



The 2024 Medspa Consumer Survey Results

Uncovering key trends
in medspa consumer
preferences



Introduction

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



About this survey

Our annual medspa consumer survey, conducted in October 2024, gathers insights from 1,195 U.S. respondents to uncover the latest trends and customer preferences.

Our 2024 survey focused on a variety of key themes, including personalization, using artificial intelligence (AI) to create more meaningful experiences, the influence of online reviews, and the importance of digital convenience – all aiming to help medspas 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 medspas better understand what consumers want, keep ahead of changing preferences, and boost customer satisfaction.



What's inside:

- 01 The growing demand for services
- 02 Personalization and the use of AI
- 03 What customers want (and don't want)
- 04 The power of online reviews

- 05 Digital convenience
- 06 Influences when choosing a medspa
- 07 Wait times and membership preferences

Key consumer trends for 2024



Demand for medspa services is on the rise

- 8 in 10 customers (83%) consider themselves “regular customers” at a medspa.
- Over two thirds of medspa regulars (68%) visit for monthly treatments or services.



Customers want personalization more than ever

- 97% of medspa regulars are more likely to rebook when they receive personalized offers.
- Three in 10 customers (30%) say their biggest frustration is lack of personal connection.



Online reviews are growing in importance

- Almost two thirds of customers (64%) will only consider a medspa with a rating of 4.5 or 5.
- 9 in 10 customers (91%) check online reviews before deciding if they'll visit.



Digital convenience continues to gain preference

- 55% of medspa customers have booked a visit online via a medspa's website or app – now the most popular booking method.
- Almost all customers are interested in using their mobile phone to book appointments (97%) and receive appointment reminders (98%).

01 A growing demand for medspa services

The demand for medspa treatments continues to grow, with **8 out of 10 customers (83%) branding themselves a 'regular' at a medspa** in 2024. In fact, **over two thirds of medspa regulars (68%) visit for monthly treatments or services**, with 33% visiting more than once a month.

Fast facts

- More than 8 in 10 customers (81%) have a high level of trust in their service providers.
- Almost half of medspa regulars (48%) will always buy a recommended product.
- More than 9 in 10 (96%) 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, in the treatment room, and your webstore.



02 Personalization is key to success

Results show that customers crave personalization more than ever, **with almost all medspa regulars (99%) 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 **more than 9 in 10 customers stating they are more likely to rebook when they receive personalized offers.**

Fast facts



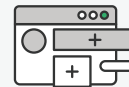
98%

of medspa regulars find **personalization during online booking important.**



97%

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



94%

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 medspas operate. Beyond automating time-consuming tasks, AI has tremendous potential to enhance overall satisfaction and experience. But how do your customers feel about it?



90%

of regular customers think medspas should use AI to offer personalized recommendations.



Three in four

regulars actively want medspas to use AI to offer a more personalized experience.

Reminder:

Use AI with care as 10% of customers are wary of businesses using technology in this way.

Zenoti tip

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

03 What customers want: Convenience and connection

It's no surprise that medspa customers want quality results and service excellence, but they want more than that. **The majority (almost two thirds) say a warm welcome and personal connection contributes most to a great experience,** closely followed by a quick and easy check-in process. It's clear that customers value both convenience and personal connection when choosing a medspa.



64%

(six in 10) **say a warm, personal welcome contributes most to a great experience.**



60%

say a **quick, easy check-in** defines a great medspa experience.



55%

listed **friendly, familiar conversation.**

What makes a great experience

▶	A warm, personal welcome	62%
▶	Quick, easy check-in	60%
▶	Friendly, familiar conversation during service	55%
▶	Excellent results / quality of service	50%
▶	Quick, easy checkout	31%
▶	Ability to pay digitally / via mobile device	26%
▶	Booking the next appointment before leaving	24%
▶	Getting the products they need or want most	20%

What customers don't want

Waiting around for their appointment is the biggest source of frustration for medspa customers, closely followed by limited office hours for booking appointments. Staff demeanor and lack of personal connection also ranked high on the list of frustrations, emphasizing the importance of great customer service.



