

BEYOND THE CHAIR

The Beauty & Bodywork Industry Report

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Hey industry pro, what's the #1 thing clients look for when deciding to book a service? Hint: It's not a service on your menu. Find out on page 09!

Staying Flawless in a Changing Industry

From the massage table to the salon chair, your business thrives on a steady flow of clients. Whether you're soothing sore muscles, transforming hair, or helping clients feel confident in their skin, you're not just offering a service — you're creating an experience.

But what *really* keeps clients coming back? What are they looking for in 2025, and how do your fellow professionals feel about where the industry is headed?

Beauty & Bodywork Insurance (BBI) is bridging the gap between professionals and clients by digging into the data. We surveyed real clients and real beauty and bodywork pros across the country to bring you a snapshot of the industry's current pulse — and its future potential.

From client trust to career satisfaction, this guide reveals what's trending, what's changing, and what you need to thrive. Backed by real numbers, driven by real people — just like you.

Keep growing, keep glowing. Let's dive in.



You Look Great: A Snapshot of the Industry

You make the industry a more beautiful place: one client, one treatment, one transformation at a time. Here's a look at where you fit in, based on insights from professionals just like you.



"What I love most about my profession is seeing the transformation in women after receiving my services. Whether I'm styling their hair or providing quality extensions, I witness a visible boost in their confidence and energy. It's empowering to know that my work helps them feel ready to take on the world with pride and positivity."

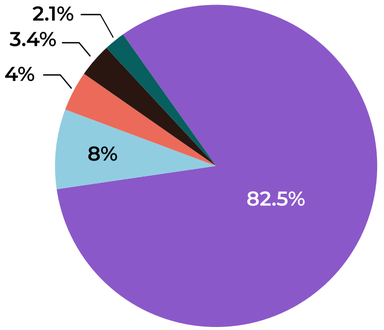
- **Cindy Turcios**, Hairbycinn

Who You Are

Here's how professionals in your industry identify within their field.

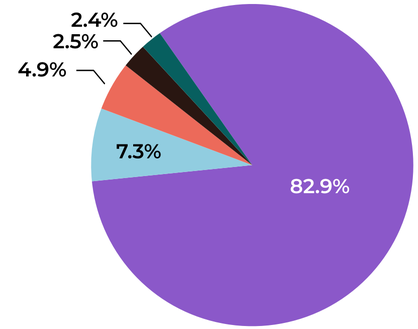
Massage Therapy Respondents

- Licensed Massage Therapists (LMTs) (82.5%)
- Multiple Practitioners (8%)
- Bodyworkers (4%)
- Spa Owners (3.4%)
- Other (2.1%)



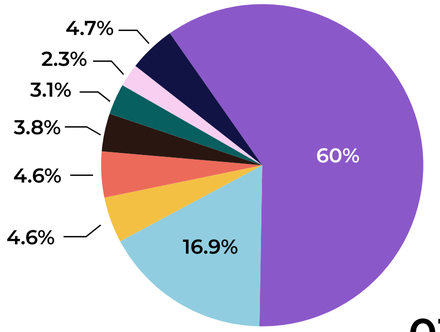
Esthetics Respondents

- Estheticians (82.9%)
- Aestheticians (7.3%)
- Lash Technicians (4.9%)
- Skincare Specialists (2.5%)
- Educators (2.4%)



Cosmetology Respondents

- Cosmetologists (60%)
- Hair Stylists (16.9%)
- Salon Owners (4.6%)
- Estheticians (4.6%)
- Makeup Artists (3.8%)
- Beauticians (3.1%)
- Barbers (2.3%)
- Other (4.7%)

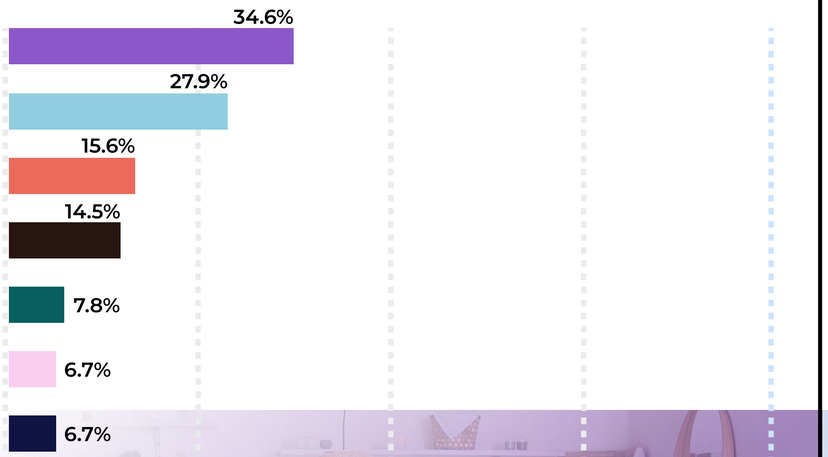


Where You Work

These are your most common work settings. Respondents could select multiple answers.

