

2025 Beauty & Wellness Revenue Benchmarks: How Does Your Business Stack Up?

As the beauty and wellness industry continues to thrive, businesses face increased competition driven by trends such as the rise of personalized services, the adoption of eco-friendly practices, and the integration of technology like AI. Staying ahead requires data-driven strategies to maintain client loyalty and stand out in the market.

Revenue benchmarks provide a clear picture of how your business measures up against others in your industry. This data, combined with expert insights, can help you set realistic goals and make strategic adjustments to build a more profitable business.

20+ years of beauty and wellness data insights

For over 20 years, Mindbody has partnered with thousands of beauty and wellness businesses. This partnership has given us unique access to performance data across salons, spas, and integrative health businesses—insights we've compiled to help you benchmark your business against industry standards.

Our analysis includes data from businesses across four key regions: Asia-Pacific (APAC), Europe, the Middle East & Africa (EMEA), Latin America (LATAM), and North America (NA). In this report we will cover key metrics including annual revenue, revenue per visit, regional revenue performance, and year-over-year growth rates. These insights offer a comprehensive view of industry performance, empowering you to make strategic decisions and stay ahead in a competitive market.



Global annual revenue benchmarks

Mindbody's customer data from 2024 reveals that salons generate the highest total revenue per location among beauty and wellness businesses. However, spas lead in terms of average revenue per visit, followed by integrated health businesses.

Year-over-year (YoY) growth trends show that integrative health and spas are expanding nearly six times faster than salons.

Table 1: Global annual benchmarks for salons, integrative health and spas

Business type	Average annual revenue per location	Average revenue per visit*	Average number of items sold per visit*	Year-over-year growth rate
Salons	\$381,755	\$63.08	1.4	+216%
Integrative Health	\$362,441	\$82.02	1.0	+1300%
Spas	\$342,878	\$89.55	1.6	+1272%

*Based on data from July 2023 – June 2024. All sales including pricing options, retail products, gift cards, etc.

Want to know what the top ranking businesses in the industry are bringing in? Use the table below to compare annual revenue of the top 25% of businesses to the industry average.

Table 2: Top 25% of earners vs. average annual revenue

Business type	Top earners average annual revenue	Average annual revenue per location	Difference (%)
Salons	\$910,262	\$381,755	+138%
Integrative Health	\$913,083	\$362,441	+152%
Spas	\$784,576	\$342,878	+129%

*Based on data from July 2023 – June 2024.

Actionable tips for business owners

Increase revenue per visit: Benchmark data shows an average revenue per visit of \$63.08 for salons, \$82.02 for integrative health, and \$89.55 for spas. Boost your revenue per visit by offering premium services, bundled packages, or unique experiences that enhance client value. For example, a spa could offer a bundled package with massage and skincare services, while a salon might add high-end scalp treatments that encourage clients to spend more per visit.

Encourage additional purchases: With most businesses selling 1-2 items per visit, your team should be ready to upsell after each service. Create attractive bundles to boost the number of items sold per transaction. For example, create packages that combine popular services with retail products. Even a small increase in the number of items sold per visit can significantly boost your overall revenue.

Ensure a steady stream of new clients with strategic promotions: [Use Mindbody's Promoted Intro Offers \(PIOs\)](#) to showcase your beauty and wellness business to your target clients. PIOs are special promotions designed to attract prospects and encourage them to become loyal clients. They are displayed on the first page of the client's Mindbody app to over 2.4M active users. PIOs are powerful tools for building a new client base, laying the groundwork for future steady revenue.

Average annual revenue benchmarks by region

Regional data shows that EMEA has the highest average revenue per location for salons at just over \$600K, reflecting a robust demand for salon services in the region.

In LATAM, integrative health businesses lead with an impressive average revenue of \$897K per location, reflecting a strong preference for holistic wellness services.

From 2023 to 2024, salons experienced notable growth in APAC and EMEA, while LATAM faced a marked decline. [LATAM's downturn](#) is largely due to inflation in the region, which has prompted consumers to spend less in this area.

Spas have seen significant year-over-year growth in EMEA and North America. In the U.S., the [spa industry is expected to grow](#) at a Compound Annual Growth Rate (CAGR) of 2.6% through 2029, driven by rising public awareness of wellness benefits.



Table 3: Annual regional revenue performance by business type

Region	Average Annual Spa Revenue	Spa growth rate*	Average Annual Salon Revenue	Salon growth rate*	Average Annual Integrative Health Revenue	Integrative health growth rate*
APAC	\$265,285	+24%	\$299,680	+607%	\$256,574	+915%
EMEA	\$347,997	+1591%	\$600,846	+934%	\$358,987	+1551%
LATAM	\$284,045	+394%	\$243,150	-762%	\$897,014	+1184%
NA	\$390,031	+1312%	\$370,886	+198%	\$313,180	+1336%

* Year-over-year (YoY) data, comparing metrics from July 2023 to June 2024.

