



SNAPSHOT  
SURVEY

RESULTS REPORT | **SEPTEMBER 2021**

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**Reflections on Retail**

## REFLECTIONS ON RETAIL

The COVID-19 pandemic forced spas to adjust their retail sales practices in creative ways last year. Curbside pickup, drop shipping and online ordering became part of many spa and resource partner routines, as closures and physical distancing guidelines made conducting sales and delivering items in the traditional ways impossible. The 2021 holiday shopping season is fast approaching, so ISPA asked both spa and resource partner members to share details about how they are approaching retail sales this year and what members can do to plan for this busy period.

Many spas have maintained at least some of the inventive measures they took in 2020 to conduct sales and get orders into the hands of guests, although there have been some shifts since this time last year. On this month's survey, all respondents said that they are offering retail products for purchase in the spa, but slightly fewer plan to complete sales over the phone this year (45 percent) than last year (54 percent). At the same time, the percentage of resort/hotel spas offering product for sale on their website rose to 35 percent this year (up from 22 percent last year). Selling through social media is another trend that more resort/hotel spas are practicing. More than one quarter (27 percent) of them are utilizing that option, compared to just 17 percent last year (40 percent of day spas reported selling retail via social media).

The biggest takeaway from this month's survey, however, likely came from our resource partner members, whom ISPA asked to share tips or advice for spa partners as they prepare for the upcoming holiday shopping season. Phrases such as "plan ahead" and "order early" were common among resource partners' open responses. Shipping cost increases and delivery delays are widely expected this holiday season, and the U.S. Postal Service is similarly advising consumers to leave plenty of time for shipments to arrive. Resource partners themselves are already seeing their own lines impacted by these kinds of issues. Nearly half (49 percent) of resource partner respondents indicated that they have experienced shortages and delays of product ingredients, and the exact same percentage have faced shortages and delays related to product packaging.

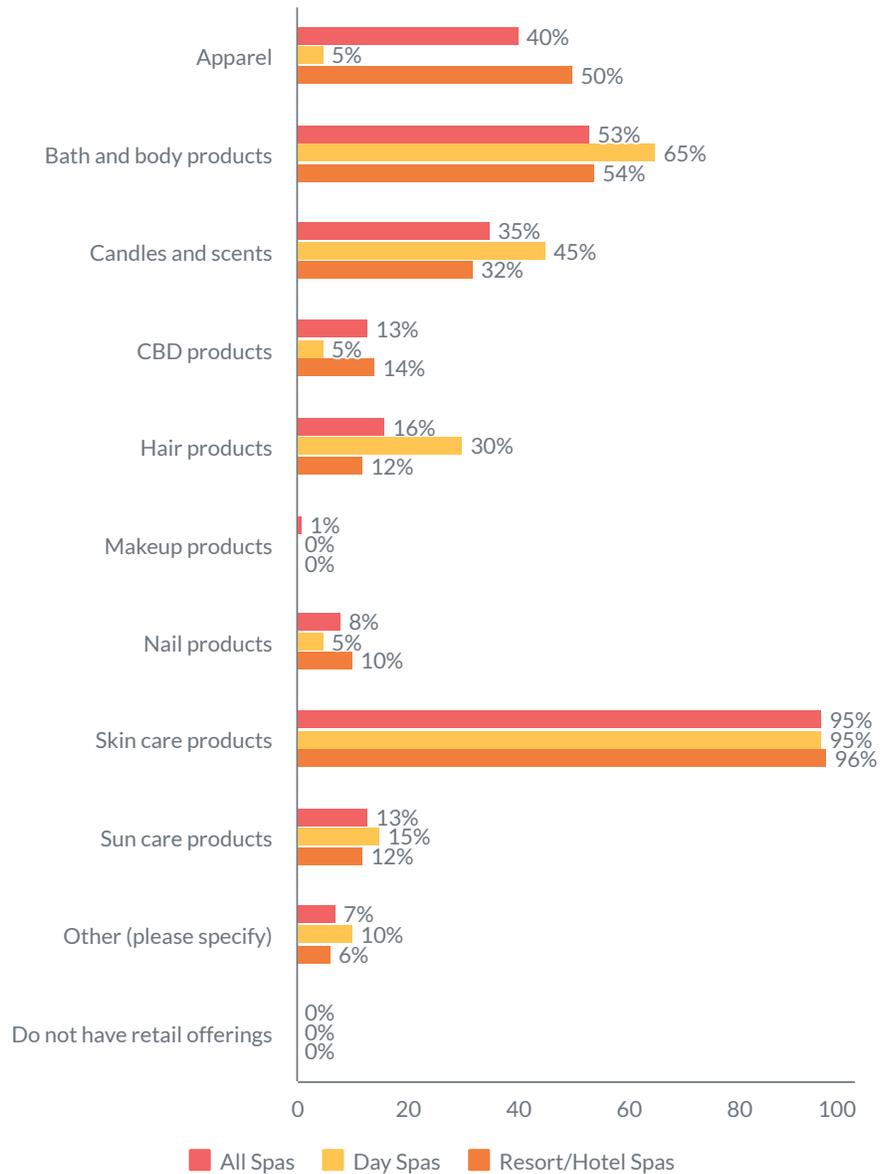
The results analysis of this survey includes answers from all 220 spa industry professionals who completed the July Snapshot Survey in a nine-day period from September 20, 2021 to September 28, 2021.