Massage Therapy Settings

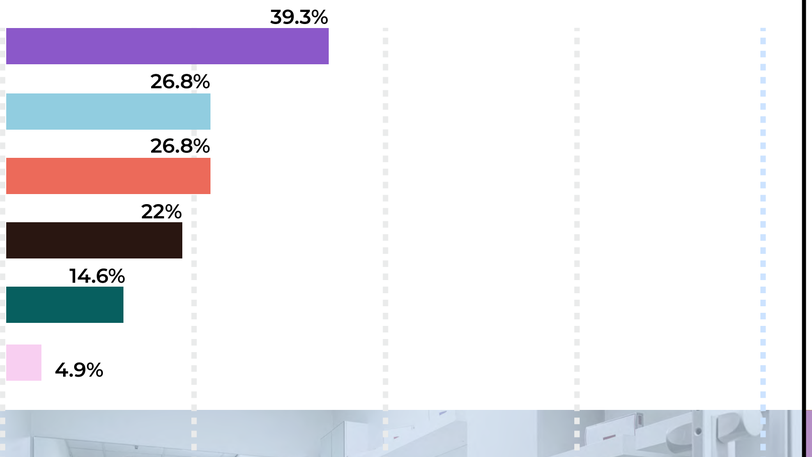
- 34.6% Independent Spa
- 27.9% Mobile Practice
- 15.6% In-Home Practice
- 14.5% Massage Suite
- 7.8% Franchise Spa
- 6.7% Chiropractic Office
- 6.7% Wellness Center

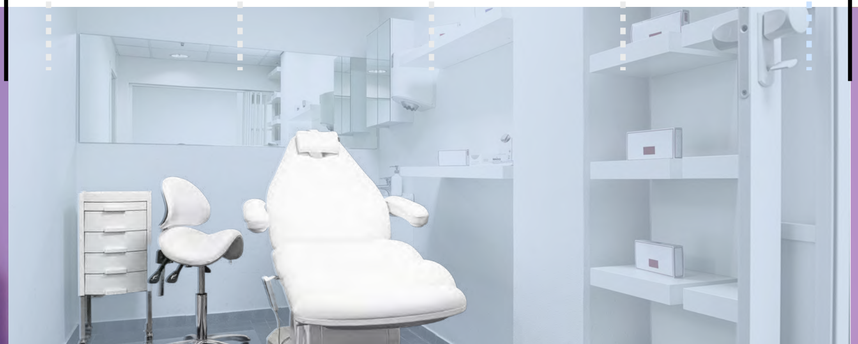




Esthetics Settings

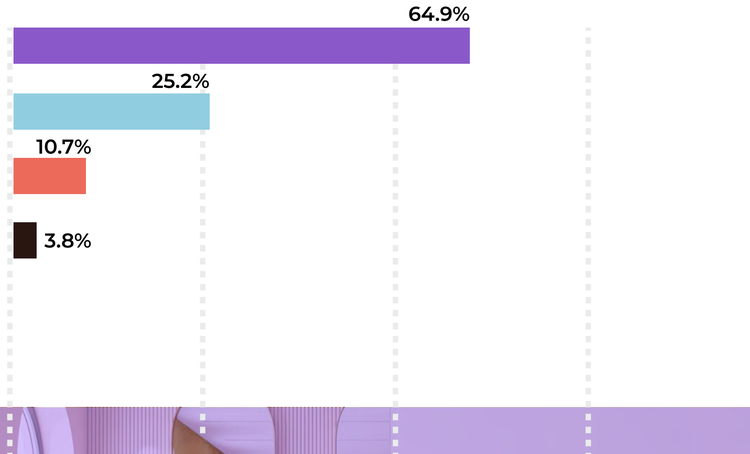
- 39.3% Salon Suite
- 26.8% Independent/Mobile Practice
- 26.8% Spa
- 22% Salon
- 14.6% In-Home Salon
- 4.9% Wellness Center

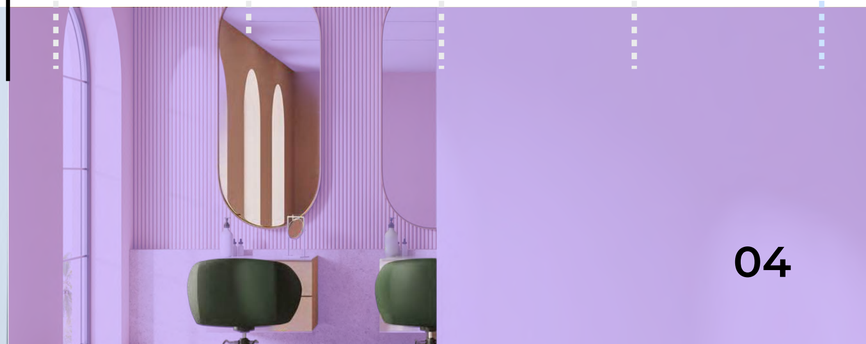




Cosmetology Settings

- 64.9% Independent Salon
- 25.2% Salon Suite
- 10.7% Independent/Mobile
- 3.8% In-Home Salon





Your Most Popular Services

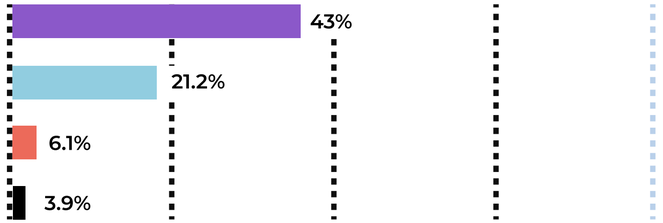
These are the services your clients love the most. Respondents could select multiple answers.

