

## Europe: Sweden

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

When it comes to hoteliers, as we are both a B2B company and end user company, we see that they are much more careful; instead of contracting for the complete project, they do it in parts, if satisfied, the consultant gets the next step. It has come down much more to a price, instead of quality issue. Many smaller consultants are dumping prices to get projects.

For end users we see that they are more result oriented, having a greater interest in not only pampering but also in more lifestyle coaching, even from the therapist (that is, IF they are confident in their therapist). We also see an increased interest in advanced noninvasive beauty, and again in nutritional and life style coaching along with the advanced beauty treatments (as they are understanding that beauty also comes from within). Still, customers are requesting simpler menus, however not sure how responsive we are. Continuously, chemical free products are increasing.

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

India, China and Middle East (not Dubai). Saudi Arabia is really booming at the moment, and so is India and China. We are seeing an increased willingness to invest in day spas (compared with hotels) from independent owners in the Middle East, where there are more wellness focused offerings compared with pampering hotel spas.

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

Wellness is the future; we see that it is either regimen-driven beauty and spas OR wellness spas that will grow. Or why not a combination of both? We find this not only from the actual requests from both consumers and investors, but also in the general mindset of the consumer where we see a huge trend in the growing interest to learn how to live a healthier lifestyle and the importance of accurate information, preferably science-based.

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