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What are your spa's three most popular retail product categories at this time?

MOST POPULAR RETAIL CATEGORIES



Responses for “Other” include: jewelry, After Wax care products, gifts and accessories.



*Please identify any specific products or retail offerings/packages that have been popular with your spa guests in 2021 or any new products added due to demand.*

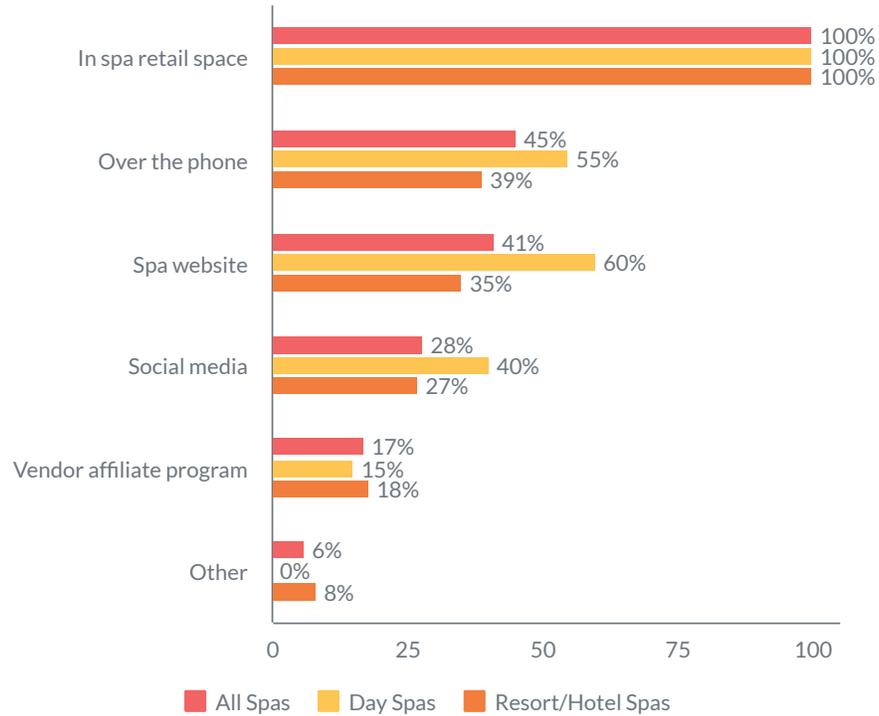
- Spray tanning, home self care kits
- aromatherapy skin and body care, chocolate or sugar scrub
- New designer apparel, plant based local skin care products
- accessories
- Skin care is blowing up even more.
- Glo Skin Beauty Vitamin C +, and CBD Drops
- We brought back Vita Jewel and it has done well. Candles always do well.
- Travel items
- Northern Lights candles and scents and Earth's Elements added this year. Skincare products and spa-at-home products most popular.
- TheraGun, NuFace, Spa logo robes
- eco friendly products and apparel, facial rollers and gua sha tools
- Clothing, and skin care products
- CBD continues to be a high demand upgrade and retail product.
- EMINENCE ORGANIC SKIN CARE... THE MOST POPULAR PRODUCT IS THE ANTI-AGING SKIN SET
- Sports Balm, CBD lotion and bath salts
- Guests are looking for products that work and that smell great...nothing new but just elevated in their questions.
- In general we have found that guests are investing more financially in their overall skincare routine. They have a broader understanding of the importance of at home routines and prevention.
- Athleisure wear/apparel has grown in demand. Resort wear and quality home care products also increased. Skin and body for greater nurturing at home in pandemic.
- Clothing for Fitness or Resort Wear, Skin Care Products, Valmont and Eminence, Jewelry
- Logo Wear is big on our property.
- Lounge apparel, body care
- Elemis Instant Refreshing Gel
- Eminence Skin care, European Spa Source Eucalyptus Oil shower spray, Body Bliss transdermal gel
- New Yoga Apparel
- Lole, Alo, Eminence, Coola
- Pixie Mood purses/handbags (vegan), candles, reed diffusers
- Moroccan hair products and hair treatments
- The add-on Babor ampoule to service and retail purchases.
- Resort logo wear
- OSEA & Skinceuticals skin care products