> *"I love the responses I get from people after treatment when they feel relaxed and renewed. Everyone has a different experience. Often, I am able to give feedback as to what may be causing imbalance, and my clients are surprised at the accuracy and results they feel, physically, emotionally, mentally. It is a great privilege to do this work."*
>
> - ***Donna Mattucci***, *Abundant Health*



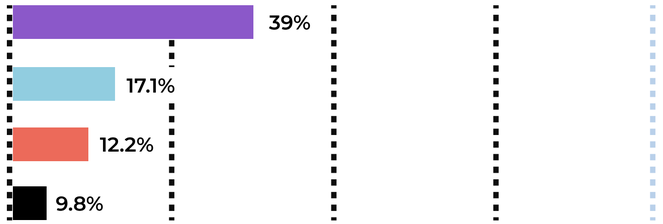
Massage Therapy

- 43% Deep Tissue Massage
- 21.2% Swedish Massage
- 6.1% Sports Massage
- 3.9% Trigger Point Therapy



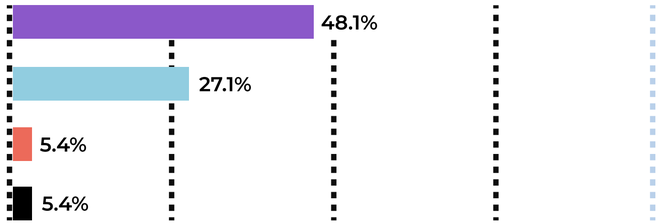
Esthetics

- 39% Facials
- 17.1% Hair Removal
- 12.2% Lash Treatments
- 9.8% Anti-Aging Treatments



Cosmetology

- 48.1% Hair Color
- 27.1% Hair Cuts
- 5.4% Makeup Application
- 5.4% Lash Extensions





What's the Glowdown?

Multifaceted Modalities

You do it all. It's common for beauty and bodywork professionals to offer a wide range of services, such as massage and alternative therapies or bodywork and skincare combined. Expanding your menu and obtaining double licensure allows you to cater to more clients and their many wellness needs.

Wellness, Wherever It Takes You

Especially in massage therapy and esthetics, more pros are choosing mobile work, which allows you to meet clients where they're at (literally!). Taking your practice on the road is a great way to broaden your client base and enjoy the freedom of new work locations every day.

Say Hello to Salon Suites

The salon suite — a mini salon space leased at a larger facility — is on the rise, particularly with cosmetologists and estheticians. They're great if you want:

- ✓ A space that's just the right size
- ✓ Additional privacy
- ✓ Creative freedom
- ✓ Zero upkeep

Trusted by experienced pros

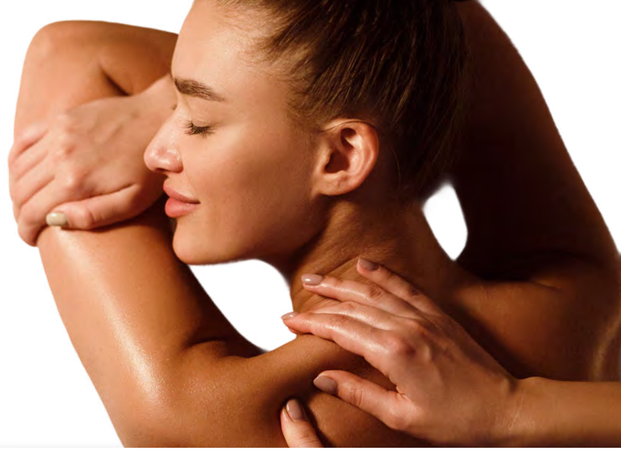
Did you know? **68.8% of BBI massage therapists surveyed have been in the industry for 10+ years!** We're glad to be the insurance choice of so many seasoned pros.

68%



Knot Always Easy: Challenges & Opportunities

Helping others look and feel amazing isn't always a picture-perfect experience. Behind the soothing touch or perfect blowout is a professional who's juggling client needs, business demands, and a whole lot of self-motivation.



Top Challenges Faced by Professionals

Across all professions, these are the things that make you go "ugh" — don't worry, you're not alone.

- **Finding new clients**
- **Marketing their business**
- **Work-life balance**
- **Preparing taxes**
- **Pricing services**

For example, **70% of estheticians** surveyed said **getting clients is their biggest challenge.**

These hurdles are industry-wide. Whether you're in massage, esthetics, or cosmetology, most pros are navigating similar business pains.

> "The biggest challenge I currently face is standing out in an oversaturated beauty market. In a city like Fort Lauderdale, where there are thousands of skilled estheticians, it's tough to consistently attract new clients. It's a reminder that success in this industry takes more than talent; it takes resilience, adaptability, and an ability to build real relationships."
>
> - **Jess Maitland**, Beauty Manors

Booking App? Never Heard of It!



A large number of industry professionals still don't use a booking app, including:

- 57% of massage therapists
- 28.5% of cosmetologists
- 20% of estheticians

That means many clients are booking through calls, walk-ins, or *not at all* — simply because the process isn't seamless. On the flip side, our survey shows that **booking online is the most preferred method among consumers (47.5%)**, especially when it's *fast* and *easy*.

What You’re Most Curious About

You told us you're eager to better understand the following, in order of importance:

Client Related

1. How much clients are willing to spend
2. How often they want to book
3. Their preferred products and services

Business Focuses

1. Marketing and social media strategies
2. Health and wellness trends (including products and treatments)
3. Updates on industry regulations

52.3% of cosmetologists, 70.7% of estheticians, and 41.3% of massage therapists want to learn more about marketing their businesses to potential clients.

Whether you beautify from the outside or help them glow from within, you’re thinking about how to better serve your clients, considering their budget and preferences at every step.

Click, Book, Done: Make It Effortless

If clients have to jump through hoops to book you, they might hesitate — or worse, move on. The good news? There are tons of intuitive, affordable booking platforms that take the hassle out of scheduling for both you *and* your clients.

Booking Apps to Try

- **Vagaro:** Great for salons, spas, and solo pros
- **Square Appointments:** Ideal if you’re already using Square for payments
- **Fresha:** No monthly fees, perfect for small businesses
- **MassageBook:** Tailored for massage therapists

✨ *A little tech upgrade can go a long way. Check out 2025’s best scheduling software.*

The Beauty of Understanding Clients

Knowing what your clients want is key to wowing them — and keeping them coming back. In a world where personal touch meets professional service, understanding your clients is the #1 essential to growing your business.

