



2025 Report

OUR PAST, PRESENT & FUTURE

SWAS

Specialists in Wellness
Association Singapore

新加坡养生专家协会

SWAS' Mission





Sectors & Membership Categories

Beauty

Hair

Nail

Wellness

Solutions

Education

Corporate & Associate

Salons

Spas &
Mass. Est.

Centres &
Studios

Wellness
Clinics

Wellness
Academies

Solutions
Vendors

Retailers &
Distributors

Supporting
Businesses

Professional

Practitioners

Managers

Consultants

Trainers



Objectives of Specialists in Wellness Association Singapore (formed in 2004)

1. **Enhance growth** of the Wellness Industry & various segments by providing support to members in business development & service excellence.
2. **Augment knowledge & capabilities** of members to advance standards & competencies through continuous education & skills development
3. **Present a platform** for members to exchange information, expand network & increase business opportunities
4. **Facilitate communication** amongst members and with government agencies, trade bodies and other organizations to cultivate better understanding, close working relationship, favourable environment and conditions for business development and growth.

SWAS contributions to the industry (from 2017)

- 2017 Launched the **Registry of Complementary Therapists** to recognise practitioners with specific skills. Consumer Portal to find qualified therapists with appropriate competencies
- 2017-2020 Served on Ministry of Health Aesthetics Working Committee for the Health Care Services Bill (enacted in 2020)
- 2018-2019 Supported Ministry of Home Affairs and PLRD in the revision of regulations under the Massage Establishment Act
- 2018 Organised and led the **Future of the Wellness Industry** Forum with the Republic Polytechnic of Singapore
- 2018 Served on the ASEAN MRA-Tourism Professionals Panel on Human Resources Development for Sustainable Tourism.



SWAS contributions to the industry (from 2017)

- 2018-2021 Served on Standards Drafting Committee of ASEAN Common Standards for Tourism Professionals (SPA)
- 2018 Signed Partnership MOU with Pearson UK to develop **BTEC Competencies Courses for the Beauty & Wellness** Industry in Singapore
- 2019-2021 Served on Work Group to revise/update Singapore Standard 556 for Aquatic Facilities.
- 2019 Organised the **Asia Pacific Hairstyliets & Cosmetologists Association (APHCA) Olympics** (18 countries) held at Singapore Expo.



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SWAS contributions to the industry (from 2017)

- 2019 Co-Founded the **Beauty Services Alliances** with 4 other associations.
- 2019 Global Wellness Day - **Wellness for the Elderly**” promotion during Global Wellness Summit held in Singapore.
- 2021 Inaugurated **SWAS Excellence Star Awards** to recognise outstanding Beauty & Wellness brands, products and service.
- 2022 Supported SkillsFuture & Job Fairs for Beauty & Wellness Professionals



SWAS contributions to the industry (from 2017)

- 2022 Served on the committee of **ASEAN Spa Services Standard review** led by Thai Spa Association
- 2022 Nomination of Singapore Spas for **ASEAN Tourism Award 2023**.
- 2022 Singapore Manpower Survey** of the Beauty & Wellness Industry.
- 2023 Post Covid Industry Report** – Facing Challenges in Singapore's Beauty & Wellness Industry
- 2023 SWAS Excellence Star Awards 2nd Edition**
- 2023 Served on Singapore Retail Standards Committee.



SWAS

SWAS contributions to the industry (from 2017)

- 2024 Served as Co-Chair of ESG Singapore **Wellness Standard Committee**
- 2024 Nomination of Singapore Spas for **ASEAN Tourism Spa Award 2025**.
- 2025** Publication of Industry paper **Assuring Consumer Safety & Satisfaction** through recognition of competencies of service providers.
- 2025 Collaboration with NTUC USME in **Industry Business & Workforce Transformation**.
- 2025 SWAS Excellence Star Awards 3rd Edition**