- SunBum & Coola sunscreens
- Essential oil, hand lotion, bath and shower products, clothing, crystals, snacks, meditation and yoga tools.
- CBD Oil
- Cause + Medic CBD pain cream and Zents unscented line.
- Dazzle Dry Nail Kits, CBD Sport Balm and Oil, Little Sparkles Jewelry, Circadia Skincare, Meditation Books and Healing Kits
- Self-Guided Spa Day (for those guests who the spa is unable to accommodate with services), couples services, result driven facial and body services
- Our Babor skin care is our number 1 top seller. And we added a few lines in the past 3 months for bath salts, bath bombs, Knesko masks, Marbella purses and jewelry.
- People are looking for the next best thing. Especially if they see it on social media. We offer Beyond yoga apparel which has been a big win for our clients keeping our retail fresh and vibrant. We also have a lot of clients looking for hair care products that help them manage their hair at home. Olaplex hair treatments have been a success in the salon and retail.
- Crystals, all things retail! people are spending \$\$
- Spa Private Label Robes
- Theragun's and Vitajuwel are very popular items. Skincare always - Skinceuticals and Eminence
- CBD and our signature candle
- NEW SPRING LAUNCHES: Detox Pack: Effervescent oxygenating and detoxifying bubble mask which stimulates cellular renewal and provides freshness to all skin types. Hydra 3 Eye: Light weight eye emulsion that hydrates and rejuvenates while plumping up the eyes and reducing dark circles.
- Hypervolt products, Varley clothing, Helen John swimwear, CBD products
- Not much has changed in our retail offer, however, we are looking to bring in more products that relate to our Planet 21 initiative (around sustainability). We are going more GWP to clear out overstocked cosmetics.
- Skincare and body products.



*In what ways will your spa make retail products available for purchase during the holiday shopping season?*

AVAILABILITY OF RETAIL PRODUCTS FOR PURCHASE DURING HOLIDAY SEASON

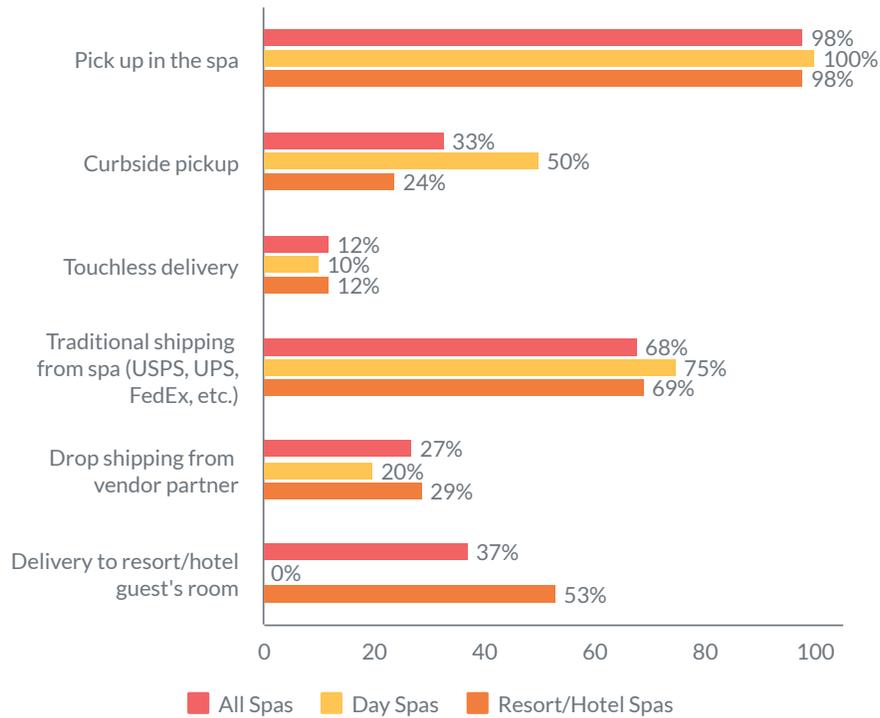


Responses for “Other” include: trunk shows, display cabinet across from hotel front desk—guests can purchase items and not necessarily come to the spa, holiday event, SMS.



*In what ways will guests be able to receive orders during the holiday shopping season?*

AVAILABILITY FOR GUESTS TO RECEIVE ORDERS DURING HOLIDAY SEASON





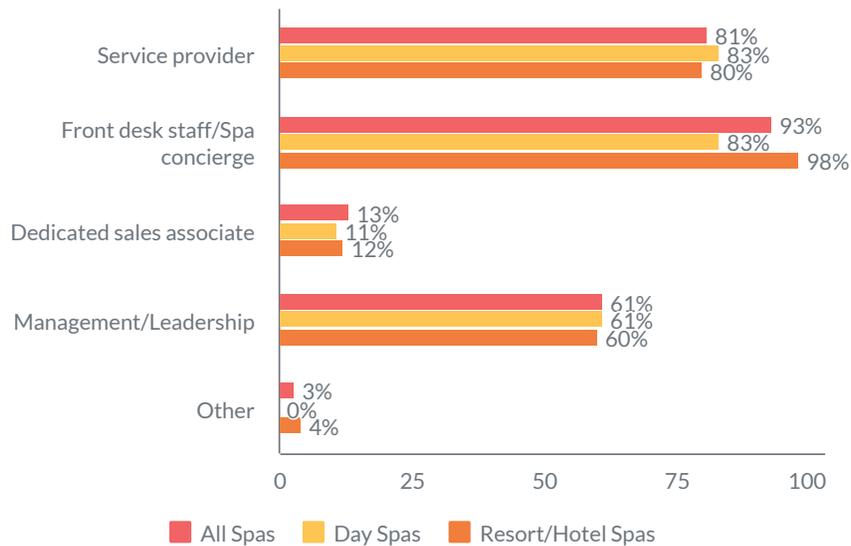
*If your spa has opted not to offer an online retail sales option for customers, please share the main factors that have contributed to that decision.*