Pro, meet client. Here's who they are, how they choose, and what makes them loyal.

Nice to Meet You

Here's what our data reveals about today's beauty and bodywork consumers:

Client Demographics at a Glance

- **Age:** A strong showing from Millennials, ages 29–44, who seek beauty and wellness services often
- **Gender:** Majority identify as female (57.6%), though male clientele (42.4%) is not far behind
- **Location:** Clients largely live in coastal geographical regions, like the Middle Atlantic (17.8%) and the Pacific (17.5%)
- **Income:** Most fall in the middle-income bracket (9% making between $100k to $150k a year), which emphasizes the importance of the perceived value of your services

What Clients Care About Most

We teased it: it's not just *what* you offer. It's *how* you offer it. When choosing a provider, clients say these are the biggest decision-makers:

#1 Affordability (57%)
Services that feel worth the price

#2 Experience (45.7%)
Professional skill, credentials, and results

#3 Convenience (38.5%)
A great location that's convenient to visit

In other words, they want to trust your skills *and* enjoy a seamless experience.

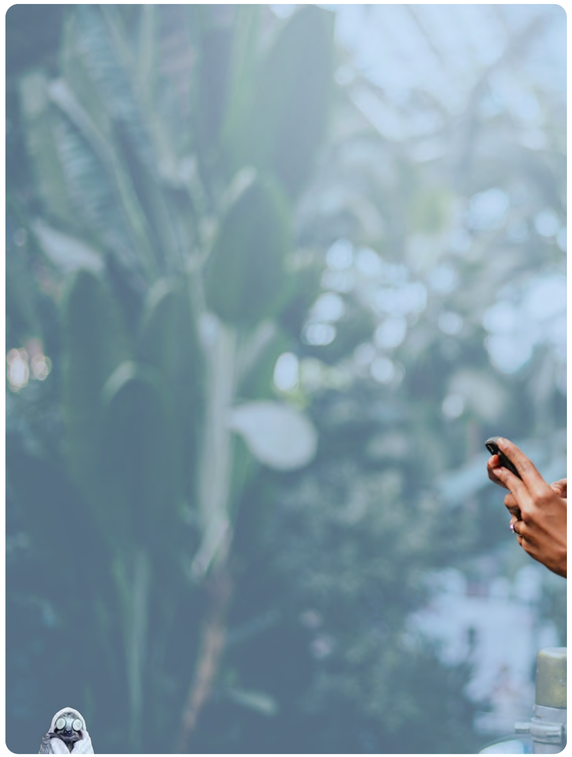


How Clients Find You

We asked consumers how they search for a new provider.

- **Online Reviews:** Trusted by **65%** of Gen Z and Millennials as the top factor
- **Word of Mouth:** Still strong, **63.1%** of consumers rely on recommendations from friends and family
- **Search Engines:** A common starting point, **46.1%** of consumers head to sites like Google first

While clients are going digital, many professionals are still betting on traditional referrals.







What This Means for You

81% of BBI cosmetologists we surveyed believe word-of-mouth is the primary way clients find them.

But the reality? Younger clients are Googling (51.6%) and scrolling social media (42.8%) — *not* just asking friends.



Grow Your Client List

- ✔ **Claim and optimize your online profiles** (Google Business, Yelp, ClassPass, etc.)
- ✔ **Encourage happy clients to leave reviews** — make it part of your post-service routine
- ✔ **Share those glowing testimonials** on your social media and website
- ✔ **Don’t sleep on visuals** — before/after photos build trust and showcase your talent

✨ *In today’s beauty and bodywork world, your digital reputation is just as important as your in-person presence.*

What’s In Right Now: Preferences & Trends

Get ahead of the curve by tapping into these current trends. Understanding what today’s clients care about — from their daily scrolls to their stances on self-care — helps you stay booked and busy