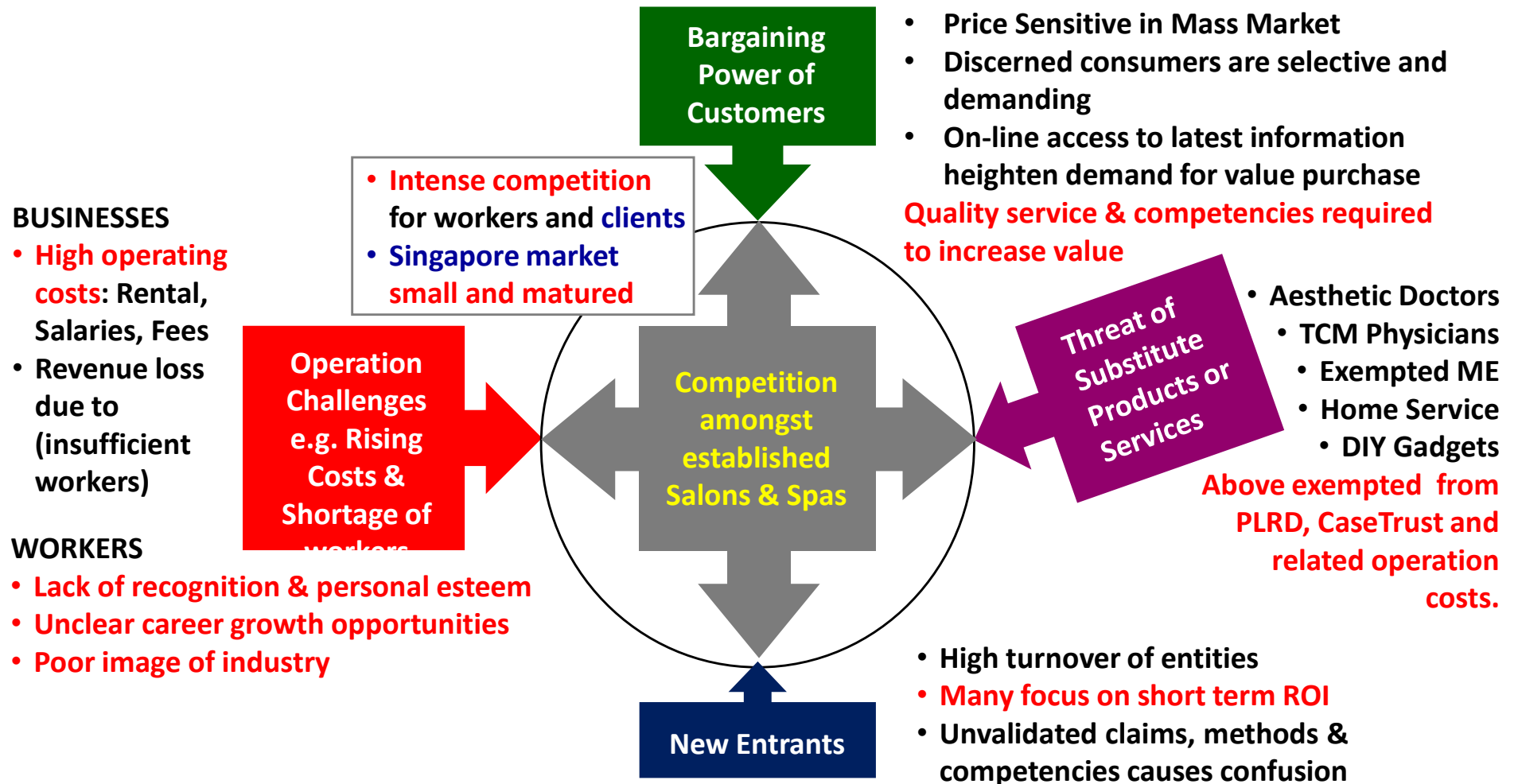
SWAS contributions to Business Development

Since 2005 SWAS has led Singapore's Beauty & Wellness businesses to various International Exhibitions & Meetings yearly, including exhibitions in Malaysia, Hong Kong, China, Thailand, Vietnam, Indonesia, Dubai and Bologna, Italy.



