



PERSONAL CARE

In 2021, the UK government recognised businesses involved in beauty, hair and grooming, spa, and personal services in their own new sector known as 'personal care'.

Technological advancement in the sector has led to a wide range of new and specialist treatments, which require ongoing training and upskilling, including non-surgical treatments and procedures.

In addition, the boom in recent years of YouTubers, social media influencers, and beauty vloggers has resulted in the sector becoming one of the fastest growing in the world.





KEY FACTS

- In the UK, the Personal Care sector generated **£27.2 billion** in 2018, with **£8 billion** spent on treatments and services alone.
- **370,200** people in the UK are directly employed in beauty-related jobs, with a further **220,300** jobs supported through its supply chain.
- In the UK in 2019, there was a net increase of **1,225** personal care businesses, including **495** beauty salons, **166** nail salons, and **813** barber shops.
- **65%** of people working in the personal care sector are self-employed or own their own business.



WHY PERSONAL CARE?

Working in the Personal Care sector can be attractive for many reasons. Firstly, roles in the industry tend to be very practical and hands-on, and very much focused on building relationships with clients to help them look and feel their best.



It's a rapidly growing sector with strong demand for skilled professionals, and with high levels of self-employment it's a very entrepreneurial sector offering unlimited earning potential and high levels of flexibility, though often working hours can include evenings and weekends.

Creativity, attention to detail, communication, and customer service are all very important skills and attributes for the sector. Individuals who are interested in fashion, trends, skincare, beauty, and the latest products and techniques may be well-suited to a career in the sector.



WHAT ARE THE OPPORTUNITIES?

There are a number of different roles within the personal care sector. Many entry level jobs do not require previous experience and have minimum entry qualifications, such as five GCSEs at Grade C or above, including English and Maths. Most of the roles require a minimum of an NVQ Level 2 or Level 3 in a specialism, with Apprenticeships being a popular way to start a career in the sector.

Opportunities available in the sector include:

- Beauty Therapist
- Spa Therapist
- Nail Technician
- Hair Stylist
- Makeup Artist
- Special Effects (SFX) Makeup Artist
- Skincare Specialist
- Barber
- Aesthetics Practitioner
- Beauty Influencer
- Salon/Spa Manager
- Business Owner

...and more!



SALARY EXPECTATIONS

Salaries may vary based on the job role, your experience level, and the qualifications or specific training required. However, the average salary for a job in the personal care sector is around **£16,500 - £24,500 per year**.

Here are some **average salaries** for job roles within the sector:

Beauty Therapist
Average salary
£23,000 per year

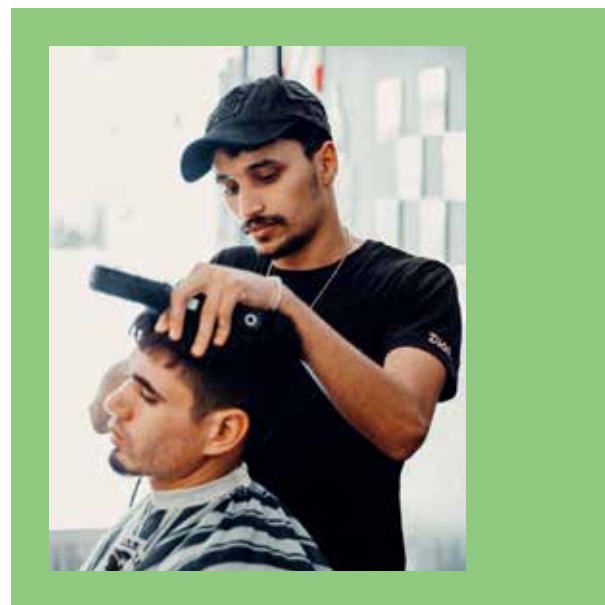
Spa Therapist
Average salary
£21,000 per year

Hair Stylist
Average salary
£25,000 per year

Nail Technicians
Average salary
£23,000 per year

Makeup Artist
Average salary
£26,000 per year

Business Owner
£0 - Unlimited



For further information, click the link highlighted in **blue**



WHAT QUALIFICATIONS DO I NEED?

Hairdressing, beautician training, makeup artistry, and barbering are typically vocational courses taught at local FE colleges or through independent training providers. Most courses are at Level 2 or Level 3 and an Apprenticeship is a great route to get on-the-job experience. It is a good idea to check the entry requirements for courses you are interested in, as some may not require many entry qualifications, where others may require a minimum of five GCSEs at Grade C or higher, including English and Maths.

Many workers in the Personal Care sector are self-employed. However, you will likely begin your career via an Apprenticeship and working for another company first to gain experience.

Working in this sector requires particular skills, most of which you can gain through practical training and experience.



WHAT SKILLS ARE USEFUL?

Beyond the qualifications needed to pursue a career in the professional care sector, there are a range of employability skills and personal attributes that are useful to have.

These include:

- Patience
- People skills
- Creativity
- Friendly nature
- Approachable
- Reliable
- Self-discipline





WHERE CAN I GO TO FIND OUT MORE?

British Beauty Council

The British Beauty Council covers a wide variety of both large and small businesses in the personal care sector, including hair, beauty and wellness services. They focus on the needs of the sector and ways in which it can expand.

UKSA

The United Kingdom Spa Association is an impartial body that encompasses different businesses within the personal care sector. They provide support, education and networking opportunities to its members.

National Hair & Beauty Federation (NHBF)

Dedicated solely to the Personal Care sector, the NHBF has supported the industry since 1942.

The British Association of Beauty Therapy & Cosmetology (BABTAC)

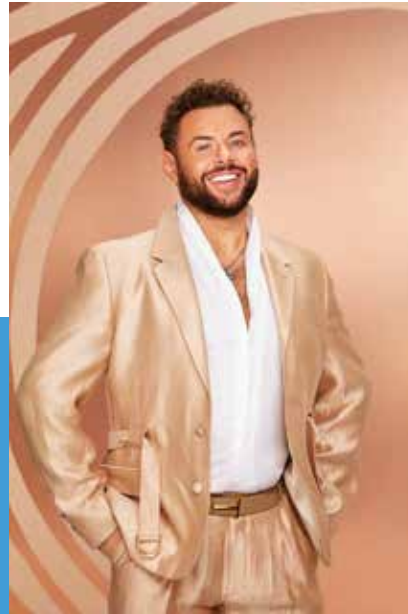
BABTAC is a membership and insurance organisation for anyone who works within this sector.

National Association of Screen Make-Up & Hair (NASMAH)

NASMAH is an association for professional make-up artists and hairdressers across the UK who work in film, TV, theatre, fashion and photography.

International Makeup Artists Association (IMA)

IMA is an industry benchmark made for both makeup artists and people looking to employ them. They provide certification for individuals who have a high skill level which can be used as a formal qualification.



For further information, click the links highlighted in **blue**