

In a COVID-19 World: What Will The
Beauty & Personal Care Experiences
of the Future Look Like?



Beauty & Personal Care will continue to thrive because people still need to “feel good”.

This need will never go away:

- Consumers have thought of beauty and grooming businesses as **their sanctuary**, and they're eager to get back.
- Working from home may initially 'liberate' people from dressing up and grooming, but once the novelty wears off, they will realize that **looking good and feeling good are inextricably linked to how they perform.**



End of the “Walk-In”

Businesses must move to digital channels and upgraded salon softwares. With these systems in place it's easy to keep clients and staff updated on business status, promote hours of operation, and send out email blasts and text campaigns.



Bye, Bye, Front Desk!

Beauty & personal care businesses offer high touch services and must reduce in-store contact during the check-in and payment processes. Mastercard has already seen a [40% boost in contactless payments](#).



Clean = King

Beauty & personal care businesses need to calm clients' nerves and over-communicate cleaning efforts. The businesses that differentiate on cleanliness will be more successful bringing in clients.



Boutique Beats Out

With limited service menus, boutique beauty & personal care businesses can quickly adapt their offerings to accommodate new protocols. Additionally, as the ability to travel is low, many will look to treat themselves to services at boutique businesses near their homes.

The Next Normal:

Consumer behavior amid the COVID-19 pandemic reflects the need for **treats and stress busters**.

- Beauty and personal care businesses should **find solutions for consumers' need for indulgence and anti-stress measures**.
- More than a checklist of sanitization practices, beauty and personal care businesses **need actionable vision** to set them apart and lure people back in.

#1 The Space is a Stage

Think about space as a performance, where 'front of house' is serene, while 'back of house' supports the complex activities that occur on "stage". Methods, like tape on floors, plexiglass shields, and hastily written signs, are cheap and easy, **but they do little to lessen fear and manage the psychological state of customers**.

#2 Digital Experiences that Inspire

Less in-person touchpoints means digital artifacts need to embody brands in deeper, more memorable ways — especially in luxury, where the power of the experience is directly correlated with brand perception.

#3 A Place of Refuge

Since experiences in beauty and personal care businesses are both touchless and tactile, as spaces are reevaluated, **texture, light, sound, and smell should take center stage**. In anxiety-filled times like these, people will desire calming environments that connect them with natural surroundings.

