

**EXECUTIVE SUMMARY OF THE  
2003 MANPOWER SURVEY REPORT**

**BEAUTY CARE, HAIRDRESSING  
AND COSMETICS INDUSTRY**

**美容、美髮及化妝品業**

**二零零三年人力調查報告摘要**

**BEAUTY CARE AND HAIRDRESSING TRAINING BOARD**

**VOCATIONAL TRAINING COUNCIL**

**職業訓練局**

**美容美髮訓練委員會**

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## Introduction

1. The Beauty Care and Hairdressing Training Board, with the assistance of the Census and Statistics Department (C & SD), conducted the 1<sup>st</sup> biennial manpower survey of the beauty care, hairdressing and cosmetics industry from 2<sup>nd</sup> October 2003 to 20<sup>th</sup> November 2003. The survey covered 7 160 companies (including their branches) registered with the C & SD and their full-time employees. Over 90% of these companies engaged less than 10 full-time employees. They were classified into the following 7 branches (number of companies in brackets) of the beauty care, hairdressing and cosmetics industry:

- (i) beauty & hairdressing schools (50);
- (ii) make-up, nail etc. schools (2);
- (iii) beauty centres (2 538);
- (iv) hairdressing salons (2 689);
- (v) cosmetics product wholesale, import & export companies (1 056);
- (vi) cosmetics product retail companies (783); and
- (vii) health centres and spa centres (42).

2. As information on the companies engaged in sauna, massage, foot reflexology business and nail salons was not available, these companies together with the fitness centres and health food companies were excluded in the 2003 survey. The Training Board estimated that most cosmetics product companies were covered in this survey. However, only about 10% of the make-up, nail etc. schools, 70% of the beauty centres and 60% of the hairdressing salons had been covered. In addition, those companies which did not register as businesses related to beauty care, hairdressing and cosmetics were excluded in this survey.

## Purpose of the Survey

3. The survey was conducted with the following objectives:
- (a) to identify the manpower and training needs in principal jobs of the beauty care, hairdressing and cosmetics industry;
  - (b) to forecast the likely growth of the industry in terms of manpower and training requirements between 2003 and 2004;
  - (c) to obtain views on the preferred and actual levels of education of employees; and
  - (d) to collect information on the recruitment and qualifications of technical employees.

4. Though the survey could not provide the manpower of the entire industry, the information collected would enable the Beauty Care and Hairdressing Training Board and other course providers to formulate training activities to enhance the professionalism of the practitioners in the beauty care, hairdressing and cosmetics industry.

### Recommendation

5. The Beauty Care and Hairdressing Training Board's major recommendations include:

- (i) conduct biennial manpower surveys covering full or wider scope of companies to assess the manpower and training supply/demand of the beauty care, hairdressing and cosmetics industry;
- (ii) advise on the trade testing systems and certification for skilled practitioners in the beauty care, hairdressing and cosmetics industry, for the purpose of ascertaining the specified skill standards have been attained;
- (iii) advise on the direction and strategic development of the various training programmes currently provided and will be developed by the VTC;
- (iii) liaise with the Department of Health to ensure that the training requirements of beauticians under the proposed regulation of medical devices can be met by the development of relevant training programmes; and
- (iv) promote manpower training and career paths available in the beauty care, hairdressing and cosmetics industry to the public.