Challenges & Opportunities in Singapore's Beauty & Wellness Industry

Forces affecting the Singapore Market

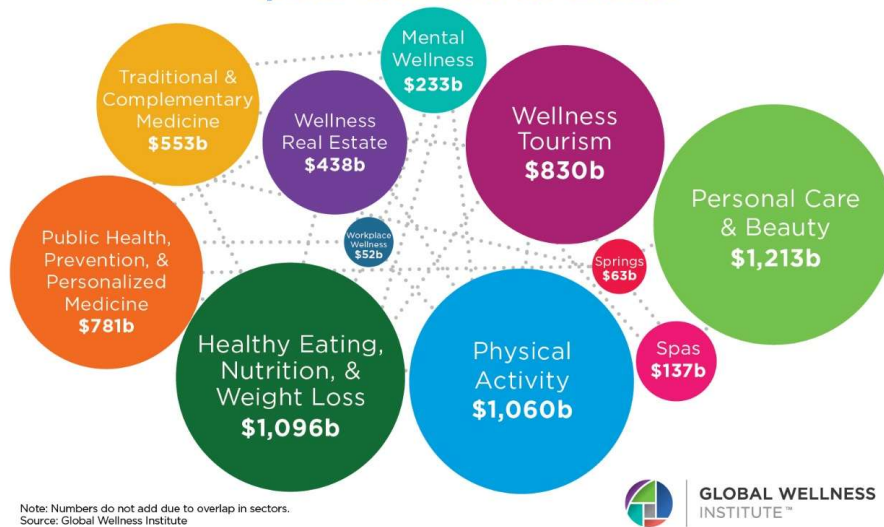


Challenges in Singapore's Beauty & Wellness Industry

1. **Few Skilled Singapore citizens and PRs** apply for vacancies; those willing to work:
 - demand very high salaries and more benefits including working less hours / days.
 - Many do freelance work (from home) or ask for high hourly rates.
2. **Lack of quota to employ foreign workers** increased FW's bargaining power. Many less competent FW ask for salaries and benefits of Singaporeans, even though they do not contribute to the business sustainability and development.
3. Acute shortage of skilled workers and using part-timers with **inadequate training and competency** result in lower performance, dissatisfaction and higher risk of harm and injury to consumers.
4. **Lack of standards to evaluate competencies of therapists & service providers.**
5. **Higher operation costs affect profits & growth; sustainability**
6. Need to develop **Differentiation Competitive Advantage** to sustain business.

Opportunities in the Wellness Industry

GLOBAL WELLNESS ECONOMY:
\$6.3 trillion in 2023



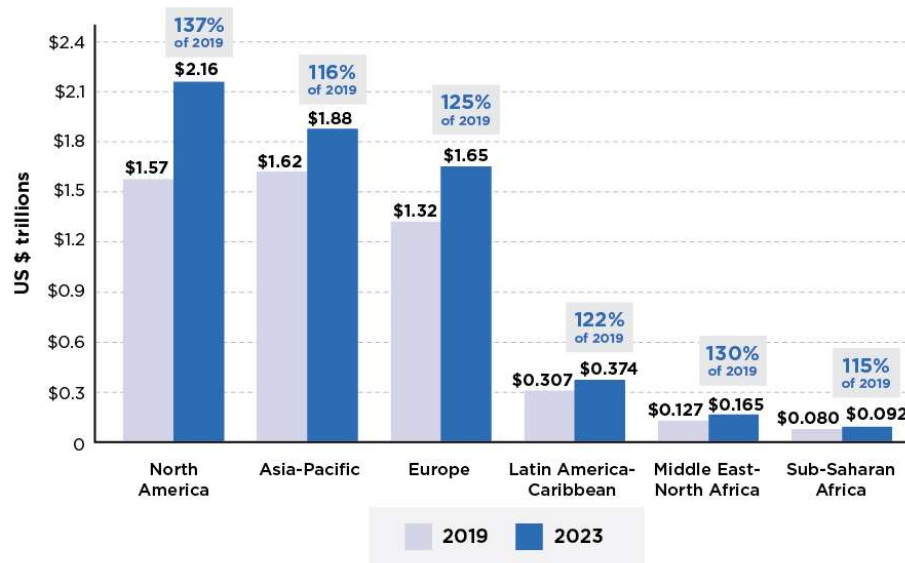
Wellness Economy Growth Projections
2023-2028

	Market Size (US\$ billions)		Projected Market Size (US\$ billions)					Projected Average Annual Growth Rate
	2019	2023	2024	2025	2026	2027	2028	
Personal Care & Beauty	\$1,071.9	\$1,212.7	\$1,268.3	\$1,328.0	\$1,392.7	\$1,463.3	\$1,535.2	4.8%
Healthy Eating, Nutrition, & Weight Loss	\$912.4	\$1,095.7	\$1,160.7	\$1,238.7	\$1,319.9	\$1,403.8	\$1,492.5	6.4%
Physical Activity	\$903.9	\$1,059.7	\$1,125.4	\$1,194.9	\$1,261.4	\$1,333.4	\$1,407.7	5.8%
Wellness Tourism	\$696.6	\$830.2	\$944.0	\$1,049.2	\$1,150.0	\$1,249.8	\$1,351.0	10.2%
Public Health, Prevention, & Personalized Medicine	\$443.9	\$781.0	\$827.5	\$877.9	\$931.4	\$988.0	\$1,047.6	6.1%
Wellness Real Estate	\$225.2	\$438.2	\$512.7	\$608.3	\$705.6	\$807.2	\$912.6	15.8%
Traditional & Complementary Medicine	\$483.0	\$553.0	\$577.3	\$611.7	\$646.2	\$681.5	\$718.4	5.4%
Mental Wellness	\$150.0	\$232.6	\$256.6	\$286.3	\$321.2	\$364.9	\$414.0	12.2%
Spas	\$116.3	\$136.8	\$148.1	\$158.0	\$167.1	\$175.8	\$184.3	6.1%
Thermal/Mineral Springs	\$65.8	\$62.7	\$69.6	\$75.8	\$83.1	\$90.3	\$97.6	9.2%
Workplace Wellness	\$51.8	\$51.8	\$52.7	\$54.0	\$56.0	\$58.2	\$60.3	3.1%
Wellness Economy	\$5,030.0	\$6,321.2	\$6,797.3	\$7,321.9	\$7,854.9	\$8,411.6	\$8,989.4	7.3%

Note: Figures do not sum to total due to overlap in segments.
Source: Global Wellness Institute estimates, based upon economic and industry sector projections from the IMF, ILO, Euromonitor, and GWT's data and projection model.