38%

(almost one in four customers) say **their biggest frustration is waiting around for their appointment.**



**A close second:
Limited office
hours for booking
35%**

(Over one third of customers) name it as a source of frustration.



**Staff demeanor
came next.**

31%

find this frustrating, followed closely by lack of personal connection (30%).

Source of customer frustration

▶	Wait times before in-person service	38%
▶	Limited office hours for booking	35%
▶	Staff demeanor	31%
▶	Lack of personal connection	30%
▶	The check-in process	30%
▶	Checking out / paying the bill	29%
▶	Lack of available products	28%
▶	Rebooking the next appointment	26%

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.

04 The power of online reviews

Our research also reveals the growing significance of online reviews. In 2024, **more than 9 in 10 medspa customers (91%) check online reviews before deciding where to book.** For medspa regulars, this increases to 93%, underscoring the importance of maintaining a strong online reputation.

Fast fact

68% (more than two thirds) of regular medspa customers would **definitely pay more for services at a medspa with excellent reviews.**

Responding to reviews

The importance of responding to reviews cannot be overstated, regardless of the sentiment. While 7 in 10 customers (70%) find it extremely or very important that medspas respond to their negative reviews, 73% find it equally important that positive reviews get a response.

95%

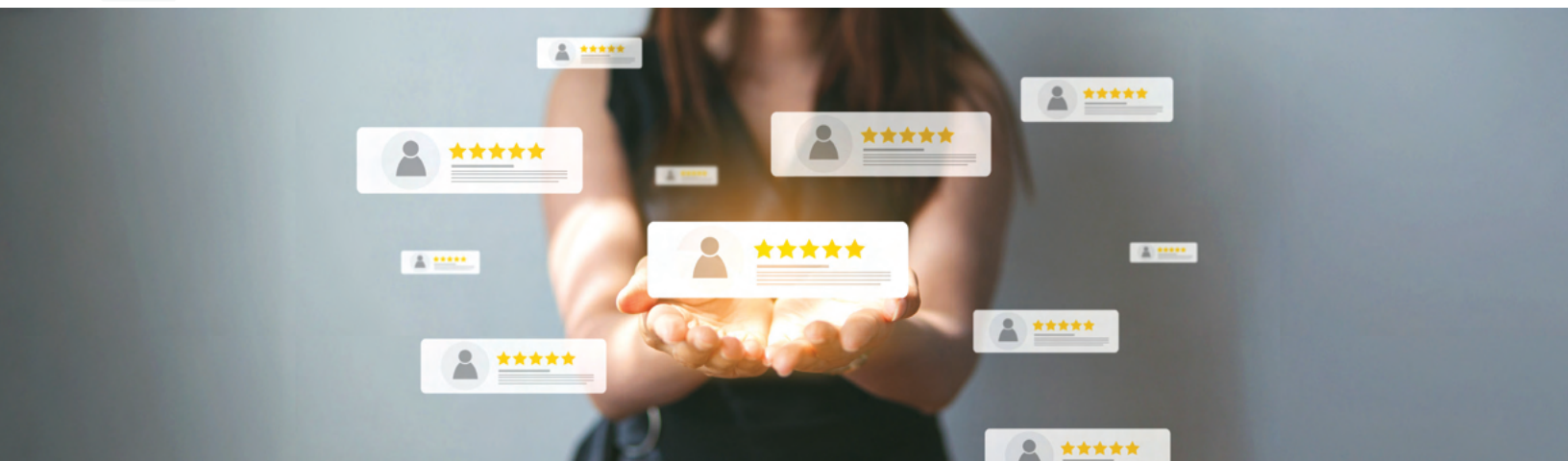
(more than 9 out of 10 customers) find it important that medspas respond to negative reviews.

93%

find it important that medspas respond to positive reviews.

93%

find it important that their neutral reviews get a response.



Choosing a medspa

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



92%

(9 out of 10 customers) will NOT consider a medspa with an online rating lower than 4 out of 5.