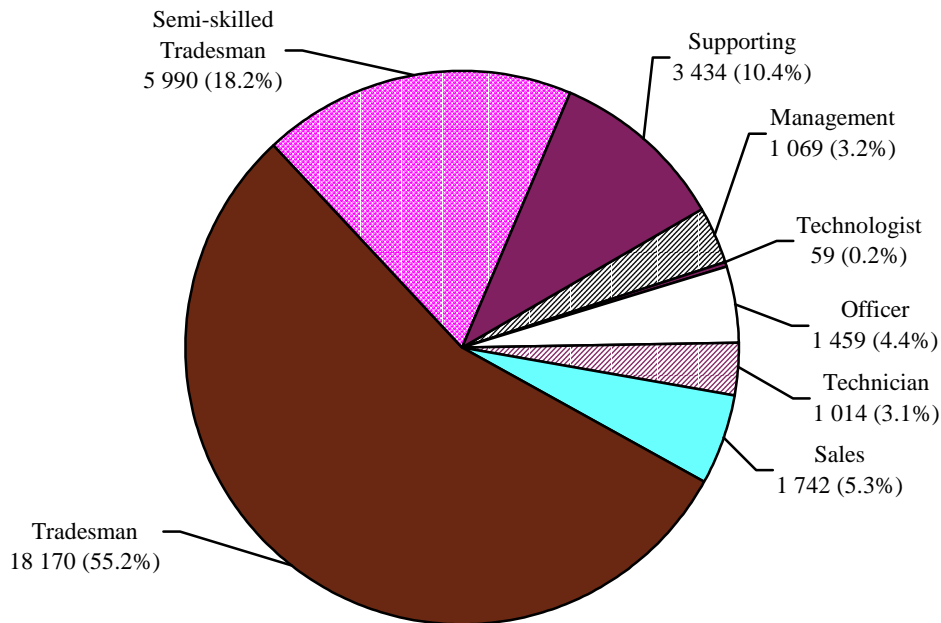
### Summary of Survey Findings

#### Total Workforce

6. The survey revealed that during the survey period, there were 32 937 employees. The breakdown per job level is shown in Figure 1:

