



# THE 2024 SALON AND SPA CONSUMER SURVEY RESULTS

Uncovering key trends in  
salon and spa consumer preferences



## Introduction

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As consumer preferences and expectations continuously shift in beauty and wellness, understanding what your customers want has never been more vital. Leveraging insights from Zenoti's comprehensive 2024 salon and spa consumer survey, this resource illustrates key trends, consumer data, and how your business can use the information to stay ahead and boost customer satisfaction.



## About this survey

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Our second annual salon and spa consumer survey, conducted in July 2024, gathers insights from 1,413 U.S. respondents to uncover the latest trends and customer preferences.

Building on our 2023 insights, this survey allows us to identify and share the pivotal shifts in consumer behavior over the past year.

Our 2024 survey focused on a variety of key themes, including personalization, the use of artificial intelligence (AI) to create more meaningful experiences, the influence of online reviews, and the importance of digital convenience – all aiming to help salons and spas better serve their customers.

At Zenoti, we care about helping our customers grow and strive to give back to the industry – beyond software. As industry leaders, we share this data to help salons and spas better understand what consumers want, keep ahead of changing preferences, and boost customer satisfaction.

## What's inside

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**01** Personalization and the use of AI

**02** What customers want (and don't want)

**03** The power of online reviews

**04** Digital convenience

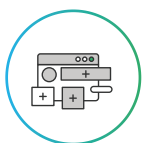
**05** The growing demand for services

**06** Wait times and membership preferences

**07** Influences when choosing a salon or spa

## Key consumer trends for 2024

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### Customers want personalization more than ever

- 8 in 10 salon and spa customers (81%) are more likely to rebook when they receive personalized offers.
- 97% find personalization during in-person visits important.



### Digital convenience continues to gain preference

- 46% of salon and spa regulars have booked online (up 4% since 2023) – now surpassing those that have booked in person during a previous visit.
- 8 out of 10 customers are interested in using their mobile phone to book appointments and receive appointment reminders.



### Online reviews are growing in importance

- Almost half of regulars (49%) will only consider a salon or spa with a rating of 4.5 or 5. (up 6.5% since 2023)
- More than three of four (78%) check online reviews before deciding if they'll visit.



### Customer loyalty and trust are on the rise

- Nearly three quarters of consumers (73%) consider themselves "regular customers" at a hair or beauty salon. (up 10% since 2023)
- More than 8 in 10 customers (82%) have a high level of trust in their service providers. (up 6% since 2023)

## 01 Personalization is key to success

Results show that salon and spa customers crave personalization more than ever, with **97% of regulars stating that personalization during in-person visits is important** to them.

In fact, customers value personalization at all touchpoints, not just during their visits. This includes email communications, with **8 in 10 salon and spa customers stating they are more likely to rebook when they receive personalized offers**.

### Fast facts



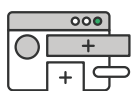
**83%**

of salon and spa regulars find personalization during online booking important.



**81%**

of customers are more likely to rebook when they receive personalized offers.



**74%**

of customers find personalization during marketing communications important.

### Zenoti tip

Recover guests by sending automated emails to those who haven't visited for a set number of months – and offer them a great reason to return. With **Zenoti Advanced Marketing**, you can easily adapt messaging and personalize campaigns to targeted groups of guests.



## Using AI (Artificial Intelligence) for personalization: Customer thoughts

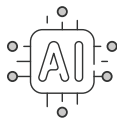
AI is everywhere right now and is already revolutionizing the way salons and spas operate. Beyond automating time-consuming tasks, AI has tremendous potential to enhance overall satisfaction and experience. But how do your customers feel about it?



**64%**

of regular customers think salons and spas should use AI to offer personalized recommendations.

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**3 out of 4**

regulars aged 18-29 (78%) think salons and spas should use AI to offer a more personalized experience.

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**More than half**

of regulars aged 33-44 actively want salons and spas to use AI to offer personalized recommendations.

### **Reminder:**

*Use AI with care as 1 in 3 customers (33%) are wary of businesses using AI in this way.*

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### **Zenoti tip**

Give customers personalization without tech getting in the way. With Zenoti, AI is built into the customer experience, “remembering” the purchase and visit history of customers to tailor promotions.