64%

Six out of 10 will only consider a medspa with a rating of 4.5 or 5.

Lowest
considered
rating

5 stars

29%

4.5 stars

35%

4 stars

29%

3.5 stars

8%

Zenoti tip

Take control of your online reputation by automating online review management. View and respond to all your reviews from one place with ezRepute, and craft the ideal response to guest feedback every time with **Zeenie, an AI-powered virtual assistant** built into Zenoti software.



05

Digital convenience is gaining preference

This 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 an appointment has been online via a medspa's website or app.

55%

of medspa customers have booked a visit online via a medspa's website or app.

36%

prefer booking online over any other scheduling option.

Booking online (website, app)

36%

By email

14%

By text message

11%

By phone call

25%

In person during their previous visit

14%

Almost all medspa customers are interested in using their mobile phone to receive text message reminders (98%) and book appointments (97%).

Zenoti tip

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

Choosing a medspa

Top influences

Four in 10 medspa customers are most likely to select a medspa based on:

The ability to book an appointment online or from their mobile phone

41%

Online customer reviews

41%

A referral from a friend or family member

40%

Top reasons to not return to a medspa

Their schedule is always full.

45%

The service lacks a personal touch.

41%

They're not up to date on trends.

30%

Booking online: What's most important

55%

Getting a preferred date and time.

48%

Getting a specific provider.

43%

Four in 10 in want the ability to book multiple services at the same time.

Fast facts

54%

of medspa regulars prefer to visit different specialty medspas for different treatments or services.

64%

tend to use financing options (buy now, pay later) when visiting a medspa.

93%

of customers would be more likely to choose a medspa that has a membership or loyalty program.

Customers don't have time to wait

77%

will hold no longer than 5 minutes when calling a medspa.

46%

would hang up after 3 minutes or less.

Hold time

Less than
30 seconds

8%

Up to
1 minute

16%

Up to
3 minutes

23%

Up to
5 minutes

31%

Up to
10 minutes

23%

Zenoti tip

Use AI-powered tools to turn missed calls into opportunities. 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

72% of medspa regulars currently participate in a membership or loyalty program at a medspa.

Two thirds of customers (**66%**) want membership/loyalty programs to offer discounts on services.

More than half (**58%**) want free products or samples.



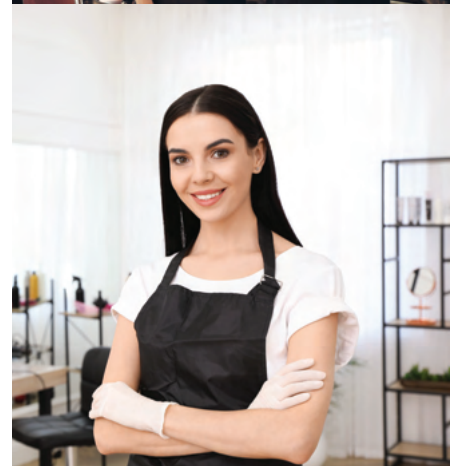
Wrap-Up

The rising demand for personalization underscores the need for medspas 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 heavily relying on reviews to make informed choices. The high demand for medspa treatments presents a viable 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. Our findings indicate that the majority of customers not only accept AI but also encourage medspas to leverage it for delivering the engaging, personalized services they crave.

The insights from this survey serve as a call to action for medspas to adapt and thrive. By leveraging these trends, businesses can meet and exceed customer expectations, ensuring continued growth and success.



Methodology

The medspa consumer survey was conducted October 2024 via SurveyMonkey, with 1,195 U.S. respondents participating via the audience program. Respondents were 59% male and 41% 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.

For more information see
zenoti.com.

The Zenoti logo is centered in the lower half of the image. It consists of the word "zenoti" in a white, lowercase, sans-serif font. A small red dot is positioned above the letter "i". The logo is set against a circular background of white dots of varying sizes, which is superimposed on a teal gradient background. In the background, there is a faint, semi-transparent image of a modern interior space, possibly a spa or wellness center, with a long table, chairs, and potted plants.

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