



Wecasa is a marketplace for at home wellness services, from hairdressing to housekeeping | Photo source Jacqueline Macou from Pixabay

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HAIRDRESSING MARKETPLACE EXPANDS TO OFFER FULL WELLNESS RANGE

 RETAIL

Wecasa allows users to easily book trained and vetted professionals for a wide range of wellness services

Spotted: While the concept of “wellness” has been around for a long time, spending on personal health and wellness shows no signs of slowing. McKinsey has estimated that the global wellness market is worth more than €1.27 trillion, with an annual growth rate of 5 to 10 per cent. This is one reason why the French wellness startup Wecasa has recently raised €15 million in a funding round led by existing investors Serena, ISAI and Frédéric Mazzella.

Since its founding in 2016, Wecasa has been building a marketplace for home care and wellness. The company began as a marketplace for home hairdressing services and has added categories such as massage, beauty treatment, house cleaning, babysitting and sports coaching to its offerings. Although focused mainly in France, Wecasa has recently expanded to London and is looking to launch in other European cities soon.

Wecasa allows users to easily book trained and vetted professionals for a wide range of services. As with other types of marketplaces, the key to growth is finding enough high-quality partners. The company hopes to add another 3,000 registered professionals to its roster by the end of the year. At its current size, the platform expects will generate around €20.3 million in revenue this year, and has around 150,000 customers.

In its marketing, Wecasa focuses on its professionalism and ease of use, saying “Wecasa is the community of experts who take care of you, at home, with a smile ... You can now book a trusted expert in just 2 clicks. Wecasa is also a growing startup, which contributes to the development of

the collaborative economy, which helps the talents of home services to carry out their activity and find new customers legally, simply.”

Marketplaces, from Amazon to Etsy are growing rapidly. But accompanying this is a new emphasis on curation and social good. At Springwise, we have seen a wide range of ethical marketplaces in recent years, from a [sustainable marketplace](#) that urges people to buy less, to a marketplace for [black-owned businesses](#).

Written By: Lisa Magloff

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Website: wecasa.fr

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Takeaway:

Given the rate of growth in the wellness industry, it is no surprise that Wecasa is continuing to grow rapidly. The companies' focus on adding categories could also position the brand for continued strong growth. Most recommendations for professionals still come through word of mouth – meaning there is a lot of room for growth in this industry. Given that, according to McKinsey, consumers tend to consider health, nutrition, fitness, sleep and mindfulness as key components of wellness – there certainly seems to be a large number of directions in which Wecasa can expand.