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Winning Gen Z:

The ultimate playbook for salons and spas

How to attract and retain
the next generation of clients

Dear Salon and Spa Owners, Everybody's talking about Gen Z.

This generation is bold, young, and rewriting the rules. Born between 1997 and 2012, they're digital natives with serious spending power and expectations to match.

Salons and spas are often at a loss for how to best serve this audience, so here's a guide to help you connect with them. We pulled together insights from Zenoti's U.S. survey data and McKinsey's industry analysis to dive into what makes Gen Z tick. Think digital convenience, personalization, and next-level experiences.

By understanding the Gen Z mindset and meeting them where they are, your salon, spa, or barbershop can earn their loyalty and position itself for long-term growth.

Let's make it happen!
Team Zenoti

What you'll learn

Who Gen Z is
Dive into the cultural drivers and digital-first mindset of this influential generation.

Their approach to beauty and wellness
Understand their view and what that means for your services.

What they expect from your business
Learn about their demand for personalization, authenticity, and seamless digital experiences.

How to win them over
Get strategies that salons and spas can implement to attract and retain these clients.

How Zenoti can help
Discover tools to create the five-star experiences Gen Z loves.

What's inside

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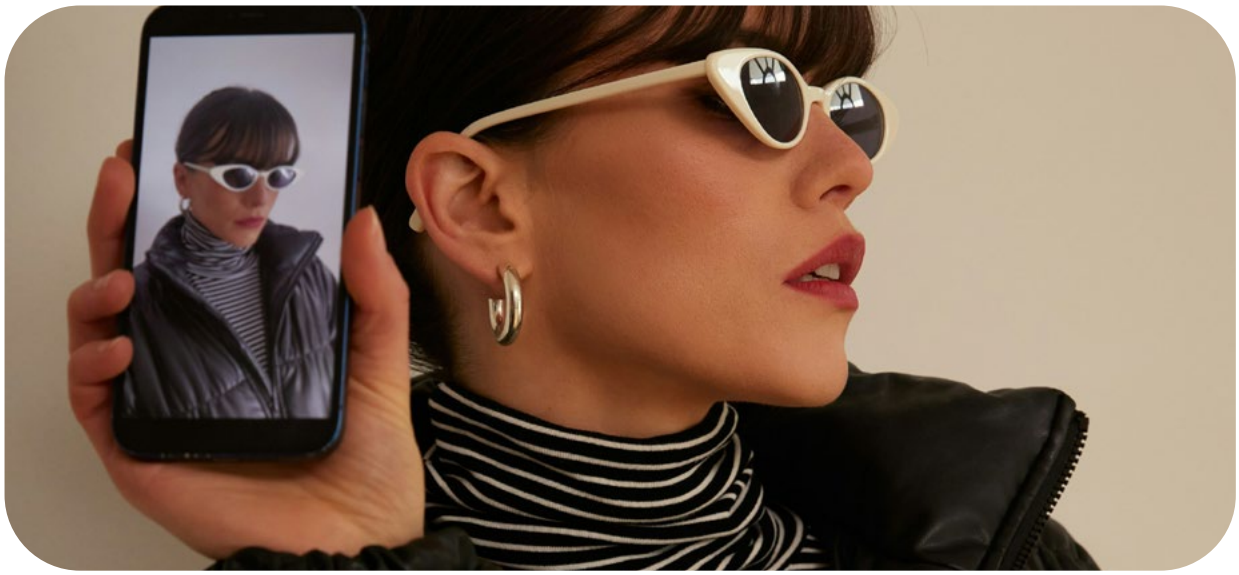
Introduction

The Gen Z opportunity

The beauty and wellness landscape is getting a major shake-up driven by its youngest consumers.



Generation Z, though early in their careers, are not just participants in the wellness economy; they are its architects.

Their values and behaviors are setting new benchmarks for how brands should operate to succeed. For salons and spas, ignoring this demographic is no longer an option – it's a critical business risk.

The spending power of a new generation

While millennials and Gen Z together make up just over a third of the U.S. adult population, they command an impressive 41% of the annual wellness spend.

For Gen Z, wellness isn't a luxury; it's a daily practice that's part of their identity. Because they prioritize appearance and preventive care, they are frequent visitors to beauty and wellness establishments. Did you know 92% of salon and spa regulars in this demographic trust the stylists and estheticians they see regularly[1], with 73% having a *high* or *very high* level of trust?