Opportunities in the Wellness Industry

Size and Recovery of the Wellness Economy by Region
2019 Versus 2023

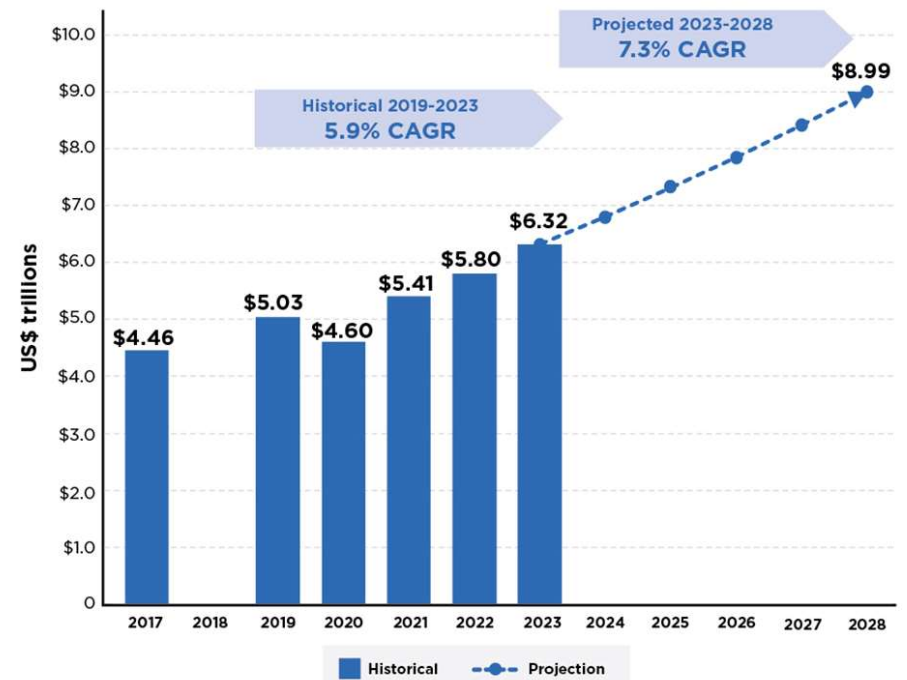


Source: Global Wellness Institute. Labels indicate the % to which the region's 2023 wellness economy exceeds its 2019 (pre-pandemic) level.



GLOBAL WELLNESS
INSTITUTE™

Global Wellness Economy Market Size and Growth Projections,
2017-2028



CAGR=Compound Annual Growth Rate
Source: Global Wellness Institute



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Singapore's Rankings in the Wellness Industry

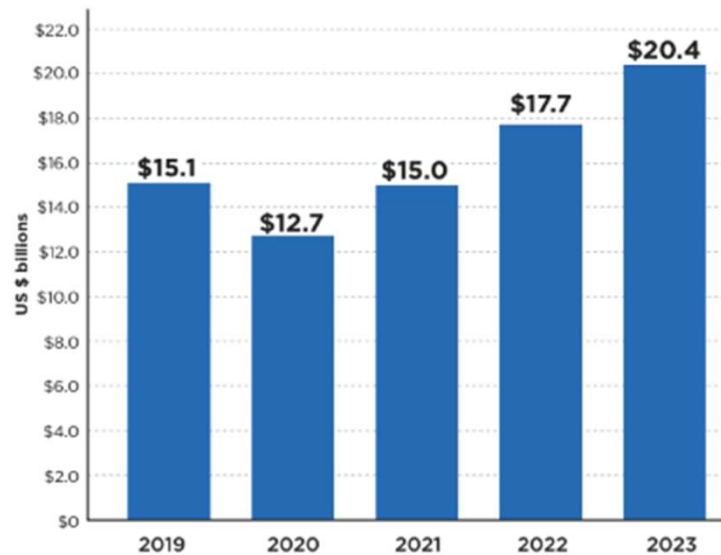
Source: Global Wellness Institute & Singapore Tourism Board

\$20.4b
WELLNESS
ECONOMY
in 2022

#39
GLOBAL RANK
Out of 218 Countries
Worldwide

#14
REGIONAL RANK
Out of 45
Asia-Pacific Countries

Singapore: Wellness Economy Market Size, 2019-2023



Source: Global Wellness Institute. Note: 2019-2022 figures have been revised since the previous version of the Global Wellness Economy Monitor.

