

# What do Men Really Want? A New National Trend Points to Spa Days

News-Press Release

Plymouth, Massachusetts (Newsbox) 05-Feb-2026

<https://prsafe.com/release/17134/>

## Summary

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## Message

Denver and Highlands Ranch, CO, February 4, 2026 -- Valentineâ€™s Day? Fatherâ€™s Day? His birthday? Finding the right gift for him can be a yearly challenge for partners, siblings, and children alike. Men, however, are offering a clear hint: spa days are no longer just a â€œluxury for the ladiesâ€™â€”theyâ€™re quickly becoming a staple in menâ€™s wellness routines. According to the International Spa Association (ISPA), men now make up 49 percent of all spa guests in the U.S. â€”a sharp rise from 29 percent two decades ago. This data makes one thing clear: wellness rituals are no longer seen as gender-specific. Â â€œAs ideas about masculinity and self-care evolve, weâ€™re seeing men not only participate in wellness experiences at the behest of their partners, but increasingly seek them out on their own,â€• said Damien Zouaoui, co-founder of Oakwell Beer Spa. â€œSpa days are now seen as tools for performance, recovery, and stress management, not just frivolous indulgence.â€•Â  This shift mirrors wider wellness trends, with spas across the U.S. introducing offerings tailored to men, from beer-infused hydrotherapy, to tailored facials and grooming services. According to Dermascope Magazine, Menâ€™s spa services have grown 25â€”30 percent over the past several years. Â  Stress relief and recovery appear to be the chief motivators for this growing trend. Data from ISPAâ€™s 2025 U.S. Spa Industry Study shows that 85 percent of spa visitors view spa visits as self-care, and nearly two-thirds cite stress reduction as a key driver â€” motivations that resonate strongly with men who are increasingly prioritizing both mental and physical well-being. Further underscoring this trend, the American Massage Therapy Association reports that 1 in 5 men received a massage in the past year. Â  Oakwell Beer Spa is helping lead this cultural shift, combining spa amenities, like private spa suites with soaking tubs and infrared saunas, with the familiar comfort of a craft beer taproom â€” a blend that feels especially approachable for first-time male spa-goers while still offering a premium wellness experience. Â  â€œMen often try Oakwell because the beer element makes the experience feel more inviting,â€• said Jessica Zouaoui, co-founder and CEO. â€œBut once they feel the benefits of our spa treatments, many begin incorporating Oakwell into their monthly wellness routines.â€•Â  As demand for menâ€™s wellness experiences grows nationwide, Oakwell Beer Spa is expanding to meet this need through their national franchise program. Recently recognized by USA Todayâ€™s 10 Best as one of the nationâ€™s best spas, named by TIMEâ€™s list of the Worldâ€™s Greatest Places, and honored by Entrepreneur as one of Americaâ€™s Best Mom & Pop Shops, Oakwell Beer Spa is now inviting entrepreneurs across the country to bring this concept to their local market. Â  For franchise information, visit <http://www.oakwellfranchise.com>. Â  About Oakwell Beer Spa: Oakwell Beer Spa is an award-winning day spa offering a beer-inspired wellness experience that blends relaxation with craft beer culture. Its private spa suites feature beer-infused hydrotherapy baths made with hops, barley, and therapeutic herbs, plus infrared saunas and zero gravity massage, creating a space designed for both rejuvenation and social connection. Guests also enjoy a taproom with a rotating selection of craft beer, wine, and non-alcoholic options. Expanding its wellness approach beyond the spa, Oakwell Cosmetics features a curated line of beer-infused bath and body products. For more information, visit [oakwell.com](http://oakwell.com) and [oakwellcosmetics.com](http://oakwellcosmetics.com), or follow @oakwellbeerspa and @oakwellcosmetics on Instagram.

## Contact Information

Steven Dubin

PR Works

7815821061

[sdubin@prworkzone.com](mailto:sdubin@prworkzone.com)

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*810 Cromwell Park Drive, Bldg D, Hanover, Maryland 21061; 1-888-233-7974 (International 01-410-230-7976)*