**Figure 1 : Distribution of Employees by Job Level**

Total: 32 937

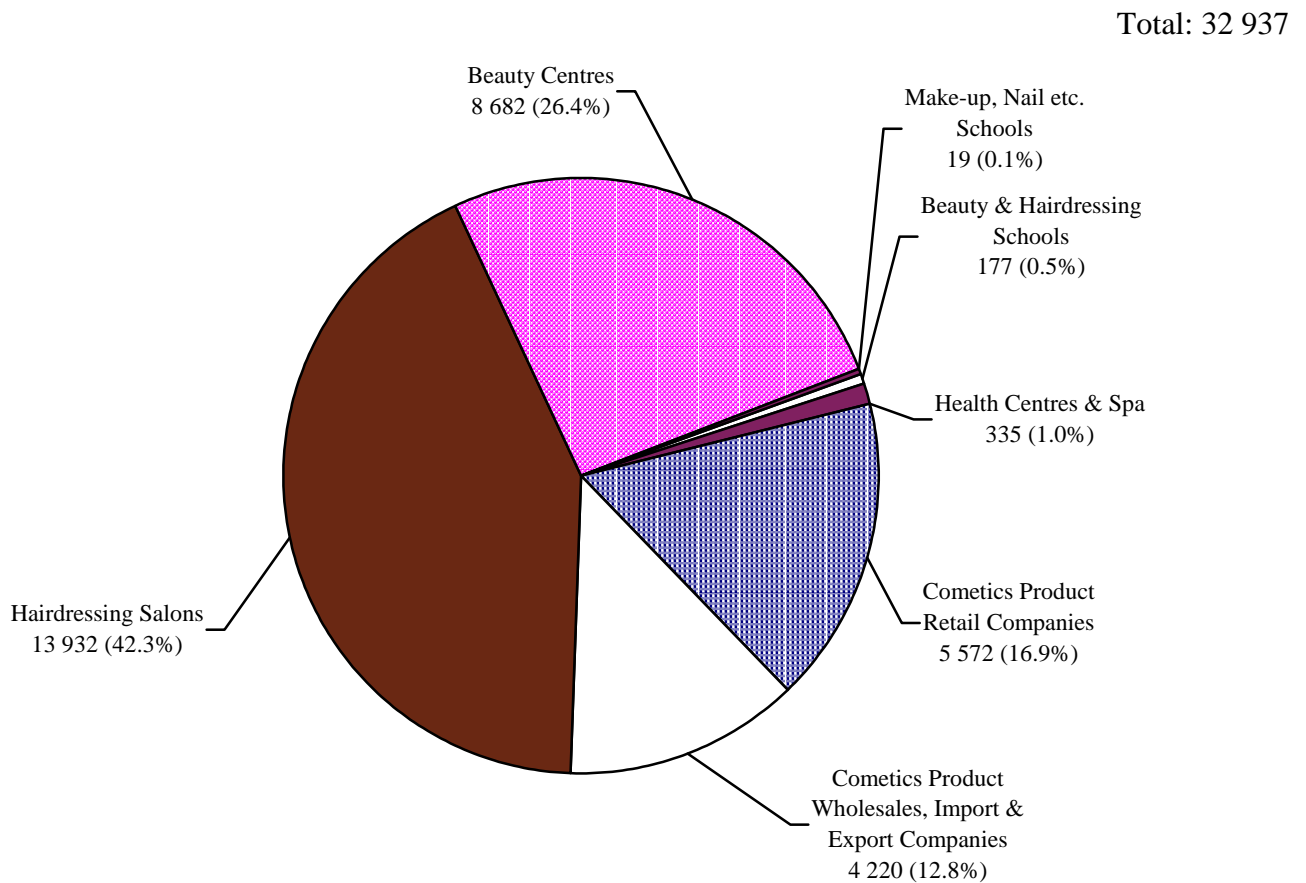


7. As mentioned in paragraph 2, this survey could not cover all the make-up, nail etc. schools, beauty centres and hairdressing salons. The Training Board estimated that about 10% of the employees in make-up, nail etc. schools and less than 50% of the workforce in the beauty centres and hairdressing salons were covered in the survey. This under-estimation of manpower was probably due to the exclusion of the following practitioners in these business sectors:

- (i) freelancers or part-time practitioners providing services on appointment basis;
- (ii) beauticians affiliated with beauty centres or hairdressing salons without business registration;
- (iii) beauticians or hairdressers operating in domestic residences; and
- (iv) employees working in companies not registered as business related to beauty care, hairdressing and cosmetics products.

8. The Training Board noted that in the survey the number of employees in the beauty & hairdressing schools was under-estimated probably because some senior tutors at technologist level and tutors at technician level undertook duties other than tutoring during the date of survey and therefore were not reported by the employers. Moreover, some employers had downsized their companies and laid off their employees at low business period due to the adverse impact of SARS. The Training Board felt that the number of employees reported by the cosmetics product companies, health centres and spa centres were reliable. The breakdown of these 32 937 employees by the 7 business sectors classified in this manpower survey is shown in Figure 2:

**Figure 2 : Distribution of Employees by Business Sectors**



9. The distribution of principal jobs with most employees revealed in this survey is summarized as follows:

<u>Job Title</u>	<u>Number of Employees</u>	<u>Percentage of Total Employees</u>
Hair Stylist	7 706	23.4
Beautician	6 261	19.0
Junior Hairdresser	5 345	16.2
Beauty Adviser (Counter)	3 210	9.7
Sales Representative	<u>1 742</u>	<u>5.3</u>
	24 264	73.6

#### Vacancies and Manpower Forecast

10. Employers reported a total of 955 vacancies at the date of survey, including 934 beauty care, hairdressing and cosmetics technical employees (2.9% of total 32 937 employees) and 21 supporting staff (0.06% of total 32 937 employees). Among them, 923 vacancies were mainly reported in beauty centres (492 or 51.5% of total 955 vacancies), hairdressing salons (316 or 33.1% of total 955 vacancies) and cosmetics product retail companies (115 or 12.0% of total 955 vacancies).