## What customers want: Convenience and connection

It will come as no surprise that quality results and service excellence scored highest for what salon and spa customers want – but they want more than that. **The majority say a personal connection – a warm welcome and friendly conversation – contributes most to a great experience.** It's clear that customers value both convenience and personal connection when choosing a salon or spa.

**68%**

(over two thirds) say a warm, personal welcome contributes most to a great experience. (up 6.5% from 2023)

**50%**

say friendly, familiar conversation contributes most to a great experience. (up more than 4.5% from 2023)

**55%**

(more than half) say a quick, easy check-in defines a great salon experience.

### What makes a great experience

▼ Responses	
▶ Excellent results / quality of service	71%
▶ A warm, personal welcome	68%
▶ Friendly, familiar conversation during service	60%
▶ Quick, easy checkout	37%
▶ Booking your next appointment before leaving	29%
▶ Ability to pay digitally / via mobile device	24%
▶ Getting the products they need or want most	21%

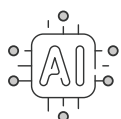
## What customers don't want

Waiting around for their appointment is, by far, the biggest frustration for salon and spa customers. They mentioned wait times almost twice as often as the second item on the list (staff demeanor).



**45%**

(more than 4 out of 10 customers) say **their biggest frustration is waiting around** for their appointment.



Staff demeanor comes next.

**29%**

(more than 1 in 4 customers) name it as a source of frustration.



Lack of personal connection was a close third.

**23%**

(more than 1 in 5 customers) find this frustrating.  
Up more than 4% from 2023.



### Source of customer frustration

	▼ Responses
▶ Wait times before in-person service	45%
▶ Staff demeanor	29%
▶ Lack of personal connection	23%
▶ Checking out / paying my bill	17%
▶ The check-in process	16%
▶ Lack of available products	16%
▶ Rebooking my next appointment	13%

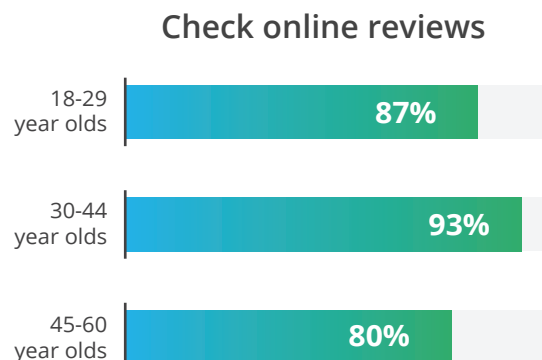


### Zenoti tip

Equip your front desk to offer an unprecedented level of personalization with **Zenoti's AI-powered phone line**. Staff can easily personalize every call with customer details displayed on screen within moments of saying hello.

## 03 The power of online reviews

Our research also reveals the growing significance of online reviews. In 2024, more than three of four (78%) salon and spa customers check online reviews before deciding where to book. For customers aged 33-44, this increases to **93%**, underscoring the importance of maintaining a strong online reputation.



### Responding to reviews

The importance of responding to reviews cannot be overstated, regardless of the sentiment. While more than half of customers find it extremely or very important that salons and spas respond to their negative reviews, almost half find it equally important that positive reviews get a response.



**83%**

(More than 8 out of 10 customers) find it important that salons and spas respond to negative reviews. (up 6.5% from 2023)



**78%**

find it important that salons and spas respond to positive reviews.



**75%**

find it important that their neutral reviews get a response.



## Choosing a salon or spa

When consumers choose a salon or spa, brands without a strong online reputation are out of the running.