	Market Size (US\$ billions)					Global Rank	Average Annual Growth Rate	
	2019*	2020*	2021*	2022*	2023	2023	2022-2023	2019-2023
Personal Care & Beauty	\$5.16	\$4.55	\$5.38	\$6.05	\$6.68	#32	10.3%	6.7%
Physical Activity	\$2.11	\$1.68	\$2.00	\$2.46	\$2.87	#43	16.9%	8.1%
Public Health, Prevention, & Personalized Medicine	\$1.39	\$1.71	\$2.31	\$2.53	\$2.80	#31	10.8%	19.2%
Wellness Real Estate	\$1.14	\$1.25	\$1.71	\$2.07	\$2.29	#18	10.2%	18.9%
Healthy Eating, Nutrition, & Weight Loss	\$1.63	\$1.69	\$1.83	\$1.88	\$2.05	#57	8.9%	5.9%
Wellness Tourism	\$1.53	\$0.23	\$0.02	\$0.70	\$1.31	#53	86.0%	-3.9%
Traditional & Complementary Medicine	\$1.11	\$0.90	\$0.91	\$0.97	\$1.11	#33	14.7%	-0.04%
Spas	\$0.78	\$0.42	\$0.52	\$0.73	\$0.93	#27	27.8%	4.5%

Tapping Opportunities for Singapore's Businesses

1. Global Wellness Institute reported that Asia-Pacific is the 2nd largest Wellness Economy and has grown 16% over the last 4 years to US\$1.88 trillion.

How can Singapore's Beauty & Wellness entities ride on the trend?

2. To invigorate Singapore Tourism, **what can Singapore's Beauty & Wellness industry offer to attract visitors?**

What would visitors expect?

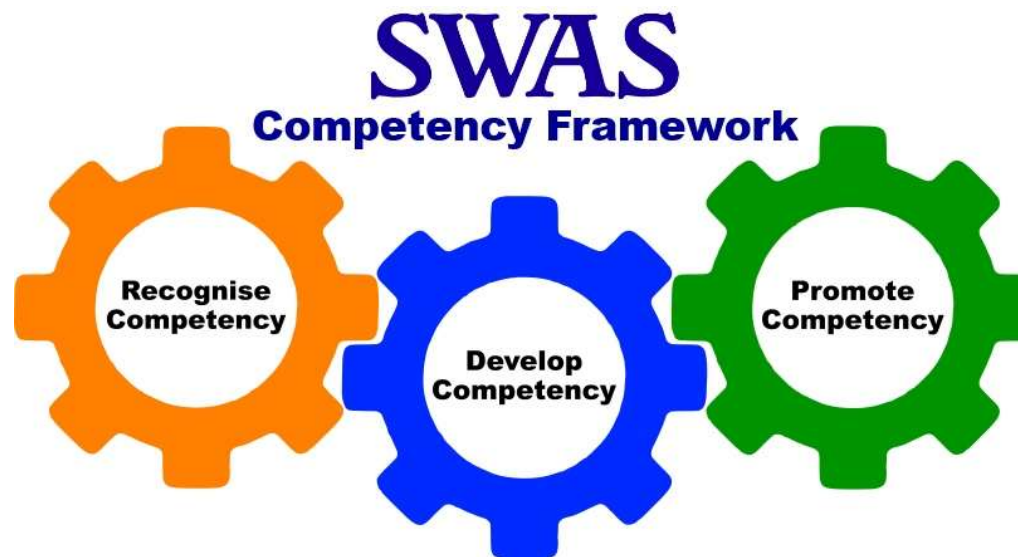
3. New technologies and devices, **including digital and AI**, enable more effective and faster Beauty & Wellness treatments, enhancing satisfaction, reducing time, manpower and cost. **Consumers are attracted to these new technologies, seeking services that assure SATISFACTION, VALUE & SAFETY.**

How can Singapore's industry develop differentiation competitive advantage and grow?

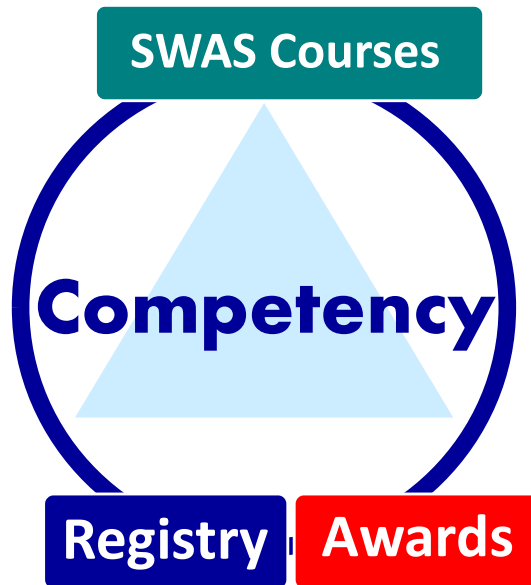
Planning for the Future Strategies & Action Plans

SWAS Efforts to help Members to develop Competitive Advantage

In 2017, SWAS developed a strategy to **Enhance Competency** as a means to develop Competitive Advantage. It consists of three (3) activities that form an interlocking mechanism to augment growth through **Recognition, Development** and **Promotion of Competencies**. The progression of each activity helps the advancement of others in the system



SWAS' Approach To Enhance Competency



1. Recognise Competency

Enable Consumers verify validated competencies of a Practitioner and or Entity in a specific treatment or service to enhance Satisfaction, Safety & Value

2. Develop Competency

Enable Entities enhance competitive advantage by developing core competencies to deliver satisfactory outcome on specific services and treatments.