Let's take a closer look at the top 25% of businesses in each region and how their annual revenues stack up against the average. These leaders are setting the standard, and their success offers valuable insights into what's possible for your own business.

Table 4: Top earners by region

Region	Business type	Average annual revenue per location	Top earners average annual revenue	Percent difference between top earners and average earners
APAC	Spas	\$265,285	\$692,343	+161%
	Salons	\$299,680	\$584,253	+95%
	Integrative health	\$256,574	\$566,297	+121%
EMEA	Spas	\$347,997	\$793,537	+128%
	Salons	\$600,846	\$1,763,885	+194%
	Integrative health	\$358,987	\$821,618	+129%
LATAM	Spas	\$284,045	\$412,157	+45%
	Salons	\$243,150	\$532,237	+119%
	Integrative health	\$897,014	\$2,874,679	+221%
NA	Spas	\$390,031	\$805,982	+107%
	Salons	\$370,886	\$818,705	+121%
	Integrative health	\$313,180	\$691,314	+121%

* Year-over-year (YoY) data, comparing metrics from July 2023 to June 2024.





Actionable tips for business owners

Observe and learn from top earners: Set incremental revenue targets and analyze top-performing businesses and providers. Focus on elements like service offerings, customer engagement, and pricing strategies to identify opportunities for growth. Once you have a formula that works for your business, create training for your staff to implement at scale.

Set your goals according to your region: Earning potential among top performers varies by region. Set region-specific revenue goals by considering the top performance benchmarks in your area. Align your growth strategies to regional market conditions, such as pricing expectations, client demand, and preferred services. This ensures your goals are both realistic and achievable within your market.

Monitor your revenue targets: Use [Mindbody's real-time reporting](#) tools to stay on top of key metrics like sales, client activity, and promotions. Regular check-ins can help you identify gaps and make timely adjustments to improve performance. By tracking your targets in one place, you can make data-driven decisions that bring your business closer to these top-tier benchmarks.

Annual revenue benchmarks by business type

We gathered data from various specific business types within the wellness and beauty industry to help you better understand how your business compares.

Globally, hair salons experienced 103% YoY growth from 2023 to 2024. This trend is especially pronounced in North America, where salons report a remarkable 135% growth rate. [The hair salon market is growing steadily in the U.S.](#), in part from the increased use of technology for client retention, such as appointment scheduling.

Tools like [Mindbody's scheduling software](#) empower salons to streamline operations, improve the client experience, and foster loyalty to help grow their customer base.

Physical therapy and massage lead the integrative health sector in revenue growth, yielding +1000% YoY.

Acupuncture and waxing salons experienced decreased YoY revenue growth, signaling the potential for bundling with more popular services to increase client affinity and spending.

Table 5: Annual revenue benchmarks by specific business type

Business type	Average annual revenue per location	Year-over-year growth rate
Hair Salon	\$540,461.17	+103%
Nail Salon	\$402,862.67	+1077%
Acupuncture	\$427,141.89	-29%
Med Spa	\$421,259.50	+144%
Massage	\$391,450.33	+1449%
Physical Therapy	\$354,008.98	+1062%
Alternative Medicine	\$338,088.18	+678%
Waxing	\$328,879.51	-60%
Barbershop	\$326,372.15	+900%
Lash Bar	\$240,855.42	+482%
Chiropractic	\$217,137.99	+179%

*Based on data from July 2023 – June 2024.

Actionable tips for business owners

Host specialized treatment days: Think outside the box with innovative marketing strategies to elevate your salon's visibility and grow your bottom line. Consider hosting a themed service day like "SaturDYE," featuring temporary hair dye applications, to highlight your salon's unique offerings. Fun, creative events like these can attract new clients and set your business apart.

Package holistic health programs: Design health packages that address holistic wellness by bundling complementary services. For instance, you could pair chiropractic care with acupuncture and aromatherapy, highlighting benefits like enhanced energy levels and improved overall well-being.

Get software to improve the client experience: Invest in software to enhance the client experience and boost revenue. Streamlined client management leads to consistent revenue growth by automating scheduling, responding to inquiries instantly, and managing follow-ups on sales. This frees your team to focus on delivering personalized service and driving post-service sales. Tools like [Mindbody's Messenger\[ai\]](#) simplify operations while improving client satisfaction and retention, ultimately increasing your bottom line.

Average annual revenue regional benchmarks by business type

Here's how different business types perform based on where they are in the world. Use this to see how your business stacks up in your region.

In EMEA, hair salons show remarkable performance, with an average annual revenue of nearly \$1.5 million in 2024, 174% higher than the global average.