- under development for future seasons
- It is not necessary for us to do so at this time. We are very busy in our spa operations and this would add more work for an already short staffed team.
- Do not have a platform currently for online sales
- Tested, not enough interest to justify time/expense/labor. Very small town.
- Logistics for shipping items during busy in-house gift card season
- working with our vendor partners to apply affiliate programs
- Have never offered online
- Decision by the Hotel Ownership
- Very small retail area and offerings
- we don't have the resources to sell our products online (technology and/or staffing to set-up and maintain).
- We are a Casino resort and have not offered that service yet. Seems to be a logistical and security issue.
- Programming the system - at this moment we just launched online booking a few months back.
- We want to see our guests and provide them with personal care and service.
- time and resources
- Not offered through our club management program / website
- We are offering online shopping as of October 1st.



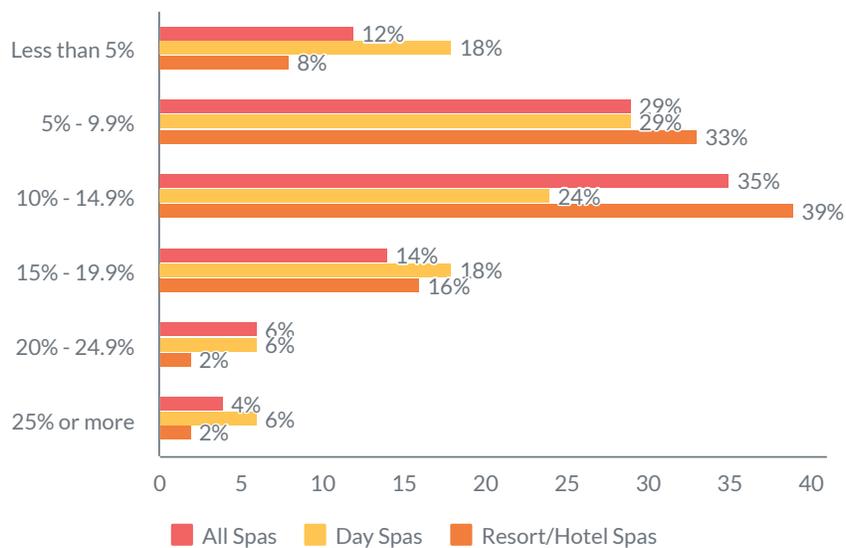
Which of the following team members does your spa utilize to conduct/close retail sales?

TEAM MEMBERS UTILIZED TO CONDUCT/CLOSE RETAIL SALES



In 2021, what percentage of your spa's total revenue has been derived from retail sales?