**88%**

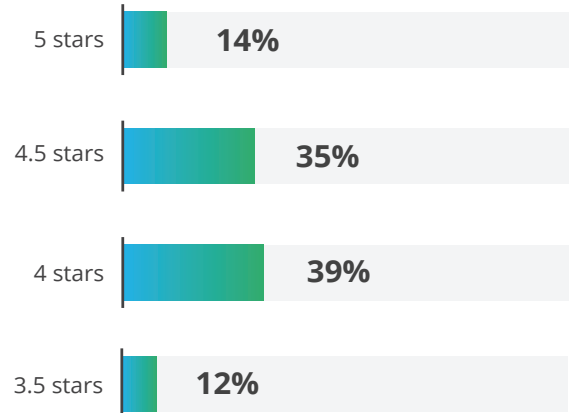
(about 9 out of 10 customers) will NOT consider a salon or spa with an online rating lower than 4 out of 5. (up 1% since 2023)



**49%**

(Almost half) will only consider a salon or spa with a rating of 4.5 or 5. (up 6.5% since 2023)

### Lowest considered rating



### Zenoti tip

Take control of your online reputation by automating online review management. Craft the ideal response to guest feedback every time with **Zeenie**, an AI-powered virtual assistant built into Zenoti software.



## 04 Digital convenience is gaining preference

It's a digital world, and the trend is here to stay. **Over one third of customers prefer to book their appointments online**, with most of them interested in using mobile phones for booking appointments and receiving reminders.

The most common method for booking a salon or spa appointment has been by phone.

**57%**

of salon and spa customers have called to book a visit.

**36%**

prefer booking online over any other scheduling option.



**Online booking is the most popular, and preferred, method of booking appointments for 18 to 29-year-olds.** This preference for online booking continues to grow, up 13% from 2023.

More than 8 of 10 salon and spa customers are interested in using their mobile phone to book appointments (80%) and receive text message reminders (81%).

### Zenoti tip

Save time for your guests and your team by offering mobile convenience. Zenoti provides a personalized digital experience, giving customers control and convenience at every touchpoint – from booking online, to **tipping from smartphones**.



## 05 A growing demand for beauty and wellness services

More customers are regularly visiting salons and spas in 2024, with almost 75% branding themselves a 'regular' at a hair or beauty salon – up 10% since 2023. Results also show that customers' trust in their providers is growing.

### Fast facts

**82%**

(More than 8 in 10 customers) have a high level of trust in their service providers. (up 6% from 2023)

**37%**

(Almost 1 in 4 customers) will usually or always buy a recommended product. (up 4.7% from 2023)

**78%**

(More than three quarters) will buy a recommended product at least sometimes.

### Zenoti tip

Use intelligent software that automatically generates upsell and cross-sell recommendations based on guest preferences and purchase history. These should appear at key touchpoints, including online booking, chairside or in the treatment room, and your webstore.

## 06 Customers don't have time to wait

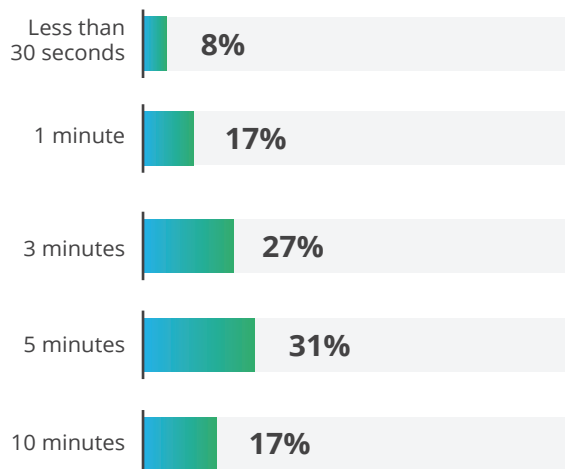


**83%**

(8 in 10 customers) will hold no longer than 5 minutes when calling a salon or spa.

**52%**

(more than half) would hang up after 3 minutes or less.



### Zenoti tip

Use AI-powered tools to turn missed calls into booked appointments. If you can't answer, Zenoti's AI-powered phone system can handle it through text. With an AI virtual assistant like SmartBot, you can also capture bookings around the clock and offer 24/7 support for your customers.

## Memberships: Perks customers want



**77%**

of customers would be more likely to choose a salon or spa with a membership or loyalty program.



