

# **Beauty Services Market Study**

## United Arab Emirates

June 2025



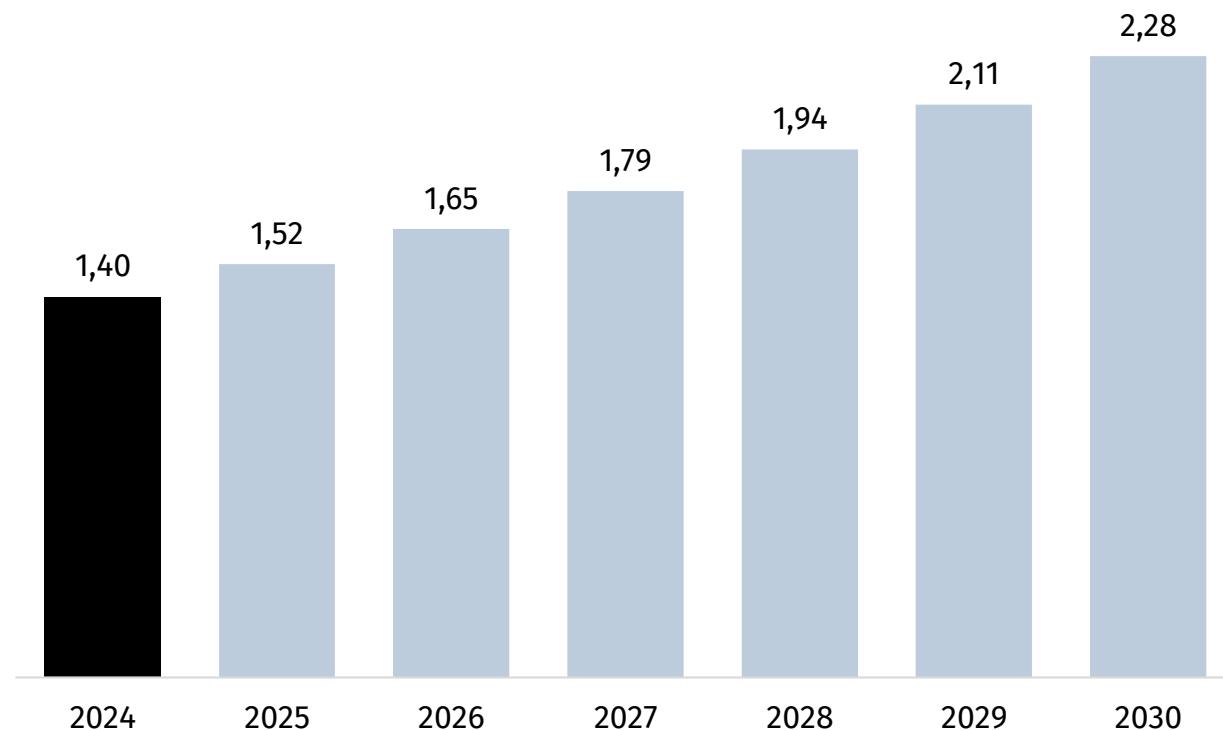
# OVERVIEW OF THE SPA MARKET

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According to the Global Wellness Economy Country Rankings for 2023, the UAE ranks 26th globally in terms of market size and population coverage by wellness procedures. The UAE's slogan as a global wellness destination stems from the growth of its hospitality and tourism industries, alongside government policies positioning the country as a key hub for relaxation and self-care. Moreover, rising disposable incomes and changing lifestyles of residents and tourists play a significant role in driving demand for spa services. Attention to personalized spa treatments and offerings tailored to men contributes to market diversification and client base growth.