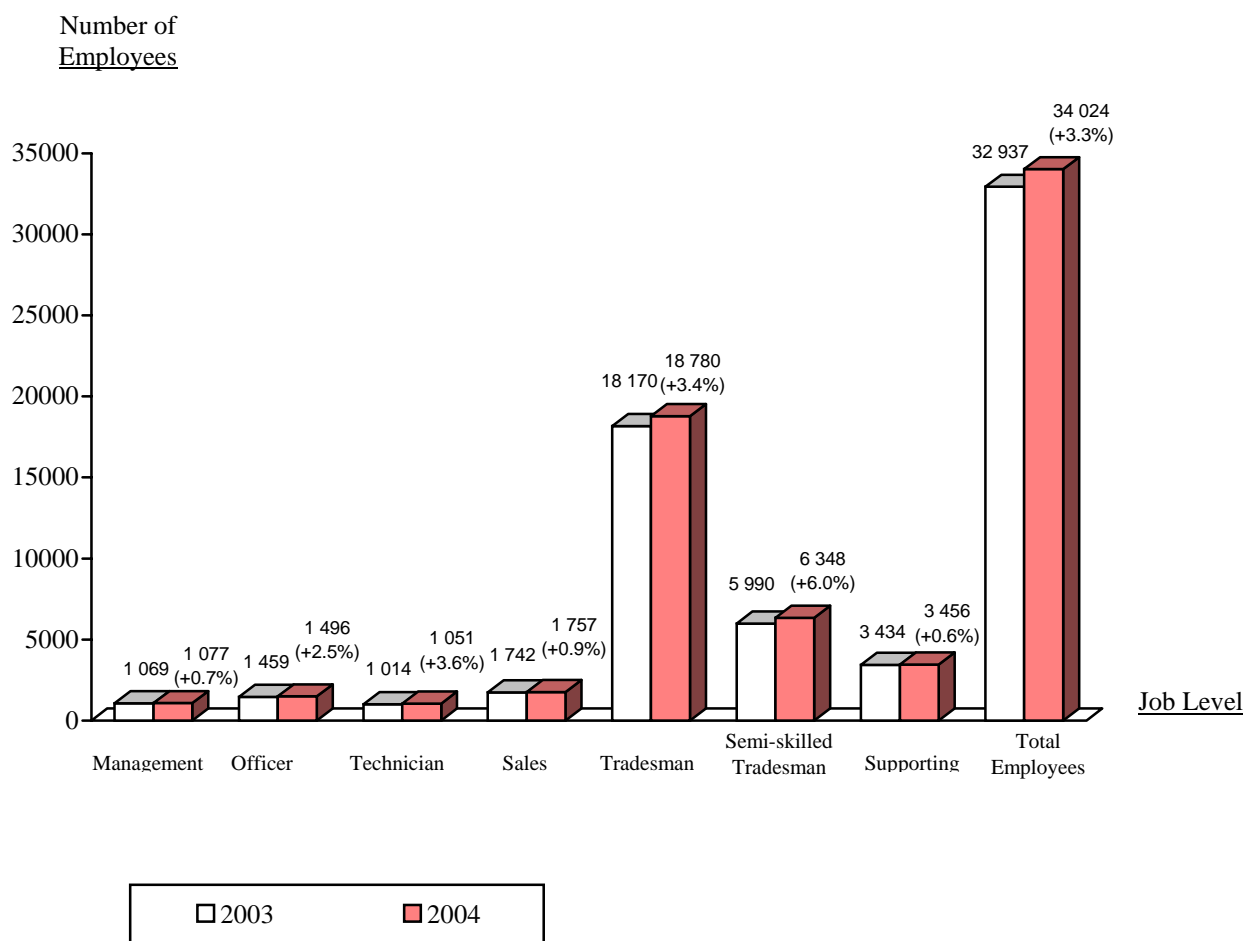
11. The distribution of principal jobs with most vacancies is summarized as follows:

<u>Job Title</u>	<u>Number of Vacancies</u>	<u>Percentage of Total Employees at Same Level</u>
Beautician	349	5.6
Junior Hairdresser	238	4.5
Beauty Assistant	120	18.6
Beauty Adviser (Counter)	79	2.5
Hair Stylist	<u>68</u>	<u>0.9</u>
	854	2.6 *

(%)\* As percentage of the total number of employees in the industry.