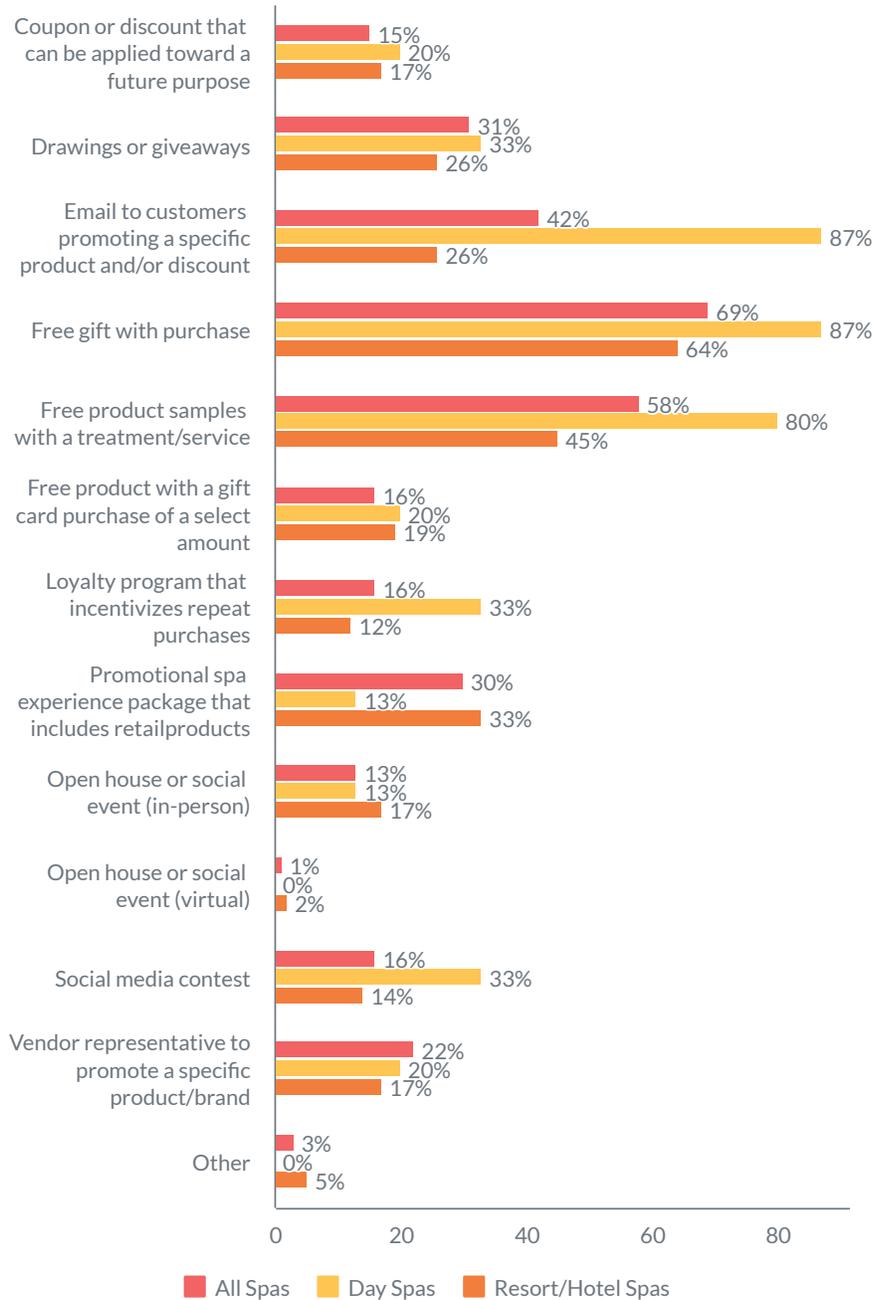
PERCENTAGE OF TOTAL REVENUE DERIVED FROM RETAIL SALES IN 2021





Which of the following incentives has your spa used in 2021 to increase retail product sales?

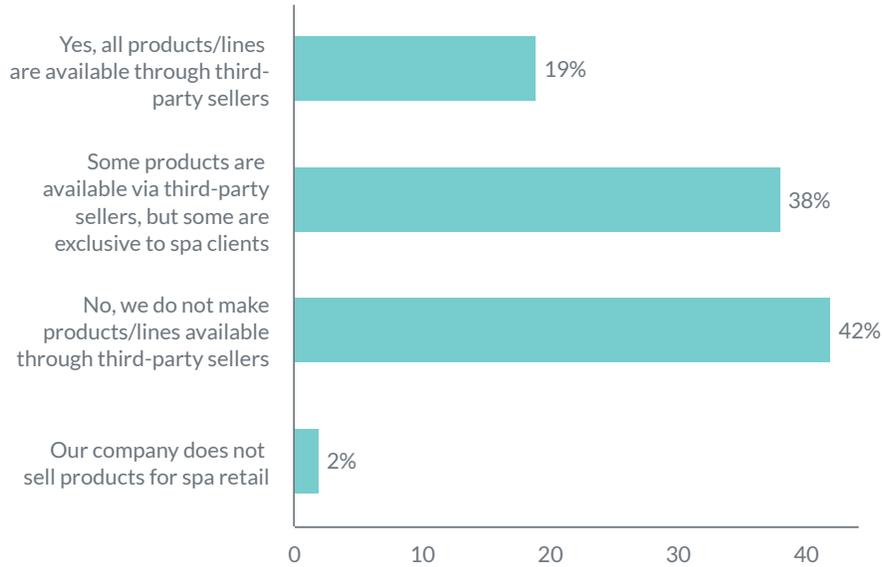
2021 INCENTIVES USED TO INCREASE RETAIL PRODUCT SALES





*Does your company make products/lines available for direct consumer purchase through third-party retailers (Amazon, Sephora, etc.) Respondents could choose only one.*