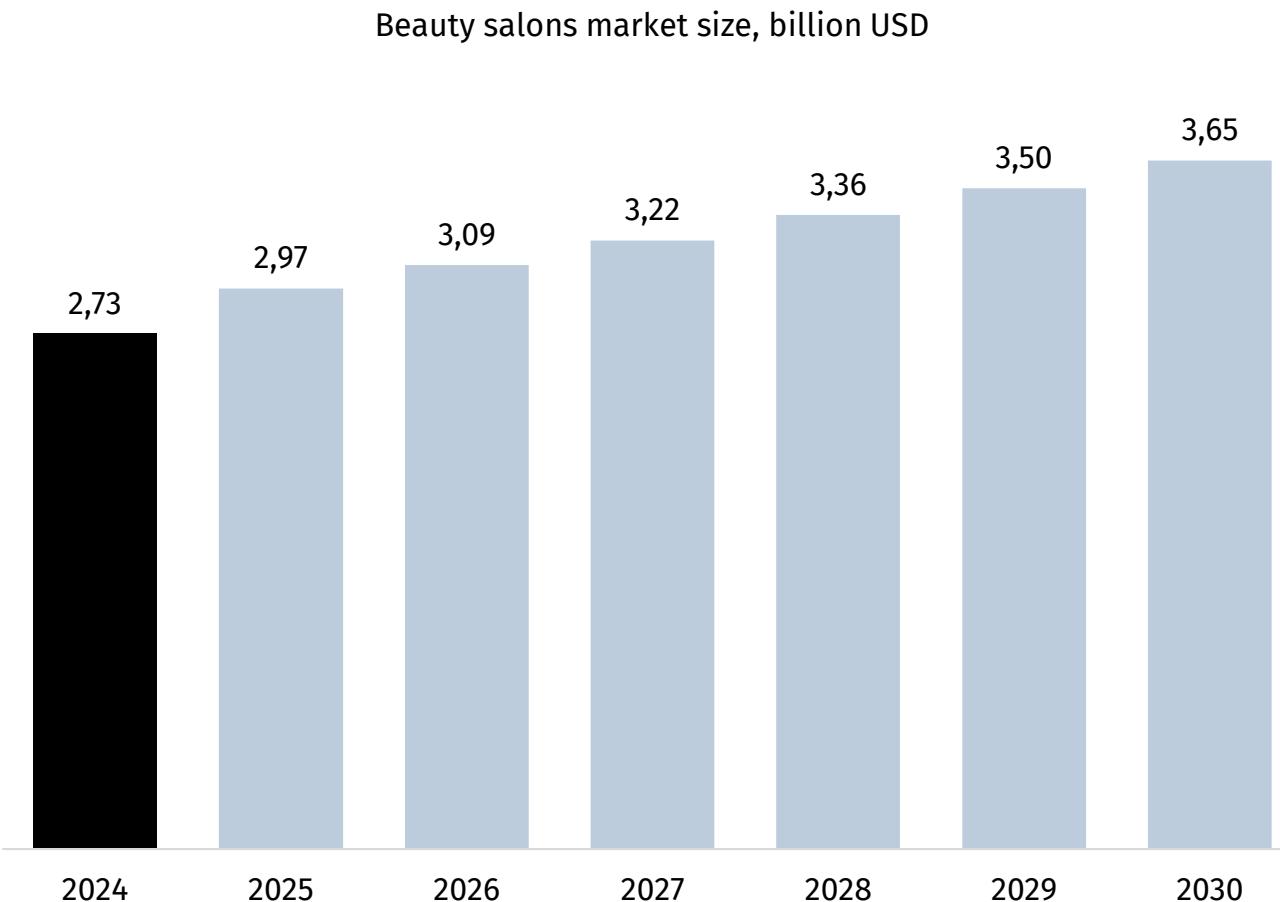
**The UAE spa services market is estimated at USD 1.4 billion for 2024. The market is expected to grow at a compound annual growth rate (CAGR) of 8.5% annually between 2025 and 2030.**

Spa market size, billion USD



Sources: Global Market Insights, Global Wellness Institute, ASER

# OVERVIEW OF THE BEAUTY SALON MARKET



Sources: Data Insights Market, GloboPrime, SmartScrapers, ASER

According to SmartScrapers, there are approximately 3,000 beauty salons in the UAE, with an average age of 3 years and 9 months. The industry is dominated by small and medium-sized businesses.

The UAE salon services market is experiencing significant growth, reflecting the country's flourishing beauty and wellness industry. **Estimates indicate that the 2024 market size is about USD 2.7 billion. It is expected to grow at an average annual rate of 4.2% during 2025–2030.**

Salons in the UAE offer a wide array of services, including haircare, skincare, and spa treatments, catering to the diverse beauty preferences of both residents and tourists. Additionally, the rise of social media and influencer culture has greatly influenced consumer behavior, leading to increased awareness of beauty trends and growing demand for specialized services such as eyelash extensions and microblading.

The beauty salon industry remains concentrated in the largest emirates, with Dubai and Abu Dhabi accounting for over 70% of the market.

# BEAUTY SALONS AND SPA CENTERS

## Spa Centers



## Beauty Salons



## Hairdressing Salons



## Barbershops



# BEAUTY SALONS AND SPA CENTERS

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## RIVIERA Beauty Center

A beauty salon that is part of the global Nazih Group network (established in 1975, operating in 21 countries, specializing in marketing and distribution of cosmetics). The salon offers professional services including face, body, nails, and hair care, as well as waxing and threading for hair removal.

*Locations: Fujairah, Ras Al Khaimah*



## SOUL SENSES SPA & WELLNESS

A network of 20 spa salons located in major hotels across the UAE. Different salons offer amenities such as saunas, swimming pools, jacuzzies, baths, and Turkish hammams. The salons also provide various types of massage services.

*Locations: Abu Dhabi, Dubai, Sharjah*



## Naturelife SPA

A network of spas located in prestigious areas of the UAE and Qatar. Each spa offers a wide range of general and specialized massages along with various beauty services for the face. Packages of services are also available.

*Locations: Abu Dhabi, Dubai, Ras Al Khaimah*

# BEAUTY SALONS AND SPA CENTERS

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## **Sisters Beauty Lounge**

A premium beauty salon founded by UAE national Shirin Abdulrazak and acquired by the investment fund CedarBridge in 2015. The salon offers hair styling, manicure and pedicure services, massages, and more.