The annual average revenue for hair salons in North America indicates a strong potential for growth with an impressive YoY growth rate of 135% (Table 5). Business owners in this region can sustain this upward trend by refining pricing strategies, offering premium services, and investing in client retention tools.

In LATAM, physical therapy businesses generate 288% more revenue than the global average (Table 5). Coupled with a remarkable YoY growth rate of 1284%, these figures highlight a rapidly expanding and in-demand market for physical therapy services in the region.

Integrative health businesses in LATAM outperform the global average by 180% in revenue, with a staggering 7340% YoY growth rate (Table 5). These metrics underscore the region's booming demand for alternative medicine that offers business owners a prime opportunity to expand their offerings and capture market share.

Table 6: Annual regional performance by specific business type

Specific business type	Average annual revenue per location by region			
	APAC	EMEA	LATAM	NA
Hair Salon	\$222,359	\$1,480,840	\$290,174	\$373,928
Nail Salon	\$276,620	\$49,291	\$118,523	\$620,089
Med Spa	\$469,244	\$223,705	\$433,919	\$478,039
Physical Therapy	\$279,384	\$367,683	\$1,371,860	\$188,831
Alternative Medicine	\$165,088	\$308,330	\$947,739	\$301,093
Chiropractic	\$151,247	\$45,478	\$130,299	\$271,540
Massage	\$294,173	\$282,827	\$329,640	\$507,946

*Based on data from July 2023 – June 2024.

Table 7: Year-over-year growth rate by region

Business type	Growth rate by region from 2023 to 2024			
	APAC	EMEA	LATAM	NA
Hair Salon	-541%	-416%	-93%	+135%
Nail Salon	-159%	+8566%	-9210%	-161%
Med Spa	+472%	+262%	-168%	+110%
Physical Therapy	+421%	+4475%	+1284%	+749%
Alternative Medicine	+502%	+149%	+7340%	+660%

*Based on data from July 2023 – June 2024.

Actionable tips for business owners

Service bundling: Introduce bundled services like “Cut & Color” to boost the average spend per visit at your business. Focus on offerings that enhance clients’ self-image, such as transformative color and styling packages. Create premium options with add-ons, such as “Cut, Color, & Scalp Massage” or “Nail & Hand Treatment,” for additional value.

Integrate retail sales: Your services are not the only opportunity for a sale and the more you can boost your client spend per visit, the greater your revenue. Sell products that complement your services, such as essential oils, self-massagers, energizing stones, and herbal supplements. Offer special bundles that combine services with related retail products, like a massage with a self-massage tool.

Implement seasonal themes: Like any industry, beauty businesses have seasonal lulls that can impact revenue growth. Attract clients year-round with seasonal packages like “Summer Refresh” or “Winter Warmth”. Include limited-time add-ons that fit the season, such as a pumpkin spice body scrub for fall.



Best practices to grow your revenue

Now that you've seen how businesses in the beauty and wellness industry are performing, it's time to focus on the steps to improve your own business performance. By understanding industry benchmarks and applying proven strategies, you can close the gap between your current results and those of top earners. Here are some revenue-generating best practices that can help you boost your bottomline and stay competitive in the market.

- 1. Diversify your service offerings:** Use social media, industry reports and news to stay informed on trends and clients' needs. Apply this knowledge to expand your service offerings and increase revenue opportunities.
- 2. Enhance the customer experience:** It's important to consistently enhance the client experience by focusing on thoughtful, personalized service at every touchpoint. This means more than just offering great services—it involves anticipating client needs, making them feel valued, and ensuring every interaction is seamless. Consider your own visits to a hair salon or spa—simple gestures like personalized greetings and hassle-free payments leave a lasting impact. Every interaction influences whether clients come back or explore other options.
- 3. Build client loyalty programs:** [Reward loyal customers](#) with exclusive discounts, early access to new services, or special invites to events. Loyalty programs are powerful tools to generate client satisfaction and boost revenue through repeat business.
- 4. Utilize technology for data-driven decisions:** Leverage software solutions to track client information, performance metrics and identify growth opportunities. Using data-driven insights ensures that your decisions are backed by accurate, up-to-date information.

[Mindbody's marketing and reporting tools](#) offer real-time insights on sales, client activity, and payroll to make data-driven adjustments as needed. Easily track revenue by service, staff, and promotion to understand what drives growth, and automate your inventory management. Set goals and monitor results to keep your business focused and on target for growth.

Leverage revenue benchmarks to help your business grow

Knowing how your business stacks up against industry standards helps you set smart goals, refine your strategies, and boost profitability. Use these insights to focus on what matters most—whether it's increasing revenue per visit, optimizing your services, or expanding into new markets. We hope these benchmarks empower you to make data-driven decisions for lasting success at your business.

Want to see how Mindbody can help you maximize your business revenue?

[Schedule a Demo](#)

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