Tap Into Your Digital Presence

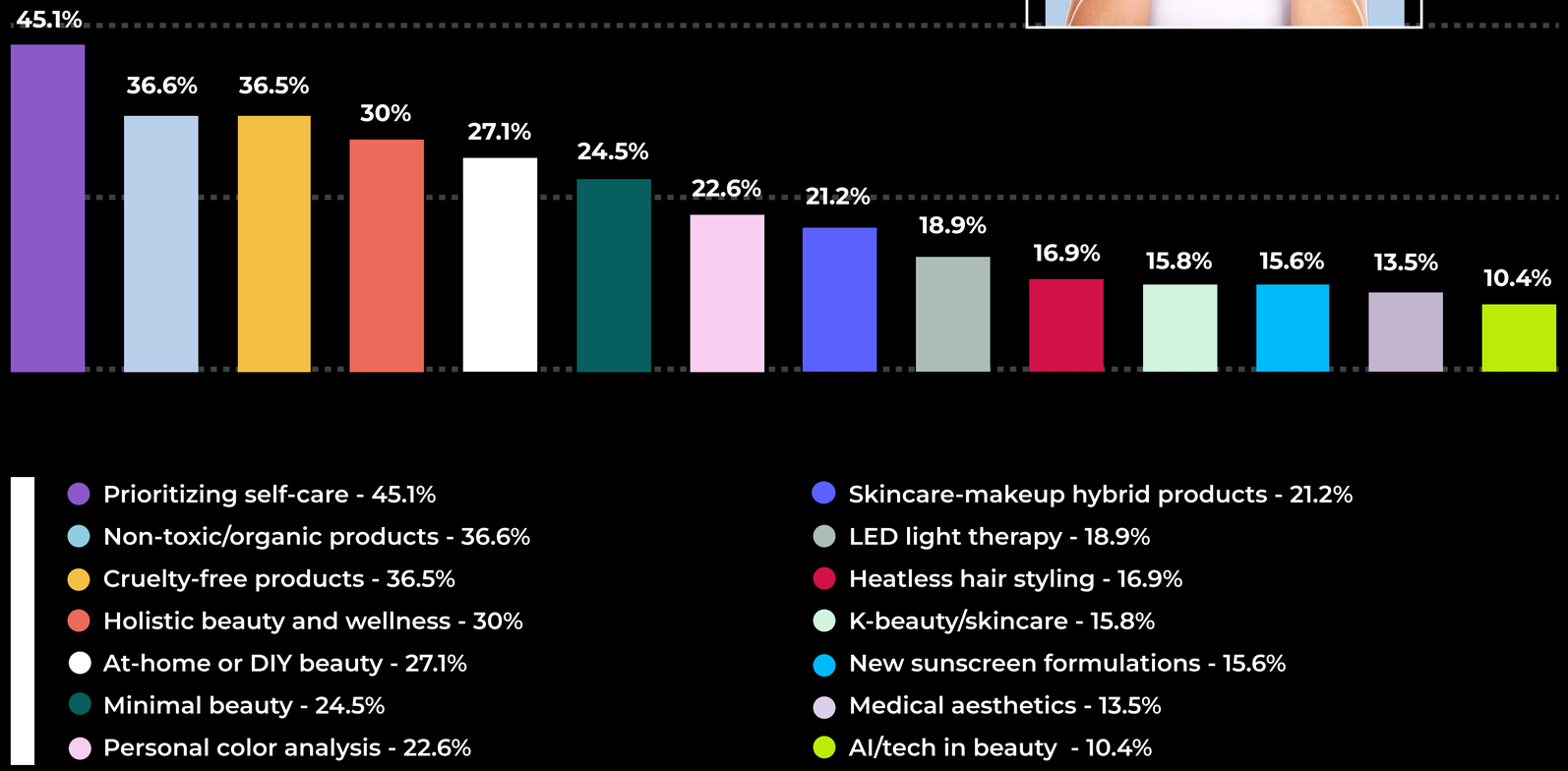
62% of beauty and bodywork consumers say your **Instagram or TikTok is *somewhat to very important*** when choosing a provider. Translation: Your feed can make or break that first impression.

We’re in an Era of Self-Care

67.1% of consumers say beauty and bodywork services are ***essential* to their well-being**. Whether it’s a monthly massage or mani-pedi, clients see your services as non-negotiable.

Top Emerging Preferences





- Prioritizing self-care - 45.1%
- Non-toxic/organic products - 36.6%
- Cruelty-free products - 36.5%
- Holistic beauty and wellness - 30%
- At-home or DIY beauty - 27.1%
- Minimal beauty - 24.5%
- Personal color analysis - 22.6%
- Skincare-makeup hybrid products - 21.2%
- LED light therapy - 18.9%
- Heatless hair styling - 16.9%
- K-beauty/skincare - 15.8%
- New sunscreen formulations - 15.6%
- Medical aesthetics - 13.5%
- AI/tech in beauty - 10.4%

Industry Trends by Generation

Here's what your clients are into right now! Respondents picked multiple options.

Gen Z:

- **43%** minimal beauty
- **40%** non-toxic/ organic products
- **35%** personal color analysis

Millenials:

- **45%** prioritizing self-care
- **38%** non-toxic/ organic products
- **35%** cruelty-free products

Gen X:

- **49%** prioritizing self-care
- **37%** cruelty-free products
- **36%** non-toxic/ organic products

Boomers:

- **45%** prioritizing self-care
- **41%** cruelty-free products
- **35%** non-toxic/ organic products

Overall, clients across generations prefer earth-friendly products, while the youngest age group is particularly interested in a "less is more" aesthetic.

Your action item: Check those product labels and let clients know your business is kind to their bodies *and* the planet.



Get Online Already!

Your online profiles show just how talented and bookable you are. If you're new to social media, no worries — it's *almost* as easy as a shade match. Check out our tips for **elevating an esthetician Instagram account**.

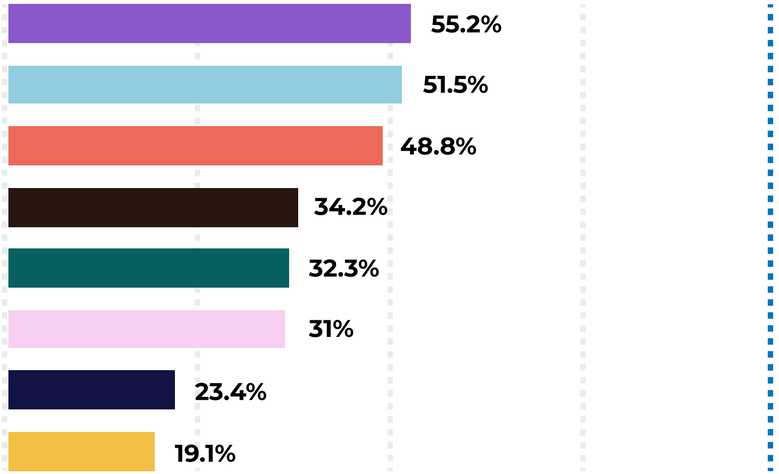
Increase Your Bookings

Filling up your calendar doesn't have to feel like a chore (ahem, fixing a client's box dye or folding yet another mountain of linens!). With the right positioning, getting more business can actually be kinda fun.

What Makes Clients Return

Clients say these perks would make them more loyal to their providers. Respondents picked multiple options.