*Locations: Abu Dhabi, Dubai*



## **Beauty Connection Spa**

The largest day spa in the UAE, occupying approximately 2,800 sq. meters and providing services to both men and women. The spa also offers home visit services by specialists. The founder of the spa is a female UAE national who also founded Be-Connected International Group (BCI), a holding company with businesses in services, trade, distribution, education, and more.

*Location: Dubai*



## **Armonia SPA**

A network of four spa branches offering various types of baths and massages, as well as service packages that combine baths and massages.

*Location: Dubai*

# BEAUTY SALONS AND SPA CENTERS

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Salon	Number of Locations in the UAE	Year Founded	Number of Employees	Services Provided
RIVIERA Beauty Center	2	2002	Not disclosed	Personalized facial treatments, massages, body baths and detox therapies, manicures, pedicures, professional hair care and cuts, waxing, and more.
SOUL SENSES SPA & WELLNES	20	2012	201-500	Baths, facial and body massages, wellness body treatments.
Naturelife SPA	3	2008	201-500	Wide variety of oriental massages, hammams, facial treatments.
Sisters Beauty Lounge	8	2003	201-500	Comprehensive hair, face (including eyelashes and eyebrows), body, and feet care services.
Beauty Connection Spa	1	2003	201-500	For women: manicure/pedicure, haircuts, styling, brow and eyelash care, depilation, massages, facial masks, hammams; For men: manicure/pedicure, massages.
Armonia SPA	4	2017	51-200	Massages, baths, solarium, various types of masks.

# TRENDS IN THE BEAUTY SERVICES MARKET

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- 1 Mobile beauty services are gaining popularity as a convenient option for consumers who prefer cosmetic procedures in the comfort of their homes or offices. Services such as at-home haircuts, manicures, pedicures, and facials are becoming increasingly popular, especially in urban areas. This trend has been fueled by the rise of beauty apps that allow consumers to easily book appointments and receive beauty services at their chosen location.
- 2 The boundary between wellness and beauty services is blurring, as consumers increasingly view beauty and wellness as interconnected. Salons now offer comprehensive packages that combine cosmetic treatments with wellness services such as massage therapy, aromatherapy, and stress relief treatments. This trend attracts a broader client base, including those seeking relaxation and self-care in addition to traditional cosmetic procedures.
- 3 There is growing attention to men's health in the UAE, leading to the development of services targeted specifically at men. To keep up with trends, spas have started offering men-only services focused on maintaining and enhancing health. These services include sports massage, muscle recovery therapy, anti-aging facial treatments, and self-care packages designed according to men's preferences.
- 4 A new trend in spas is the fusion of traditional Middle Eastern therapies with modern massage techniques. This strategy helps attract both local and foreign clients who appreciate authentic wellness treatments.
- 5 Demand is rising for salons offering basic wellness and beauty services at reasonable prices, including daily massages, basic facials, and simple treatment options.
- 6 The shift toward clean beauty has increased demand for services using organic skincare products, plant-based haircare, and environmentally friendly cosmetics. Professional beauty providers are responding by incorporating organic and sustainable products into their offerings.

# LANDMARK PROJECTS UNDER DEVELOPMENT

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The Spanish wellness brand SHA Wellness Clinic has announced plans to expand its wellness offerings in 2026 by opening an exclusive island wellness center in Al Jurf, UAE.

The 12.5-hectare SHA Emirates Island will be located on the “Emirates Riviera” amid hundreds of thousands of planted trees. The project will comprise 86 beachfront villas, 49 apartments, and two penthouses. Facilities will include personalized wellness and fitness programs, comprehensive spa treatments at the SHA spa on the hotel grounds, and medical treatments at the SHA wellness clinic. Additionally, there will be a sports pavilion, a marine pavilion, and a family pavilion. A holistic pavilion will focus on mental and spiritual wellbeing, offering yoga and meditation.

The destination is being developed following investments exceeding USD 160 million and will include 110 treatment rooms.



Therme Group unveiled plans to build a futuristic new flagship in Dubai, costing approximately USD 545 million, called Therme Dubai – Islands in the Sky. The project is developed in partnership with Dubai Municipality and was approved by His Highness Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum.

The development will cover 500,000 square feet, rise 100 meters high, and combine cutting-edge wellness technologies, traditional therapies, and five-star services. The resort is planned to be the world's largest 24/7 wellness spa with the world's largest indoor botanical garden, expected to attract 1.7 million visitors annually.

Construction is scheduled to start in 2026, with the resort opening planned for 2028.



Four Seasons announced plans to expand its presence in the UAE with a new luxury resort in Ras Al Khaimah, featuring about 150 rooms, suites, and signature villas, plus 130 private residences.

Guests and residents will have access to extensive wellness and recreational facilities, including a spa with 10 treatment rooms, beauty salon, family and adult pools, a fully equipped fitness center, and courts for paddle tennis, tennis, and basketball. The project will also include indoor event spaces, playgrounds, and numerous restaurants and entertainment venues.

Construction is planned to begin in 2026.



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