3. Promote Competency

Enable Practitioners showcase specialization, validate competencies by testimonies from satisfied customers

Rationale for an Industry Standard for Beauty & Wellness

1. **Assurance of Satisfaction, Value and Safety** in treatments & services.
2. **Objectively engage new technologies, protocols and competency development** of technicians and therapists. E.g. Laser license for therapist by NEA
3. **Benchmarks for skills, knowledge and responsibilities** of therapists and technicians at different levels.
4. **Basis for training, validation and recognition of competencies**, employment and career development of therapists and service providers.
5. **Development of specialisation and differentiation competitive advantage** to augment growth within and beyond Singapore
6. **Building the Singapore Brand** in Beauty & Wellness services.

Proposed Review of Competency Standards

1. **Identify the scope of competency requirements** at various levels for service providers in the main segments and clusters of the Beauty & Wellness industry.
2. **Identify the skills, knowledge and other elements to recognize** the competency of service providers at each level of the main segments of the Beauty & Wellness industry. Empowerment of service providers with relevant competencies and qualifications to **advance Profession and Career**.
3. **Benchmark of Beauty & Wellness competencies against established standards** and practices in first world countries/regions.
4. **Identify and/or develop Training & Assessment Requirements and Standards** for Training Organisations, Beauty & Wellness Businesses and Service Providers.

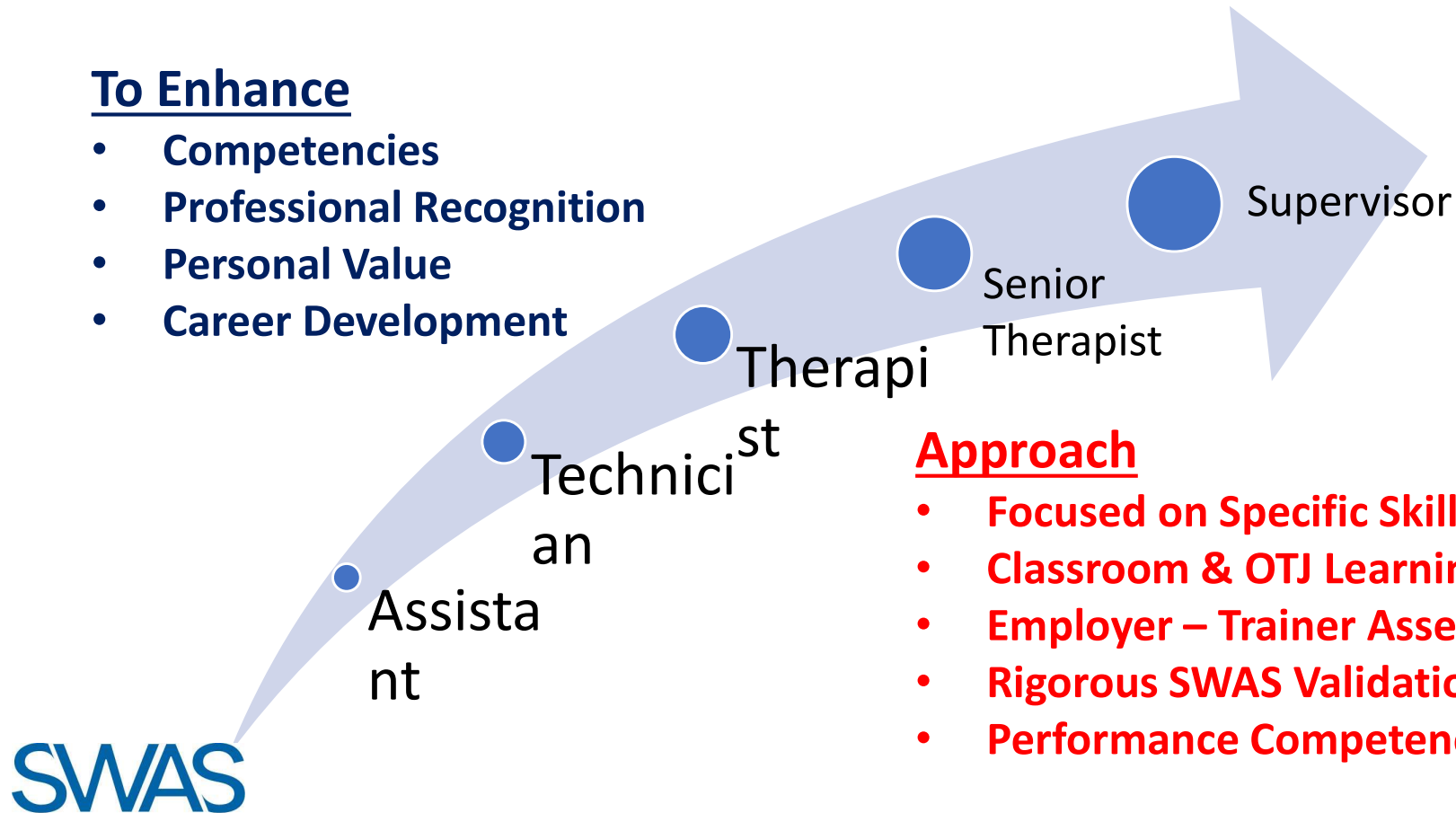
Proposed Review of Competency Standards (Cont.)

