



Europe: Germany

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

Spa customers tend to look deeper into their KPI's and expect profit center consulting and solutions. Alongside a booming central European labor market, HR solutions and outstanding aestheticians become a major source for sustainable success and differentiation.

With consumers spending on spas and professional skin care growing, more quality in design, treatment, and staff, specialized and professional age preventing solutions are expected. In a global comparison, however, Germany remains the spa country of wellness and relaxation, natural experiences, and "soft" solutions in anti-aging.

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

Investment in spas both in size and design are rising significantly again. Traditional beauty institutes turn into modern city and day spas.

The traditional German and Austrian thermal spas and huge sauna villages are upgraded with a high number of premium treatment rooms and holistic medical services.

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

Alongside the German demographic development and the dramatic increase in the elderly population, medical spas, medical clinics and high performing aging-defying skin care solutions will see a significant increase.

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