

# Multi-Site Skin Care and Wellness Destinations: U.S. Assessment

**Base Year: 2022**

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**1<sup>st</sup> Edition**

As the pandemic waned, a robust hunger for an expanded menu of wellness treatments emerged. While traditional venues for aesthetic treatments such as dermatologists have remained extremely busy, consumers have more options than ever to consider for their beauty and wellness fix. Numerous multi-chain spas and medspas continue to expand and have become havens for wellness, aesthetic, and spa treatments. This report will focus on key trends, developments, and business opportunities for professional skin care brands looking to expand their distribution.

**Regional Coverage:** United States

## SCOPE

- › Evolution and role of outlets
- › Service revenue and number of professional outlets
- › Skin care brands used and sold at outlets
- › Services offerings and price points

**INCLUDES PROFILES OF 25 KEY  
OUTLETS**

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## Introduction

## Market Overview

An overview of the trends and developments of various wellness destinations, their characteristics, opportunities, and future growth.

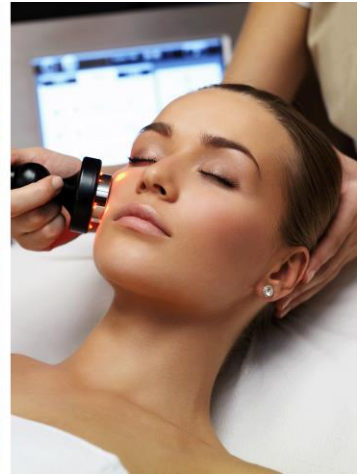
## Outlet Profiles\*

Outlet overview:

- Background, ownership
- Key developments/growth drivers
- Future growth drivers
- Door count
- Revenues: services versus product sales
- Regional presence

Product and treatment portfolio:

- Key professional skin care brands/products offered (back-bar and take-home)
- Key treatments/services offered
- New brands/treatments added
- Price points of various treatments
- Marketing/promotions:
- Discounts
- Memberships
- Merchandising activity



**TABLE 1. ILLUSTRATIVE LIST OF DESTINATIONS TO BE PROFILED**

Med Spas/Derm Clinics	Massage Spas	Aesthetic Facial Bars	Tanning Spas
Alchemy 43	Hand & Stone	Face Gym	Glo Sun Spa
Ever/Body	Lavida	Face Foundrié	Planet Beach
Ideal Image	Massage Envy		
LaserAway	Spavia		
LightRx Face & Body MedSpa	Woodhouse		
Radiance Medspa			
Skin Laundry			
Skin Spirit			
V/O Med Spa			

\* Subject to subscriber requests

## REPORT BENEFITS

This report serves as an excellent resource for marketers of professional skin care products to investigate new outlets. Specifically, this report assists subscribers by offering:

A highly reliable and independent assessment of wellness destination outlets

An understanding of key products and services/treatments offered at these outlets

Opportunities to partner with new outlet types

## 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.

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