize on how best to grow sales in this channel



Understand needs of the medical spa channel and areas of growth



Evaluate future partnerships with select outlets

METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives. Our industry expertise is elevated by technology and systematic data collection processes to deliver more predictive and actionable data and insights.

Kline new enhanced forecasting capabilities combines the power of advanced data science techniques and industry expertise to predict future market metrics. We analyze economic, demographic, social media, and consumer trend indicators to identify the factors driving growth. Our algorithms refine predications, and our automated processes provide the latest data for informed decision-making.



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OUR CREDENTIALS

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