12. Employers forecast that in the next 12 months after the survey, the beauty care, hairdressing and cosmetics sector would require an increase of 1 087 beauty care, hairdressing and cosmetics employees (3.3% of total 32 937 employees). Its distribution by job level is summarized in Figure 3:

**Figure 3 : Employers' Forecast Increase of Employees by Job Level 2003/2004**



Note: Employers forecast that there would be no increase in the number of technologist (59 persons) during 2003 and 2004. This Technologist level is not shown in Figure 3.

13. The following principal jobs in beauty centres, hairdressing salons and cosmetics product retail companies would have higher growth in 2004:

<u>Job Title</u>	<u>Increase in Employees</u>	<u>Percentage of Total Employees in the Sector</u>
Beautician	473	7.6
Junior Hairdresser	238	4.5
Beauty Assistant	120	18.6
Beauty Adviser (Counter)	71	2.2
Hair Stylist	43	0.6
	945	2.9 *

(%)\* As percentage of the total number of employees in the industry.



### Preferred /Actual Education and Skill Level of Employees

14. Employers preferred the management and officers to be university degree holders. On the other hand, secondary 4 – secondary 7 school leavers were preferred for employees at other levels in the beauty care, hairdressing and cosmetics industry.

15. More than 60% of the management people in the beauty care, hairdressing and cosmetics industry were university degree holders. Most employees at other job levels possessed secondary 4 – secondary 7 education.

16. In general, employers were satisfied with the job skills of most employees who could meet the requirements of their current jobs.

### Recruitment of Technical Staff for Mainland Branches

17. Those beauty centres, hairdressing salons, cosmetics product companies responded that they had or planned to have branches in the Mainland preferred to employ the technical staff in the Mainland, and the recruitment both in Hong Kong and the Mainland would be their second choice.

### Qualifications of Technical Manpower

18. It was observed that technical staff at all levels (including management, technologist, officer, technician and tradesman levels) pursued relevant qualifications (such as national licenses, local/overseas qualifications or other recognized qualifications) and upgraded their skills. Most of these technical staff worked in beauty centres, hairdressing salons and retail product companies. ITEC, CIBTAC and CIDESCO were the most popular qualifications pursued by beauty care practitioners.

### Forecast Additional Training Requirement and Supply in the Next 12 Months in the Beauty Care, Hairdressing and Cosmetics Industry

19. The Training Board believes that the forecast training requirements for the beauty care, hairdressing and cosmetics industry should include training for the new entrants to the industry and the in-service practitioners to up-keep their skills and knowledge on the new development of the industry.

20. With the development of new technology and products, the Training Board believes that there will be tight supply of trained manpower to meet the great demand of quality services in the beauty care, hairdressing and cosmetics industry.

## Conclusion

21. The Beauty Care and Hairdressing Training Board understands that the continuous development of new technology and products will affect the training required by the beauty care, hairdressing and cosmetics employees in Hong Kong. The ever-changing consumer behaviour will further increase the training needs of the industry. The voluntary trade testing systems for the beauticians, make-up artists and hairdressers developed by the Beauty Care and Hairdressing Training Board are some initiatives to upkeep the professionalism of the practitioners. The Training Board believes that continuous training and development of employees will be the key to success of the employees and employers, which in turn will benefit the consumers and enhance the status of the beauty care and hairdressing industry of Hong Kong.

22. In recent years, there are more and more course providers in the market offering different beauty care and hairdressing courses to help the new entrants and in-service workers prepare for the trade tests or upgrade their skills. The government has also supported the industry through the Skills Upgrading Schemes for the Beauty Care Sectors and Hairdressing Sectors respectively. With the development of diploma/higher diploma beauty care and hairdressing courses organized by the Vocational Training Council and other education institutions, new entrants and in-service people can choose beauty care and hairdressing courses suitable to their skill levels. There should be adequate training courses developed in the market to upkeep the professionalism of the workforce in the beauty care, hairdressing and cosmetics industry.

Beauty Care and Hairdressing Training Board  
美容美髮訓練委員會  
(@April 2004)

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