THIRD-PARTY PRODUCT AVAILABILITY





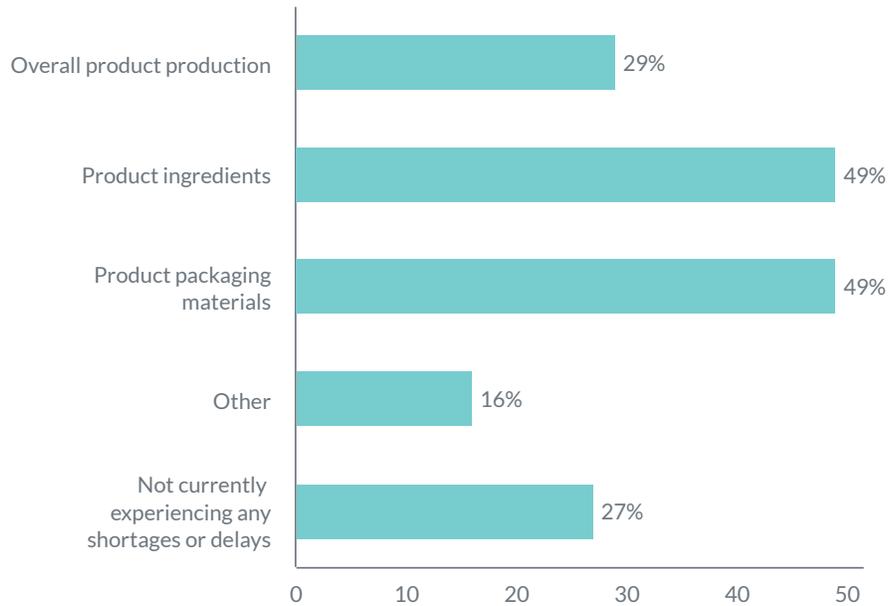
*Please share any planning or shipping trends you are seeing as you work with spa clients to help them prepare for the upcoming holiday shopping season.*

- bullet list of responses Shipping continues to be slower than usual due to Pandemic
- we work from a presell model for our extensive holiday gifting collection
- Plan early. The delays with covid and understaffed shipping companies are a huge problem now. Add in Xmas and the turn around time will be even more crazy.
- Several delays in shipping . Cost of shipping have gone up.
- Our advice is to double normal shipping times as demand is well exceeding supply.
- Supply chain disruption of raw materials and packaging brought about by the Covid pandemic continues to make building inventory for the holiday shopping season challenging. USPS, FedEx and UPS have increased their fees.
- I always recommend Drop Shipping to avoid extra costs that small/large businesses do not need at this unknown time.
- We are pre-selling holiday to spas now in September for October ship dates, packaging is festive but able to sell after the holidays as well
- Have not seen any yet
- We are offering an exclusive Holiday collection- no discounts, just added value.
- We are advising to order early so they are not caught in delays.
- An easy online gift card / certificate sales process to send by email or mailed/shipped to a recipient as a gift.
- Starting earlier due to concerns about shipping delivery timeframes being longer and inventory being more constrained.
- Our commitment is to support local business, we give the possibility to do drop shipping
- in any case we do direct competition with our partners
- Back orders are common across the board and inventory timing is a challenge. Increasing POs or ordering 2-3 weeks earlier than usual is recommended.
- Customers (spa/salons) are planning out their Holiday campaigns earlier this year.
- It is vitally important orders are placed early. Shipping has become slow and expensive. Where possible we are suggesting USPS Priority for smaller orders to reduce domestic shipping costs.
- We have a drop ship program but very few spas take advantage of it
- Pre-ordering with NET30 Terms. Ordering double the amounts with discounts or free products per volume.



*Which of the following areas, if any, is your company currently experiencing shortages and/or delays as a result of the pandemic?*

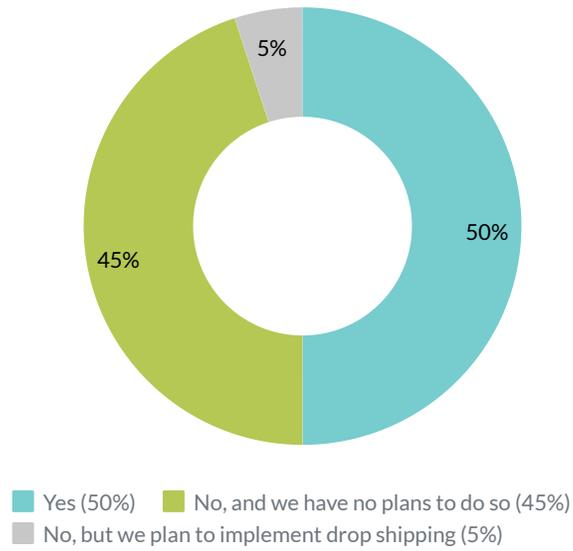
CURRENT SHORTAGES OR DELAYS DUE TO PANDEMIC



Responses for “Other” include: raw materials, shipping delays, tech support staff shortages.



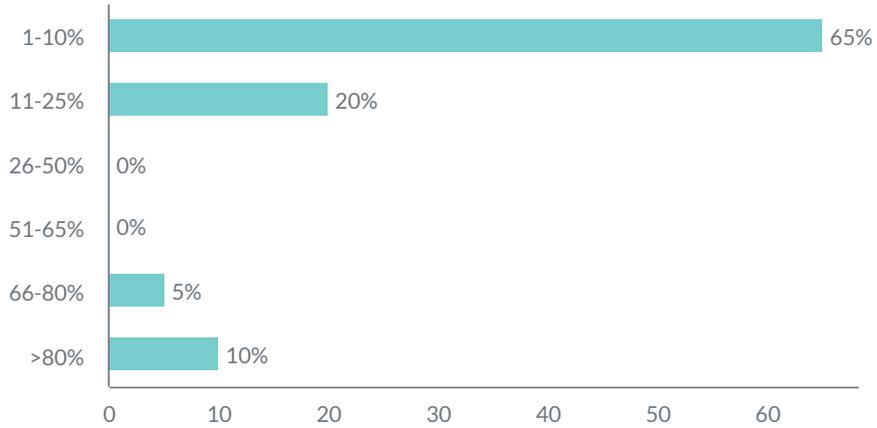
*Is your company currently offering drop shipping for spa partners? (Please skip if this question is not applicable to your company.)*