- Loyalty rewards - 55.2%
- Complimentary add-ons - 51.5%
- Birthday/anniversary discounts - 48.8%
- Referral discounts - 34.2%
- Client appreciation events - 32.3%
- Online booking/reminders - 31%
- New/trending services - 23.4%
- Educational tips - 19.1%



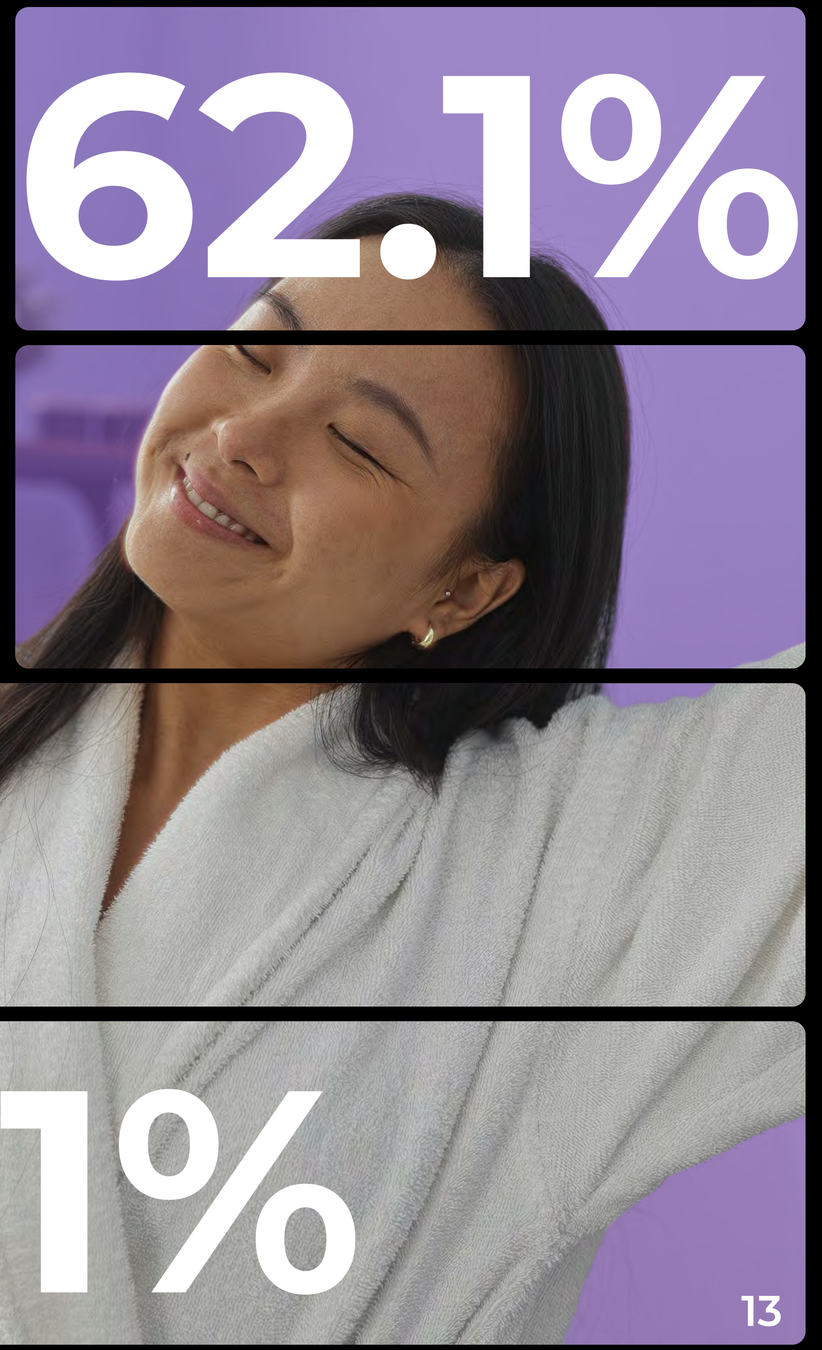
Every Business Boosts

Being insured makes a difference. *62.1%* of consumers say they're *somewhat to much more likely* to book with a professional who has liability insurance. It shows you're serious about what you do — and that builds trust fast.

