

Asia: India

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

Since last year spas have seen new segments of clientele, which are on the rise for ex. DINKS Couples (double income, No kids), along with this we have also seen more clients from various age groups like 20-25, 25-30, 30-40, 40-50 years of age. All of them have their own criteria and requirements to visit a spa due to various factors. Customers are making more informed choices and, in many cases, researching their options before making decisions. This is also because of more media exposure from television channels, internet and print media, various Indian festivals & marriage season. Customers are seeking more innovative spa services, but there is a careful eye on the prices of products and services as (as everyone also tries to get value for money spent).

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

Traditionally, core sectors (IT, Real estate, Manufacturing, energy) have always been on the receiving end of huge amounts of investment capital. Spa and wellness industry has evoked interest in financing funds of various kinds, but all the big players are still waiting for a success model, which is scalable and has high growth and profits.

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

BIGGER opportunities also create bigger problems, which the spa industry is fighting very hard to resolve, the severe lack of trained therapists. The current demand supply ratio of getting good trained manpower is that the immediate future demand of required therapists cannot be met even if we add up all spa training schools in India.

The future for spa and wellness is looking bright and booming. As per a report by FICCI-Ernst and Young in 2009, India's wellness market is worth @ INR 11,000 Crores and expected to grow at about 25-30% year-on-year due to rising consumerism, globalization and changing lifestyles. Rising disposable incomes, increasingly demanding, stressful work-place conditions, and sedentary lifestyles are the growth drivers for the wellness industry. This is the right time for international training academies to enter the Indian market through joint ventures or franchisees.

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