*Approximately what percentage of your spa customers currently utilize drop shipping options through your company for its customers?*

SPA CUSTOMERS CURRENTLY UTILIZING DROP SHIPPING OPTIONS





*If your company is launching/promoting a new product or service for the 2021 holiday season, please share details below, including the company and product name.*

- Antedotum.com
  - Essential Daily Sunscreen SPF 30 (Dec 2021)
  - Rescue Body Balm (Nov 2021)
  - Hemp Complex Concentrate (Dec 2021)
- Our perennial favorite, the Advent Calendar with a selection of 24 skincare treatment ampoules is a best seller with all of our partners. We also are featuring our BEST OF DR BABOR box and a selection of special offers for Reversible, HSR and Sea Creation.
- Beekman 1802 beautifully curated gift sets are in stock and shipping! They are priced from \$8.50 - \$20 wholesale and the packaging is such that can live beyond the holidays! Email [wholesale@beekman1802.com](mailto:wholesale@beekman1802.com) for more information!
- Strength & Courage a skincare line for Cancer side effects of chemotherapy and radiation. This is going to be huge. If you want me to share a presentation I would be happy to.
- We have brought on several new sneaker designs to our line and they can all be found on our website, [www.cocktailsneakers.com](http://www.cocktailsneakers.com)
- Skin Science Solutions is importing a new Pagani created Face/Neck/Decollete device called STAR FACE.
- Instead of drop shipping, Dazzle Dry launched Nail Blazers, an affiliate program that will pay spas and beauty professionals 25% commissions on orders placed through the spa's custom url. Nail Blazers are not required to maintain any product inventory, no minimum purchase and Dazzle Dry will ship orders. Details of the program are available at [ddnailblazers.com](http://ddnailblazers.com).
- HealthyLine has launched many new products since Jan 2021.
  - **NEW:**
    - TAJ 2020 with PEMF & Photon Light - <https://healthyline.com/product/taj-mat-small-2020-firm-photon-pemf-inframat-pro/>
    - 360 Series with Platinum series - <https://healthyline.com/product/360-wrap-set-platinumsoft-mat-full-7224-photon-advanced-pemf/>
    - Platinum 7224 - <https://healthyline.com/product/platinum-mat-full-7224-firm-photon-advanced-pemf/>
    - Platinum Aura - <https://healthyline.com/product/platinum-aura-mat-full-pro-plus-7428-firm-photon-advanced-pemf-inframat-pro/>
    - Platinum Chair - <https://healthyline.com/product/platinum-mat-chair-4018-firm-photon-advanced-pemf-inframat-pro/>
  - **Reimagined:**
    - TAO Pillow Matrix - <https://healthyline.com/product/tao-mat-pillow-soft-photon-matrix-pemf-inframat-pro/>
    - Amethyst vest with PEMF & Photon Light - <https://healthyline.com/product/amethyst-vest-extra-large-soft-photon-pemf-inframat-pro/>
    - Rainbow Chakra series with PEMF & Photon Light - <https://healthyline.com/product/rainbow-chakra-mat-large-7428-firm-pemf-inframat-pro-third-edition/>

- TAO 1818 Matrix - <https://healthyline.com/product/tao-mat-small-1818-photon-matrix-pemf-inframat-pro/>
- TAJ 6024 - <https://healthyline.com/product/taj-mat-6024-pp-pemf-inframat-pro/>
- Wage Insight. A new digital tool for wage, salary and benefits.
- LaFlore Skincare is launching an expanded backbar this October. It will include an exclusive mask, booster, and eye cream.
- We are providing a members (our spa clients) website that allows their customers to purchase our products directly through the website. Our spa clients are credited with a large percentage of the customer's gross purchase. This is not an affiliate program. The website is only available for our client's customers to purchase our products.
- NuFACE- Super Boosters and Holiday Collection
- Vitamin C Brightening Eye Cream - September 28th, 2021
- Isle of the Sun - Body Collection (Holiday 2021) Launching October 14th
- Cabana Life - Holiday 2021
- For Sothys, Holiday season is The Season of the year, why because for us its an important family time and Sothys is a family.
  - We do special boxes, make up look, gifts ready to go and seasonnal treatments...
  - While we are in inflationning times, Sothys USA decided to support its partners, we didnt increase professional products even raw material and all components increased; for us its essential to help our partners when they need it.
- New thermaBliss 2021 Thermal Wellness Spa Collection of self-heating and self-cooling massage, skin care and pedicure/manicure tools with next generation, tap-water activated thermaBliss mineral energy for on-demand, sanitary, client-exclusive treatments lasting up to 90-minutes. No electricity, appliances, cables or batteries for portable thermal wellness -- anywhere. "Magic is in the Minerals"...thermaBliss!
- SPARITUAL is launching the following new items: The Story Of Celebration 12pc Nourishing Vegan Color Collection, 3 Self-Care Gift Sets, and NEW Eco-Foot File.
- Supracor Stimulite Pedi-scrub, [www.suprcaor.com/store/show/148](http://www.suprcaor.com/store/show/148).
- VERSO SKINCARE just launched our anti-aging BODY COLLECTION LOTION, BODY PEEL, AND OIL CLEANSER - <https://www.versoskincare.us/hand-body/verso-body-lotion>