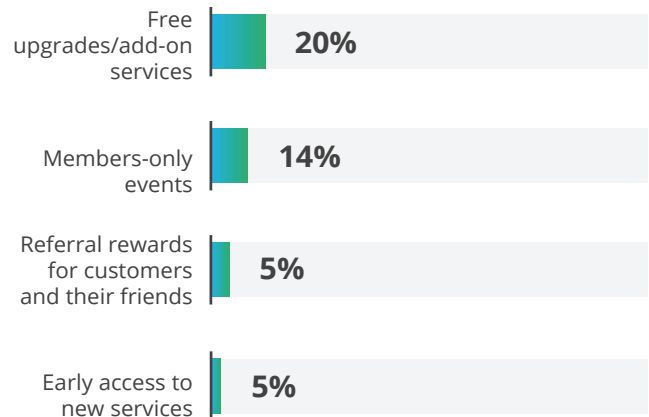
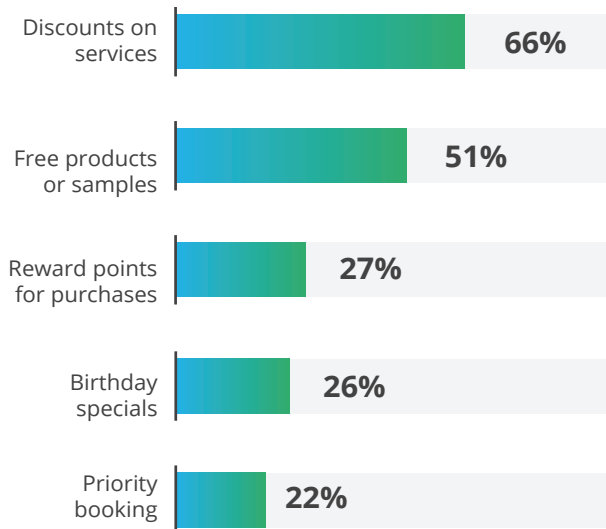
**66%**

Two thirds of customers want membership/loyalty programs to offer discounts on services.



**More than half**

want free products or samples.



## 07 Choosing a salon

### Top influences

More than half of customers are most likely to choose a salon or spa based on its location.

57%

The shop's location

Almost half will choose a salon or spa based on a referral from a friend or family member.

47%

A referral from a friend or family member

40%

Online customer reviews (up 6% since 2023)

### Influences when choosing a salon or spa

	▼ Responses
▶ Location of the shop	57%
▶ Referral by a friend or family member	47%
▶ Online customer reviews	40%
▶ Ability to book an appointment online / via smartphone	36%
▶ Receiving text / email reminders for appointments	33%
▶ Online information about the business	31%
▶ Ability to text message the shop	26%
▶ The shop's impact on the local community	21%

### Booking online: What's most important

66%

Getting their preferred date and time (up 4% from 2023)

52%

Getting a specific provider (up 6.5%)

31%

Being able to book multiple services at the same time.  
(up 3.7%)



## Wrap-Up

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The rising demand for personalization underscores the need for salons and spas to tailor experiences at every touchpoint. Additionally, the growing preference for digital convenience emphasizes the importance of offering online booking and mobile-friendly services, which most customers now not only want, but expect.

In 2024, maintaining a strong online reputation is more important than ever, with consumers relying heavily on reviews to make informed choices. The increase in customers regularly visiting salons and spas this year presents a worthwhile opportunity for businesses to deepen relationships with existing clients through personalized marketing and loyalty programs.

AI can play a key role in this transformation, offering innovative ways to personalize experiences and streamline operations. By embracing AI, salons and spas can deliver more engaging and efficient services that resonate with today's consumers.

The insights from this survey are a call to action for salons and spas to adapt and thrive. By leveraging these trends, businesses can meet and exceed customer expectations, helping ensure continued growth and success.



## Methodology

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The salon and spa consumer survey was conducted July 2024 via SurveyMonkey, with 1,413 U.S. respondents participating via the audience program. Respondents were 39% male and 61% female. Full census age balancing yielded responses across four age groups. Margin of error is +/- 3%.



Zenoti is the leading cloud-based software solution for the beauty, wellness, and fitness industries. With its AI First all-in-one platform, Zenoti focuses on delivering business growth for its customers. Trusted by more than 30,000 businesses worldwide, Zenoti is dedicated to helping clients succeed with cutting-edge technology and innovative solutions.

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