



Australia

WHAT ARE SOME CHANGES YOU HAVE NOTICED IN YOUR CUSTOMERS THIS PAST YEAR? ARE YOU SEEING ANY NEW REQUESTS FROM CONSUMERS?

Where wellness is the focus, spa operators are looking more closely at the product brands they are partnering with to make sure there is a fit with the experience they are offering. We've seen a greater acceptance of, and demand for, chemical-free products from our spa clients, online customers, and the media, both in Australia and internationally. Increasingly, our customers absolutely get that our products are both chemical-free and highly anti-aging. This growing acceptance of the efficacy of chemical-free products has been a big turnaround for us in the past 12 months.

WHAT SECTORS DO YOU SEE ATTRACTING THE MOST INVESTMENT CAPITAL THESE DAYS? WHAT ABOUT WHEN IT COMES TO THE SPA AND WELLNESS ARENA?

In Australia the lucrative resource sector continues to attract the most investment capital. The fruits of the resource sector, however, lead to increased investment in other areas including in the spa and wellness arena, where I think investors are trying to think outside of the box. Capital investment in the wellness and spa arena seems to be about finding a niche and offering a unique point of difference. We're seeing an increase in organic spas, themed rooms, demand for specialist treatments, and excellence in therapists.

WHAT IS THE FUTURE LOOKING LIKE FOR SPA AND WELLNESS IN YOUR COUNTRY?

Increased demand and increased accessibility is seeing the spa and wellness industry come of age in Australia. As it expands, the level of professionalism is also increasing. Spa operators are looking to align with authentic brands that walk the talk and offer comprehensive business support and high quality training. They are looking for brands that they can build a mutually beneficial, long term relationship with to help them offer the consumer amazing experiences befitting of their promise. Spa operators are specializing, finding their own niche in the marketplace rather than trying to be all things to all people.

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