***Please share any tips or advice you may have for spa clients to help them prepare for the upcoming holiday season and the beginning of a new calendar year. This can be anything from marketing advice, order placement tips or even common mistakes you see that are being made that can be prevented.***

- Preorder your holiday items now to ensure timely delivery. Consumers are buying holiday earlier an earlier each year. Be sure to create a compelling retail display and focus table for holiday sets, and promote holiday offers on your website. Combine holiday sets with gift certificates to increase the average sale.
- Due to delays and shortages caused by the pandemic, order your stock early. Trucking delays due to shortage of drivers is not uncommon, so plan ahead.
- Plan ahead. Order enough stock to get you through the holidays. Don't depend on the supplier to express ship items you run out of. There is no guarantee of express shipping any longer
- Customers are interested in seeing new and fresh items. As vendors we realize that given the pandemic many spas still have a lot of inventory that needs to be sold. If they "peppered in" some new fresh items to their current inventory their sales might go up!
- Because of supply chain disruption across all industries, spas should place their orders for retail and back bar items now instead of waiting for their usual buying period. Delays in order deliveries are already with us as lead times for everything are longer due to ocean port congestion, insufficient containers and trucks, and fewer drivers.
- Order early early early
- Talk to your vendors ahead of time. Learn about upcoming sales to generate the most income to make up for previous 2020 holiday losses. If you need extra print materials - request them ahead of time so you are not scrambling last minute.
- Order as early as possible. We manufacture our own products in small batches to maintain their all natural integrity. As orders increase with the holiday season, we need to plan our production schedules including our batch sizes in advance in order to provide the best service in a timely fashion. There have been some holiday seasons when last minute orders were unable to be fulfilled in a timely manner.
- Be sure to get your orders in now for the holiday season. With shipping companies being overwhelmed this time of year, and already delayed from Covid, shipping can take longer than usual. Don't forget to make sure clients stay hydrated as we come into the winter season!
- Because of the Global Supply Chain issues, if budgets allow, please plan to order inventory further in advance than you would normally, check your par levels 3 should always be minimum in retail.
- Retail is a must
- Create the product to look like stocking stuffers
- Make the products affordable
- Play up the season for the whole family
- And wear what you promote
- Don't miss out on Limited Edition items and plan for in-spa holiday events!
- Keep your skin exfoliated and hydrated in the colder months.

- Body Care, Self Care is the best gift you can give.
- Best advise is to plan ahead and market, market, market! People are eager to buy, a lot of spa guests want to take home their spa experiences, especially custom items. Plan ahead and carry the items you use in the treatment rooms and in the locker room.
- Make it super easy for clients to book or purchase from you 24 hours a day, 7 days a week without requiring staff to be on the other end of a phone call. Technology automation can really help move the needle on driving revenue, streamlining operations and improving the perceived guest service experience.
- Planning orders in advance and not waiting until the last minute. It's always worth asking vendors if payment can be delayed or spread over a few months to accomodate early orders and avoid budget challenges.
- Your team and your guests will make your suces, and probably your vendors :-)
- We all passed a difficult period, your spa is more than ever a wellness place, focus on all senses , today we are not looking for just a service, we are looking for experiences, small details will make your difference, you need to personalize , people need to remember your place and they need to talk about.
- Ask your vendor to support you with complementaries items, do event with them, ask your vendors for travel sizes for gift to your clients
- The most important be yourself and work with what you have where you are...do not stress, your team and your guest could feel it.
- For the upcoming holiday season, spoil your best clients by embedding your best add-on sales enhancement treatments (e.g., client exclusive PerfectSense Paraffin, Self-heating thermaBliss massage Shells & Stones) to your packaged, signature services to delight your customers, stimulate referral business and solidifying their customer loyalty.
- Work with your resource partner for advice on Holiday Best Sellers, they can advise the SKUs you should go deeper on that always sell well during the holiday season.
- Order early, focus and concentrate on products with a proven selling record.
- Order earlier than usual this year!
- There are many product delays with the manufacturing/distribution systems. Order early and expect some products to have longer lead times.
- BEST ADVICE: Stock up on new anti-aging brands that are fashion-forward, digitally-minded, and actively engaging in omni-channel educational marketing because boutique-y beauty retail in-spa beyond what you use in services is fun for clients waiting on services and at checkout. Like Verso ;)