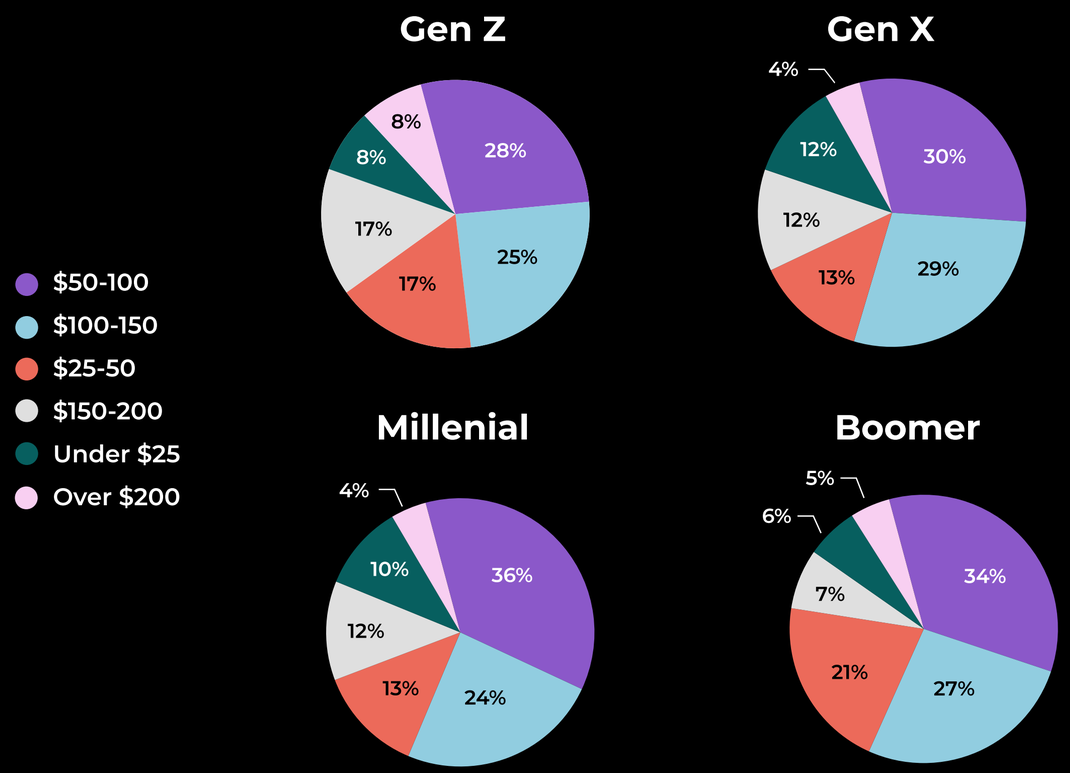
beauty & BODYWORK℠ insurance

TRUSTED COVERAGE

Learn and earn. 90.1% of clients say ongoing education is *somewhat to very important* when deciding who to book. Certifications, workshops, and up-to-date skills? Total green flags.



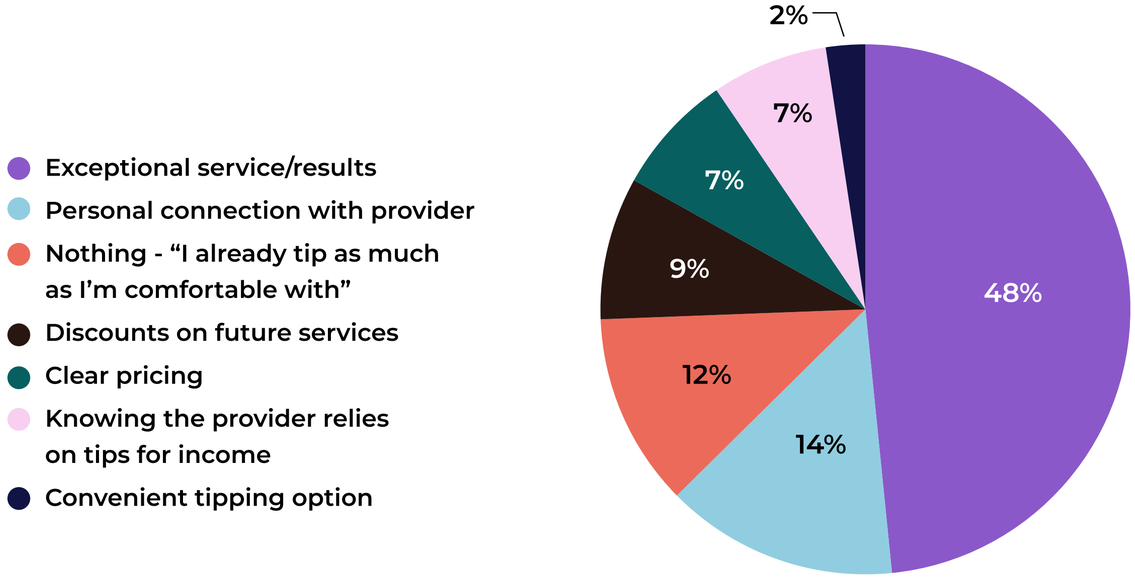
Client Budget by Generation



Across all generations, clients are most comfortable paying $50-$100 for your services. Price strategically, but don't undersell your value, especially if you're offering premium services or personalized care.

> "Pricing in a recession [is a big challenge]: You want to pay yourself fairly but still be considerate of your clients and their own abilities to spend on your services"
>
> - **Sara Drager,** The Ornate Onyx

Factors That Encourage Clients to Tip More



Show Off Your Professional Polish

- ✨ Start a loyalty program to reward your regulars.
- ✨ Stay current in your craft — clients notice!
- ✨ List your certifications and insurance coverage clearly online, in your bio, and in your physical space.

Psst! Professional insurance from BBI starts at $96/year or $9.99/month and protects you from liability risks unique to your industry. It's also a major credibility boost — *hello, bookings!*

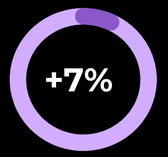
Get Covered

Future Looks Fab: The Industry Outlook

Your industry is on the up and up.
The beauty and personal care market worldwide is projected to generate **$677 billion in 2025**.

The U.S. massage services industry is projected to reach **$21.6 billion in 2025**.

Projected Employment Growth 2023 – 2033



Barbers, Hair Stylist and Cosmetologists



Skincare Specialists



Massage Therapists (much faster than other occupations!)

Source: U.S. Bureau of Labor Statistics

In Your Own Words

“Looking forward, what are you most excited about regarding your business?”

