Spa Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> **Industry:** Hotels, Accommodation & Resorts (Hospitality & Tourism)
> **Source:** https://www.mordorintelligence.com/industry-reports/spa-market
> **Scraped Date:** 2026-09-17

Executive Market Summary

Market Metric	Details
Base Market Size	USD 164.66 billion
Projected Forecast (2031)	USD 164.66 billion
Growth Rate (CAGR)	6.06 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

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![Major players in Spa industry](images/chart_2.png)

![Spa Market Size](images/chart_3.png)

![Spa Market Share by Service Type, 2025](images/chart_4.png)

![Spa Market Share by End User, 2025](images/chart_5.png)

![Spa Market Growth Rate by Region](images/chart_6.png)

![Spa Market Concentration](images/chart_7.png)

![footer background image](images/chart_10.png)

![Mordor Intelligence on Facebook](images/chart_12.svg)

![Mordor Intelligence on Pinterest](images/chart_14.svg)

![Mordor Intelligence on Instagram](images/chart_15.svg)

![ESOMAR](images/chart_17.png)

![GPTW](images/chart_19.png)
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Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market OverviewStudy Period | 2021 - 2031 |
Market Size (2026) | USD 164.66 Billion |
Market Size (2031) | USD 221.02 Billion |
Growth Rate (2026 - 2031) | 6.06 % |
Fastest Growing Market | Asia Pacific |
Largest Market | Europe |
Market Concentration | Low |
Major Players*Disclaimer: Major Players sorted in no particular order

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Market Overview

Spa Market Analysis by Mordor IntelligenceThe spa market size is expected to grow from USD 159.15 billion in 2025 to USD 164.66 billion in 2026 and is forecast to reach USD 221.02 billion by 2031 at 6.06% CAGR over 2026-2031. Demand continues to expand as consumers blend wellness with travel, technology reshapes service delivery, and regulatory frameworks expand the scope of medical-grade services within wellness environments. Wellness tourism momentum continues to drive on-site spa visitation, benefiting operators that integrate structured programs into premium itineraries and domestic retreats led by Asia-Pacific and Europe. Operators scale AI-powered skin diagnostics and robotic massage to address staffing constraints while preserving treatment consistency in the spa market. Aging populations drive sustained demand for therapeutic services and recovery protocols, with OECD markets increasingly aligning wellness and health-system objectives, including physician-guided hydrotherapy programs in select European countries.

Key Report Takeaways* By service type, massage and body treatments led with 37.12% of the Spa Market size in 2025, while medical and medi-spa treatments are forecast to expand at an 8.95% CAGR through 2031.
* By facility type, day and club spas held 43.68% of the Spa Industry size in 2025, while medical spas recorded the fastest growth at a 12.48% CAGR through 2031.
* By booking channel, on-site and walk-in captured 71.35% of the Spa Market size in 2025, while online and mobile-app bookings advanced at an 8.05% CAGR.
* By end user, women accounted for 56.10% of the global Spa Market size in 2025, while family and group bookings posted the highest projected growth at an 8.56% CAGR.
* By geography, Europe contributed 36.35% of the Spa Market size in 2025, while Asia-Pacific is projected to grow at an 8.97% CAGR to 2031.

Key Market Trends

Market Trends and InsightsDrivers Impact Analysis of Spa Market*

Driver	(~) % Impact on CAGR Forecast	Geographic Relevance	Impact Timeline
Growth in Wellness Tourism and Experiential Travel	+1.2%	Global, led by Asia-Pacific and Europe	Medium term (2-4 years)
Expansion of Disposable Income in Emerging Markets	+0.8%	Asia-Pacific core, spill-over to Middle East	Long term (≥ 4 years)
Ageing Demographics Boosting Health-Focused Spa Visits	+1.1%	Europe and North America, expanding to Japan and South Korea	Long term (≥ 4 years)
Adoption of Corporate Wellness Programs	+0.7%	North America and Europe	Medium term (2-4 years)
Implementation of AI-Driven Personalized Treatment Protocols	+0.9%	Global, early gains in United States, China, United Kingdom	Short term (≤ 2 years)
Emergence of Subscription-Based Urban Micro-Spa Models	+0.6%	National, with early gains in United States and Canada	Medium term (2-4 years)

Source: Mordor Intelligence |

Competitive Landscape

Competitive Landscape

The spa market remains moderately concentrated among leading global brands while highly fragmented overall, with major operators such as Four Seasons, Marriott, Mandarin Oriental, Hilton, and OneSpaWorld collectively representing a relatively small portion of total market share as independent and regional providers account for the majority of locations. Competitive strategy increasingly emphasizes technology enablement, longevity and recovery-focused programming, sustainability positioning, and membership-based models that create more predictable demand patterns. Large operators favor asset-light concession structures within cruise ships and integrated resorts, leveraging standardized operating frameworks and strategic vendor partnerships to scale efficiently with limited capital intensity. Digital infrastructure has become essential, with advanced scheduling, payment

, and analytics platforms supporting consistency and yield optimization across multi-location networks. This blend of brand power and operational tooling allows larger groups to defend premium positioning while adapting to localized market conditions.

