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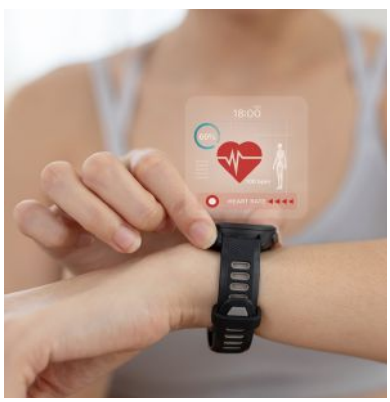
The Numbers Behind Retention & Wellness

Retention isn't just a management challenge—it's a numbers game. Across wellness, fitness, and service-based membership businesses, the data tells a clear story: customers who stay longer spend more, use more services, and deliver greater lifetime value. As salons continue to expand beyond UV and into wellness-driven models, understanding how membership structure, pricing, and flexibility influence retention has never been more important.

CONSUMERS VALUE WELLNESS

90% of people say it's worth paying more for better experiences—a key reason why all-access and premium wellness memberships can justify higher price points. *[Source: WellnessLiving]*

Loyal members spend 67% more than new customers, underscoring the revenue advantage of retention. *[Source: WellnessLiving]*





RETENTION BENCHMARKS

The average annual retention rate for fitness clubs—a category with similar membership dynamics as salons—is about **71.4%, showing how challenging retention can be without strategy.** *[Source: IHRSA]*

Spa and salon repeat client retention (clients who return after their first visit) typically ranges **from 60% to 70%, but high-performing operations often exceed that.** *[Source: ISPA]*

Membership clients have an 88% higher retention rate than non-members in related wellness industries. *[Source: Boulevard]*

INDUSTRY TRENDS SUPPORTING WELLNESS INTEGRATION

The U.S. fitness and wellness sector alone is rebounding strongly post-pandemic, with **memberships and revenue climbing to record levels as more consumers incorporate wellness into their routines.** *[Source: IHRSA]*

The spa and wellness markets continue to expand, with the **U.S. spa industry generating over $22.5 billion in revenue** in 2024, suggesting rising consumer spending on wellness services. *[Source: ISPA]*

The global red light therapy bed market is expected to grow significantly, with a projected compound **annual growth rate of 11.9% through 2033**, as more spas and wellness centers add these technologies. *[Source: Grand View Research]*

IN THIS MONTH'S **FEATURE STORY**

All-access memberships remain one of the most powerful tools in the salon business, but they're not always the whole answer. **IN THIS MONTH'S FEATURE ON PAGE 37,** we explore how leading salons are using wellness services and flexible membership strategies to strengthen retention, stabilize EFT, and keep clients engaged year-round.