

India Spa Market



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The report provides a brief overview of the Indian spa market. This describes the market size, growth, types of equipments and key segments. The Spa industry has observed strong growth and is expected to grow dynamically. The rise in annual disposable incomes among individuals, coupled with the growing level of health awareness, has created strong opportunities for existing and new entrants in this sector.

According to the data released by IMF, India and China represent the two fastest-growing world economies. Both India and China are developing at a breakneck pace, unleashing new class mobility, and newly evolving markets. One economic sub-sector experiencing significant growth and evolution is the spa industry in India. It represents one of the most interesting global spa economies to watch in 2010 and 2011. The extended global spa economy now estimated to be worth \$255 billion, there has never been a better time for the wellness industry in India. India will also continue to be a hot spot for those that seek travel services that incorporate diverse wellness packages, including people who couple medical procedures with spa indulgences, Ayurvedic treatments or cultural immersion experiences. The Indian spa industry is increasing every year, making the country one of the most popular spa destinations across the world.

The Indian spa industry, with over 2,300 spas, generates revenues around US\$ 400 million annually. At present, India has around 20-25 major spa centers, most of them in the Southern states of Kerala and Karnataka. With over 700 spas predicted to open their doors in the next 2-5 years, there's no doubt that the spa industry in India is growing fast. While the spa market in India is still a modest sliver of the overall \$60-billion-plus global spa economy, India is poised to attract significantly more western tourists (particularly on the medical/wellness/travel front) as well as continue to develop its own vibrant, indigenous spa market at a heady pace. Indian spas will also continue to expand their Ayurvedic menus, for both their passionate overseas clientele who want to experience authentic Ayurvedic therapies, as well as for local enthusiasts who are either already familiar with the benefits, or who wish to adopt their own Indian healing traditions for the first time.

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