5. **Identify commonly used references and terminologies** in the Beauty & Wellness industry and **provide interpretations consistent with International standards** and practices to facilitate understanding by all stakeholders including businesses, service providers and consumers.
6. **Identify the scope of competency requirements** at various levels of service providers **to ensure satisfaction, safety and value** in Beauty & Wellness services offered in Singapore.
7. **Enable the recognition of qualified Beauty & Wellness Professionals** to attract and motivate more Singapore Residents to join the industry and employment of foreign talents to ease manpower shortage

Proposed Progression Pathway for Service Providers

To Enhance

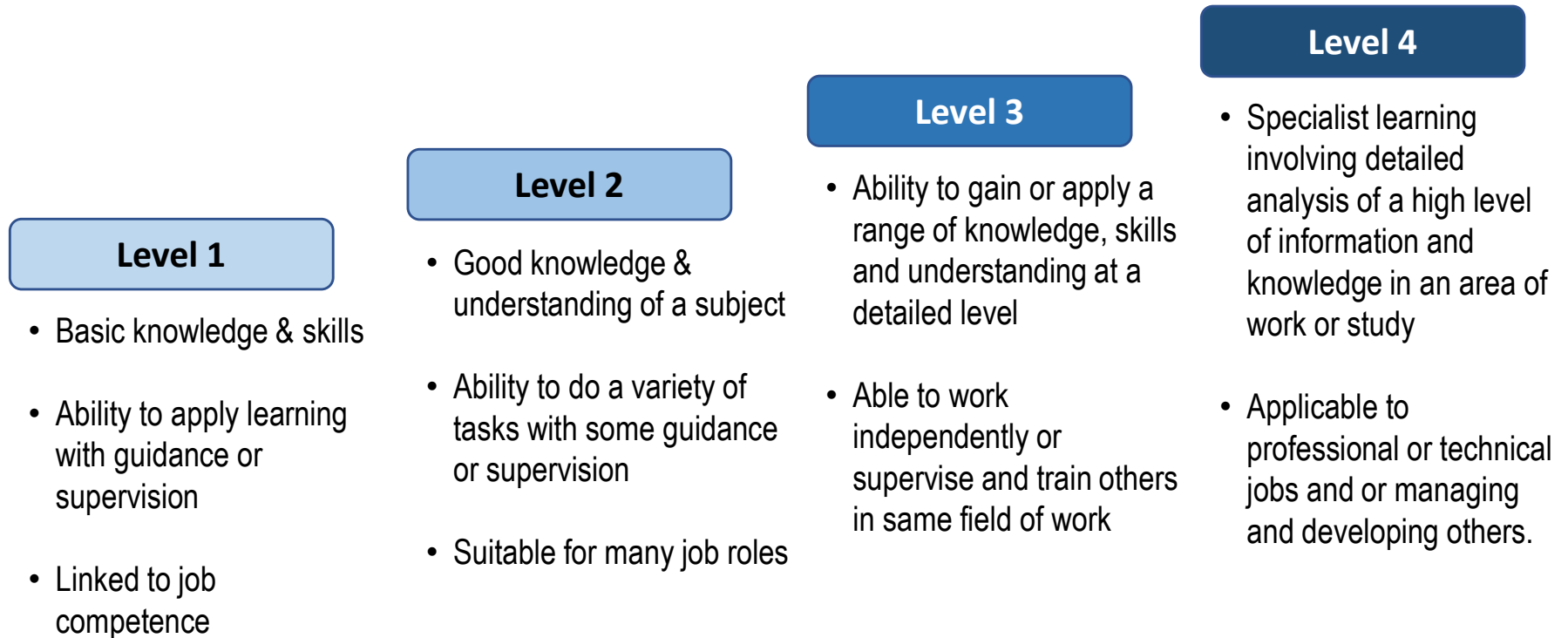
- Competencies
- Professional Recognition
- Personal Value
- Career Development