Expansion pipelines highlight continued investment in wellness-led hospitality concepts across both luxury and mass-market segments. Global luxury brands are advancing extensive development programs that integrate comprehensive spa programming into destination resorts and mixed-use projects, reinforcing wellness as a core brand pillar rather than a supplementary amenity. Franchise-based spa networks are simultaneously accelerating footprint growth through new unit openings and signed development agreements, supported by high-frequency membership models that drive recurring revenue and stable utilization. Performance metrics across these systems indicate strong consumer engagement with facials, massage therapy, and recurring treatment packages. Hotel groups are also expanding into new geographic markets with properties that embed signature spa concepts into full-service hospitality offerings, strengthening cross-selling opportunities between rooms, wellness, and food and beverage.

Operational innovation is increasingly visible as spa operators respond to labor constraints and rising digital expectations. Artificial intelligence–enabled diagnostics, automated booking interfaces, and early-stage robotic massage trials are being introduced to smooth capacity bottlenecks and enhance service consistency during peak periods. Destination-focused wellness brands continue to differentiate through curated signature programs, practitioner-led product standards, and international recognition that reinforces premium positioning. Branded wellness events and thematic activations across global portfolios further strengthen brand-level identity while showcasing holistic, integrated programming. Together, these strategic initiatives illustrate a market balancing scale expansion, service innovation, and experiential differentiation within an increasingly competitive global landscape.

Spa Industry Leaders* Four Seasons Hotels & Resorts

* Marriott International (Incl. St. Regis, W, Ritz-Carlton spa brands

* Mandarin Oriental Hotel Group

* Steiner Leisure / OneSpaWorld

* Hilton Worldwide (Eforea)

* *Disclaimer: Major Players sorted in no particular order

Component Component 3 Scope Of The Report Bottom

Global Spa Market Report ScopeThe spa market research report aims to provide a detailed analysis of the spa market. It focuses on spa industry statistics, market dynamics, customer trends, and insights into geographical segments. It also analyzes spa companies and the competitive landscape in the spa industry. The spa market is segmented by service type (salon/day spa, hotel/resort spa, medical spa, thermal/mineral spring spa, and destination spa ayurvedic/traditional spa) and geography (North America, Europe, Asia-Pacific, Latin America, and Middle East and Africa). The report offers the spa industry statistics, which include market size and forecasts for the spa market in value (USD) for all the above-mentioned segments.

By Service TypeMassage and Body Treatments |
Facials and Skin Care |
Beauty and Grooming (Nails, Hair) |
Hydrotherapy and Thermal/Mineral Springs |

Medical / Medi-Spa Treatments |
Others (Aromatherapy, Reiki, etc.) |

Segmentation Accordion Item

By RegionNorth America | Canada |
| United States |
| Mexico |
South America | Brazil |
| Peru |
| Chile |
| Argentina |
| Rest of South America |
Asia-Pacific | India |
| China |
| Japan |
| Australia |
| South Korea |
| South East Asia (Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines) |
| Rest of Asia-Pacific |
Europe | United Kingdom |
| Germany |
| France |
| Spain |
| Italy |
| BENELUX (Belgium, Netherlands, Luxembourg) |
| NORDICS (Denmark, Finland, Iceland, Norway, Sweden) |
| Russia |
| Rest of Europe |
Middle East & Africa | United Arab Emirates |
| Saudi Arabia |
| South Africa |
| Nigeria |
| Rest of Middle East & Africa |

Frequently Asked Questions

What is the spa market size in 2025 and how fast is it growing?

The spa market size is USD 159.15 billion in 2025 and is projected to reach USD 221.02 billion by 2031 at a 6.06% CAGR, supported by wellness travel, technology adoption, and maturing regulatory frameworks.

Which service categories lead and which are growing fastest within the spa market?

Massage and body treatments lead with 37.12% of 2025 revenue, while medical and medi-spa treatments are the fastest-growing at an 8.95% CAGR through 2031, reflecting the rise of non-invasive, outcome-focused services.

Which regions are shaping near-term growth in the spa market?

Europe holds the largest revenue share at 36.35% in 2025 due to thermal-spa integration with public health, while Asia-Pacific is the fastest-growing region with an 8.97% projected CAGR driven by domestic demand and traditional modalities.

How is technology changing the spa market client journey and operations?

AI diagnostics, robotic massage, and predictive analytics improve personalization, capacity, and conversion, while mobile-first bookings and chatbots reduce no-shows and phone dependencies across chains and franchises.

What are the main constraints on spa market expansion?

The largest constraints are labor shortages, rising operating costs, seasonality in resort locations, and data-privacy compliance for biometric and health information that raise technology and governance overheads for independents and chains.

Which business models and formats are winning in the spa market today?

Subscription-based urban micro-spas and medical-spa formats show strong momentum due to predictable cash flow, higher visit frequency, and expanded scope of services enabled by state-level regulatory support and standardized operating playbooks.