Our 2025 survey reveals just how integrated beauty and self-care services are into Gen Z routines. Here are key stats:

Gen Z visits in the last six months

64%
Have visited a hair or beauty salon

51%
Consider themselves regulars

39%
Are regular customers at a nail salon

29%
Consider themselves regulars at a barbershop

23%
Are regulars at wellness spas and day spas (massage, facial, etc.)

Source: 2025 Salon and Spa Consumer Survey Results, Zenoti

These figures illustrate a clear and present opportunity for businesses willing to serve the needs of this powerhouse demographic.

Why your salon or spa needs a Gen Z strategy

Beyond their own spending, Gen Z's influence extends across social and digital platforms. Their expectations for seamless, tech-driven interactions are raising the bar for all businesses.

Failing to connect with this generation means losing more than just their business. A staggering 72% of Gen Z clients have abandoned booking an appointment because it was too difficult to get in touch with the salon or spa. The message is clear: convenience and accessibility are paramount.

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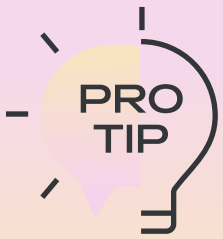
This playbook gives you strategies you need to not only attract Gen Z but also turn them into long-term advocates for your brand.



Modernize your business

A Gen Z-centric strategy is not just about attracting younger clients; it means getting a digital upgrade to meet the evolving demands of the entire market.

Decoding the Gen Z client
What they really want

To effectively engage Gen Zers, understand their core values.

This generation has moved beyond the transactional nature of business. They seek connection, authenticity, and experiences tailored specifically to them.

Read on for ways to better align your offerings to three core values.

The first core value: Accept their digital-first mindset

For Gen Z, a clunky digital experience is a sign that a business is out of touch. Tethered to their phones, they expect 24/7 access to booking, rescheduling, and communication. If it's a hassle to connect with you, they'll move on.

Smartphone access: An easy way to make your business Gen Z-friendly

96%
want to book appointments using their device

90%
want to check in on arrival

92%
want to pay their bill

86%
want to post reviews

91%
want to tip their stylist/provider

95%
want appointment reminders via text

Source: 2024 Salon and Spa Consumer Survey Results, Zenoti

Here's a stat you can't afford to ignore: Nearly 3 in 4 Gen Z clients (72%) have decided against booking an appointment due to friction in the process, either online or by phone, says our 2025 survey.

The second core value: Hyper-personalize every interaction

One-size-fits-all service is a relic of the past. Gen Z expects brands to know them – their preferences, their history, and their goals. They have grown up in a world curated by algorithms, from their social media feeds to their shopping recommendations, and they expect the same level of personalization from your business.

Personalization of salon and spa experiences matters to 18 to 29-year-olds

90% say it's important during online booking

96% say it's important during in-person visits

82% say it's important in marketing communications

89% are more likely to rebook with salons or spas that send personalized offers

Source: 2024 Salon and Spa Consumer Survey Results, Zenoti

The desire for tailored experiences is a clear Gen Z expectation, and businesses that provide such personalization can expect to gain this segment's loyalty.

7 ways to hyper-personalize the salon or spa experience

1. Create customized skincare regimens based on individual skin types and concerns.
2. Offer haircuts and styles that match each client's personality and preferences.
3. Use AI-powered tools for online booking with tailored add-ons.
4. Provide personalized consultations to craft bespoke beauty or wellness plans.
5. Send follow-up care tips and product suggestions based on their recent services.
6. Offer loyalty rewards or discounts based on their favorite treatments.
7. Incorporate scent or music customization to enhance their relaxation experience.

Brooke Jackson

Naomi Brien

Pioneering personalization for beauty shops

Let's meet innovators **Brooke Jackson** and **Naomi Brien** of **Verde Salon Group** to see how they are reimagining the guest experience.

Winners of the **Deep End contest at Innergize 2025**, Brooke and Naomi are developing the **Verde Color Lab 360,** an AI-powered mirror that will let guests preview their dream look in real time while showcasing Aveda products that make the look possible.

This innovation delivers the hyper-personalization Gen Z loves and enhances the experience for all customers.