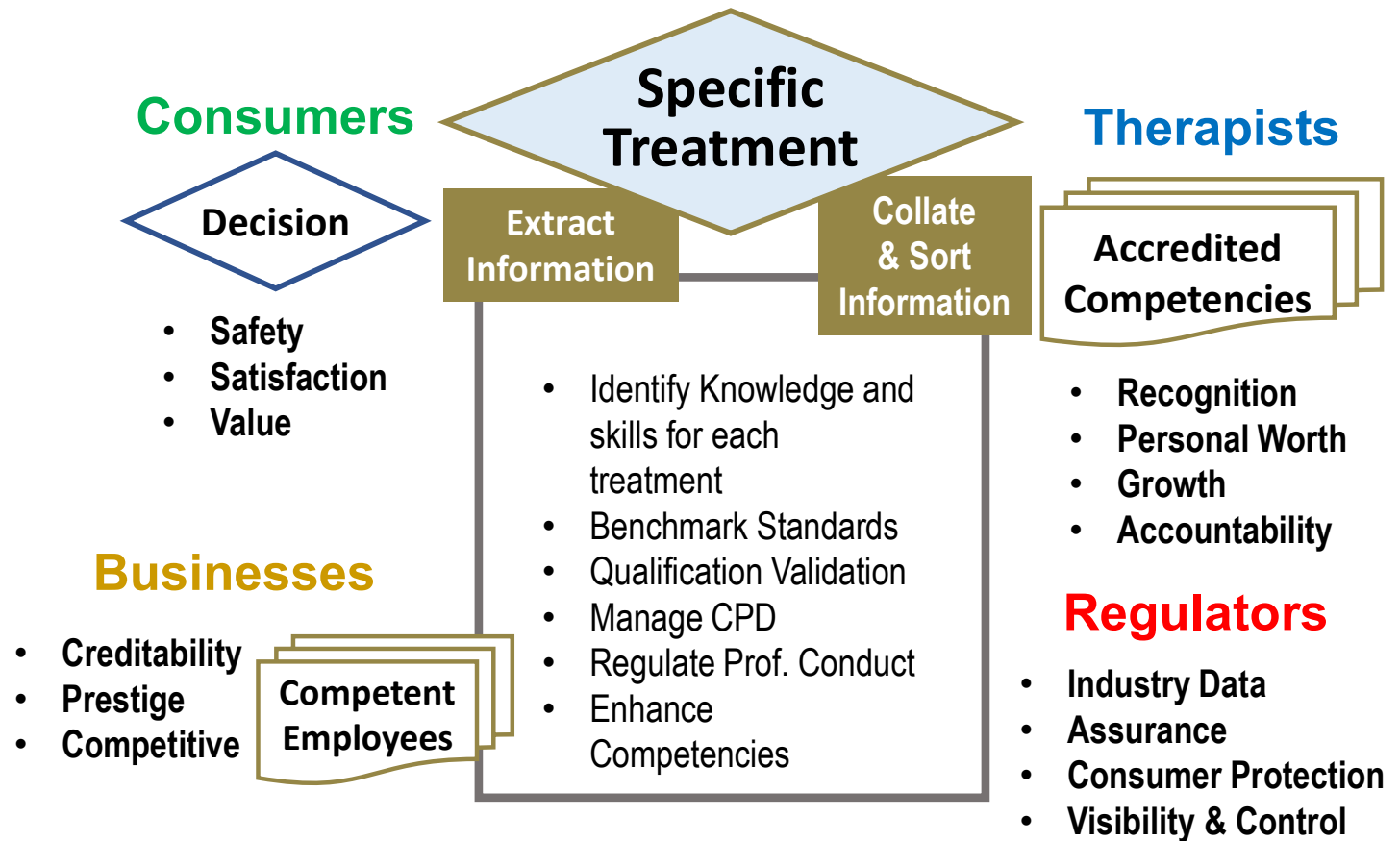
Approach

- Focused on Specific Skills
- Classroom & OTJ Learning
- Employer – Trainer Assessments
- Rigorous SWAS Validations
- Performance Competency Strategy

Levels of Competencies for Beauty, Hair, Nail & Wellness



SWAS Registry of Complementary Therapists



Benefits of SRCT to Businesses

1. Competitive Advantage for your Business

- a) Creditability of your therapists and business
- b) Prestige for you and your business
- c) Assurance of Safety, Satisfaction and Value to consumers

2. Consumer Assurance of your Competencies

- a) Validation by SWAS; Association for Specialists in Beauty & Wellness.
- b) Supported by Government Agencies, ESG, WSG, E2i, USME, NTUC, CaseTrust, ITE, Republic Polytechnic.
- c) Wellness Professional Insurance against Public Liabilities and Professional Malpractice.

3. Additional Business Opportunities

- a) You are highlighted when consumers look for accredited Therapists
- b) SRCT promotes your business
- c) You and your business is preferred over others when consumers are looking for accredited competent therapists