

The State of Beauty & Wellness in 2026

Where the industry stands, what the data reveals,
and how your business compares.

Based on **The 2026 Beauty and Wellness**
Benchmark Report data, trends, and strategies
for the year ahead.

The Industry at an Inflection Point

On the surface, 2025 was a solid year for beauty and wellness. Total industry revenue grew 6% when new locations are included, and operators across salons, spas, and medical spas continued to invest in expansion. But beneath those topline numbers, the data tells a more nuanced story — one that every forward-thinking operator needs to understand.

Same-store revenue growth held flat at 2% for the second consecutive year. New guest acquisition declined across all eight business segments measured. The businesses pulling ahead are not simply growing faster — they are growing differently, by investing in retention, leveraging technology strategically, and optimizing for the right metrics.

This white paper draws on proprietary data from Zenoti’s 2026 Beauty and Wellness Benchmark Report — the industry’s most comprehensive annual performance study — to give you an unfiltered look at where the industry stands and what it means for your business.



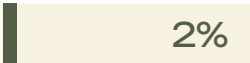
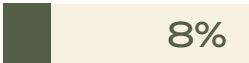
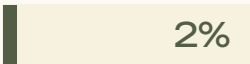
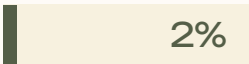
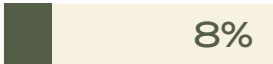
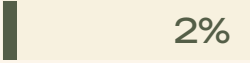
The Growth Picture: Steady but Uneven

The 2% same-store growth figure masks significant variation across verticals. Nail studios led with 6% same-store growth and 20% center expansion — the most dynamic segment in the dataset. Salons posted 5% same-store growth paired with 12% location expansion, signaling a retention-driven model that is working. Medical spas continued their investment-driven trajectory at 18% center growth, with pricing recovering toward pre-2024 levels.

At the other end of the spectrum, barbershops saw zero net location growth and waxing centers held flat at 2% same-store growth while cancellation rates worsened. Membership spas experienced the largest same-store revenue deceleration of any vertical, dropping from 5% to 2% year over year.

Revenue Growth

Verticals	Same-store growth		Location count growth	
Nail Studios	6%	17%	20%	
Salons	5%	11%	12%	
Non-Membership Spas	3%	7%	13%	

Medical Spas	 2%	 8%	 18%
Full-Service Salons	 2%	 2%	 8%
Membership Spas	 2%	 2%	 5%
Waxing Centers	 2%	 2%	 2%
Barbershops	 2%	 0%	 0%

* Source: Zenoti 2026 Beauty and Wellness Benchmark Report. Total growth includes new locations.

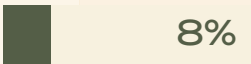
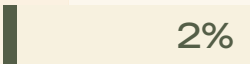
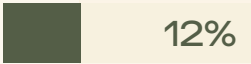
The Acquisition Challenge Is Now Universal

For the first time in the report's history, new guest acquisition declined across all eight verticals. The weighted industry average was -10%, worsening from -9% the prior year. The range runs from -4% at nail studios to -17% at barbershops, but the direction is the same everywhere. This is no longer a problem isolated to one or two segments. It is an industry condition, and retention is now the primary growth engine.

"The businesses outpacing the average all share three characteristics: They invest in retention, they use technology to their advantage, and they optimize for the right metrics"

The Membership Advantage

Membership sales grew approximately 10% year over year on a weighted basis, outpacing every other revenue stream. The range across verticals is striking — from 3% at waxing centers to 36% at full-service salons. The performance gap between membership and non-membership operators is one of the starkest findings in the report: salons with membership programs grew revenue and retained existing guests at four times the rate of those without.

Metric	Membership salons	Non-membership salons
Sales Growth	 8%	 2%
Existing Guest Visit Growth	 12%	 3%

Where Does Your Business Stand?

The report introduces aspirational benchmarks across five operational metrics: revenue per location, average ticket size, online booking rate, staff utilization, and tip rates. For each metric, all locations within a vertical are ranked, with 90th percentile, 75th percentile, and median values showing what best-in-class performance looks like.

The practical approach: find where your location sits for each metric in your vertical. Focus on closing the nearest gap first. If your staff utilization is at the median, aim for the 75th percentile before reaching for the 90th. Utilization and online booking are typically the most actionable levers — the areas where the difference between top performers and the median is greatest, meaning they offer the most room to improve.

What This Means for You

The data is clear: the industry is shifting from an acquisition-driven model to a retention-driven one. Operators who recognize this shift and adapt their strategies accordingly — through memberships, smarter rebooking workflows, and technology adoption — are the ones building sustainable competitive advantages. In the next installment of this series, we will dig into the specific revenue leaks that are hiding in most beauty and wellness operations, and show you exactly where to look in your own business.

Get The Full Picture



Download the complete 2026 Beauty & Wellness Benchmark Report for detailed vertical profiles, aspirational benchmarks, and the strategies separating top performers from the rest—**click here** or scan the QR code to access it.