The third core value: Prioritize wellness experiences over transactions

Gen Z doesn't just buy services; they buy experiences. The ambience of your salon, the ease of the checkout process, and the ability to share their visit on social media are all part of the value proposition. They seek immersive environments where they can relax, rejuvenate, and feel connected to a brand's mission.

They are drawn to services that integrate beauty and wellness, such as facials that include meditative elements or treatments focused on long-term health and longevity. Your business becomes a self-care destination for these customers.

Keep them coming back: Nailing Gen Z loyalty

This generation is looking for brands they can trust. A loyalty program is your ticket to turning a first-time guest into a regular.

42% of Gen Z are likely to choose a salon or a spa with a loyalty program after a good experience[1]

89% say they'll rebook from personalized offers[1]

Tech makes this easy. 7 in 10 are more likely to stay loyal if booking and communication are a breeze[2]. Perks like service discounts (64%), free products (55%), and reward points (34%) are major draws[1], turning positive experiences into ongoing trust and repeat business.

Actionable strategies for your salon and spa

Understanding Gen Z's preferences is the first step. Catering to their expectations comes next.

How to transform your business into a Gen Z magnet

Master digital engagement across every channel

Aim for a digital presence that is seamless, intuitive, and always on. This approach ensures a consistent and convenient experience at every touchpoint.

Optimize online booking: Make your booking platform mobile-first and available round the clock. Allow clients to book, reschedule, and manage their appointments via digital self-service.

Develop a branded mobile app: Enable features like in-app booking, payment, access to loyalty rewards, and Uber-like checkout to eliminate front-desk friction.

Embrace AI for communication: With 94% of adult Gen Z customers valuing 24/7 access, consider adding an AI receptionist to handle calls and inquiries day and night.

Deliver radical personalization

Make use of technology to create the tailored experiences Gen Zers crave. You need a modern Customer Relationship Management (CRM) system to pull it off.

Use AI-driven insights: Opt for tools that analyze client data – visit history, purchase patterns, and stated preferences – to offer personalized recommendations. Imagine an AI that suggests a new conditioning treatment based on a client's past color services or reminds them it's time to restock their favorite product.

Create detailed customer profiles: Go beyond basic contact information. Track everything from a client's preferred beverage and music tastes to their long-term beauty goals. Empower your staff to access this information to make every interaction feel personal and thoughtful.

Automate personalized communication: Use marketing automation to deliver targeted messages. Instead of generic email blasts, send tailored offers, birthday greetings, and appointment reminders that reflect each client's unique relationship with your brand.

How does Gen Z feel about salons and spas using AI?

76% want AI used to personalize recommendations (2024 survey)

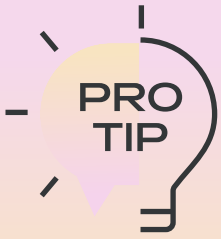
44% feel comfortable interacting with an AI receptionist (2025 survey)

Craft unforgettable, shareable salon and spa experiences

Design for the 'Gram: No need for a total renovation. Create a selfie station with great lighting, a cool neon sign, or a branded backdrop. Encourage clients to snap a photo of their new look or post-treatment glow.

Integrate wellness rituals: Enhance standard services with experiential elements. Offer a complimentary aromatherapy moment before a body treatment, a guided breathing exercise during a facial, or a relaxing hand massage while a client's hair color is processing.

Host community events: Organize workshops focused on wellness topics that appeal to Gen Z, such as clean beauty, mindfulness, or the latest skincare trends. Such events build a community around your brand that goes beyond appointments.



Transform your physical space and service offerings

You'll create memorable moments that Gen Z will be excited to share.

In practice
How Zenoti customers win with Gen Z

Here’s how leading brands are using the platform right now to deliver the experiences this generation demands.

Flirt Cosmetics Studio

Lizzy Burback, Studio and Operations Manager, emphasizes the power of instant connection and personalization. Her team can access detailed client profiles, allowing them to anticipate needs and make every guest feel valued.

Boss Gal Beauty Bar

Vice President Morgan Schaaf celebrates the ability to create precisely personalized client interactions. With powerful marketing and communication tools, Boss Gal Beauty Bar engages clients with relevant, timely offers and content, helping create a relationship that feels authentic and attentive rather than transactional.