“The increased acceptance of ‘alternative’ wellness strategies”

- ***Lisa Madsen***, *Lisa Madsen LLC*

“Continuing to work with great clients”

- **Brandi BeLieu**, Hair By Brandi B

“The unlimited possibilities to help others in a profound way”

- **Adrienne Cummings**, Addie’s Heart-Centered Healing

“Educating as many people as I can beyond just the aesthetics of henna”

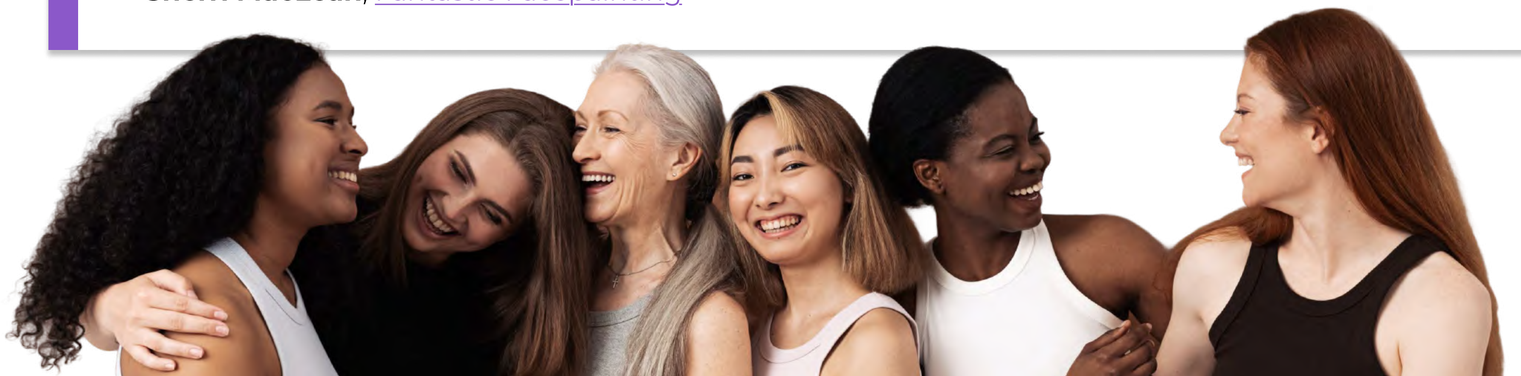
- **Angana Sinha**, Henna for Fun

“I am excited to start offering destination weddings! Traveling is a huge passion of mine, so combining my love of makeup and weddings with traveling is a dream!”

- **Raquel Alba**, Raquel Alba Beauty

“I’m excited to continue building a business that brings joy, uplifts talent, and leaves a lasting impression at every event we touch.”

- **Sherri MacLean**, Fantastic Facepainting



Methodology

To bring you real insights from both professionals and consumers in the beauty and bodywork industries, we conducted a series of surveys throughout late 2024 and early 2025. Here's how we gathered the data featured in this eBook:

Internal Survey – November 2024

We surveyed our policyholders across **three professional groups**: massage therapists, estheticians, and cosmetologists. This survey focused on current trends, business habits, and service offerings unique to each profession.

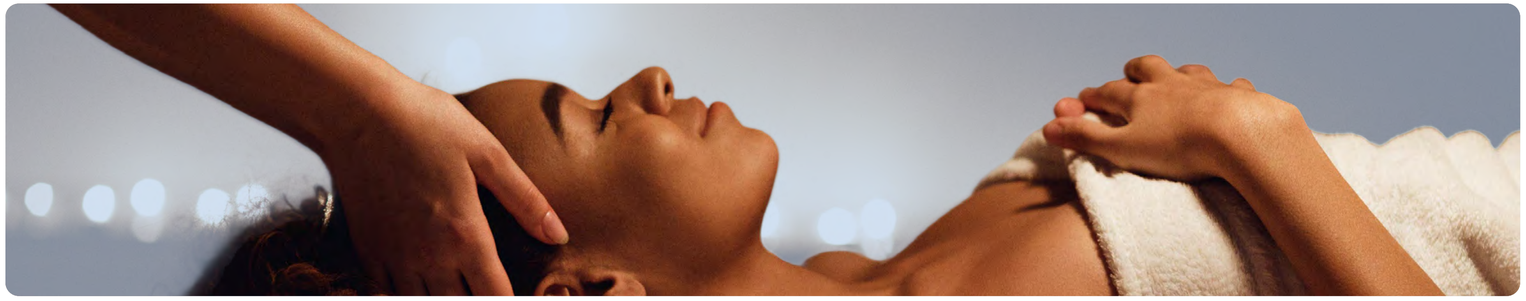
Internal Survey – November 2024

We surveyed **1,000 general consumers** across the U.S. to better understand their preferences, behaviors, and expectations when booking beauty and bodywork services.

Internal Open-Ended Survey – May 2025

We followed up with another round of outreach to our policyholders, inviting them to answer **open-ended questions** about career satisfaction, challenges, and outlook.

These surveys provide a well-rounded look at the current state of the industry, straight from the professionals on the ground and the clients in their chairs.



About BBI

Beauty & Bodywork Insurance (BBI) is your new friend in insurance. Hi there! We’re dedicated exclusively to protecting beauty and wellness professionals — no one else. Our top-rated liability coverage is designed for those who help clients look good and feel amazing. We’ll be popping up with more tips, tools, and coverage made just for you, because your glow-up deserves backup.



Your Beauty & Bodywork Toolkit

Got a few minutes between bookings? Explore BBI's resources to learn and level up your business.

- Massage Therapy Insurance Requirements by State
- Massage Therapy Marketing: Grow Your Business Today
- Massage Therapy Equipment List for 2025: Free Checklist
- Massage Therapist Insurance Requirements: Stay Licensed, Protected & Ready to Practice
- Tips for Running a Successful Beauty Salon in 2025
- 11 Best Salon Marketing Strategies Right Now
- The Ultimate Guide to Esthetician Insurance
- Barbershop Tools, Equipment, & Other Essentials
- How to Start a Mobile Beauty Salon in 8 Steps
- What Insurance Does a Hairstylist Need?
- Do Nail Technicians Need Insurance?

