

Key Takeaways from The Medical Spa Show 2024

Strong Attendance & Wide Range of Industry Participants



- Provident attended the Medical Spa Show and met with a variety of industry stakeholders
- PHP gathered diverse viewpoints and perspectives from operators, executives, investors, consultants, as well as third-party vendors in the aesthetics space

Aesthetic Medicine Coverage Team



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Strong Category Interest Due To...



Accelerating Consumer Adoption & Awareness



Growing Total Addressable Market



Significant Fragmentation & White Space



Highly Recurring and Predictable Revenue Streams

Key Recurring Themes / Topics

Investor Interest Remains Strong



Investor interest remains incredibly high in the space due to attractive operating characteristics

Dozens of private equity firms circling the space for investment

Lack of Scaled Providers



Scarcity of scaled businesses due to hyper fragmented market and recent proliferation of med spas

Investors coming down-market to realize theses in the space

Pricing Pressures Starting to Permeate Certain Markets



Inflationary pressures have impacted consumer discretionary spending

Premium focused providers in saturated markets feeling pricing pressures; more consumer optionality with more market entrants

Wellness & Functional Health Gain Steam



Investors looking for tangential ways to play consumer wellness and aesthetics trends

Hormone replacement therapies have gained recent traction

Investor Preference for Injectables / Neuromodulators



Investors drawn to recurring, predictable nature of injectables services

More commoditized offerings, such as laser hair removal, are less attractive; body contouring impacted from the emergence of GLP-1

Provider Retention Remains in Focus



Platforms have prioritized provider retention and started to implement paths to ownership for key producers

Clinical training programs contribute to better retention and quality