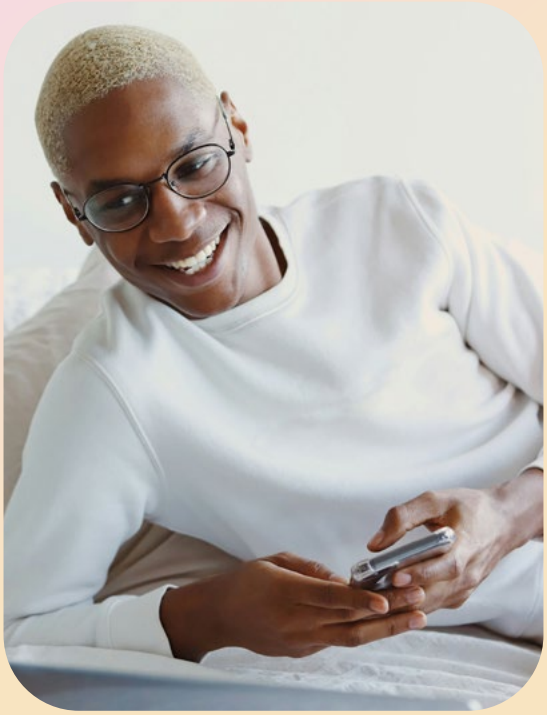
iCRYO

Co-founder and CEO Kyle Jones highlights the importance of digital convenience for both guests and owners. iCRYO leverages a mobile-first platform to provide effortless booking and account management. This self-service capability empowers clients to walk their wellness journey on their own terms.

Future-proofing your salon or spa brand

Gen Zers are the future of your business. Their preferences for digital convenience, personalization, and experiential wellness are setting new industry standards that will soon become the baseline for all consumers.

Embrace these changes to attract a younger clientele and position your brand for sustained growth and relevance.



Key takeaways

Prioritize digital innovation
Offer seamless, anytime access through online booking, mobile apps, and AI-driven scheduling and communication.

Personalization is paramount
Use data and technology to tailor every aspect of the client journey.

Sell experiences, not just services
Create an immersive environment and memorable moments that help build community and loyalty.

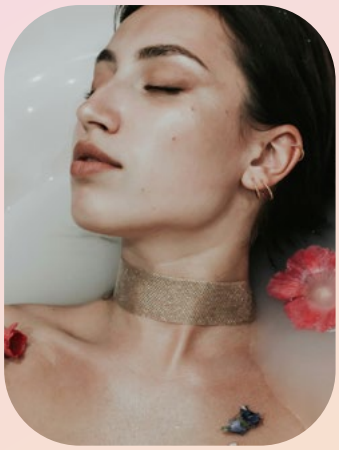
Remove all friction
From booking to checkout, make every interaction effortless and intuitive.

Get results with Zenoti, the only forward-thinking solution ready for Gen Z today

Choose the only all-in-one platform for salons and spas, built to deliver the convenient, personalized, and modern experiences that today's clients demand, Gen Zers included.

From our industry-first, intuitive AI Receptionist and mobile apps to our powerful marketing automation, CRM and loyalty programs, we provide the tools you need to win Gen Zers over and grow your business.

With Zenoti, AI-powered growth is built into the platform based on a global data footprint. It isn't tacked on as an afterthought.



Explore Gen Z-ready solutions for your salon or spa.

Click the links to learn more
and request a personalized demo

AI Receptionist

A branded mobile app for your customers

Marketing automation

CRM and loyalty programs

AI-powered growth

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Want to dive in further? Read more:

How Zenoti salons and spas are winning over millennials and Gen Zers

How digital loyalty programs drive retention in 2025 | The Check-In

What Gen Zers and millennials want from wellness brands | The Check-In

Sources:

1. 2024 Salon and Spa Consumer Survey Results, Zenoti

2. 2025 Salon and Spa Consumer Survey Results, Zenoti

3. McKinsey: The $2 trillion global wellness market gets a millennial and Gen Z glow-up

Note: This guide features survey data for U.S. Gen Z customers aged 18 and older.

About Zenoti

It is the **AI-Powered Growth Platform** transforming **barbershops**, **salons**, **spas**, **medspas**, and **gyms worldwide**. From single locations to enterprise chains, **more than 30,000 businesses across 50 countries use Zenoti** to streamline operations, delight guests, and accelerate growth through **AI-powered features**.

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