



INFORMAL ANALYTICAL RECOMMENDATION REPORT

Analyzing the need for a Nordic Spa
in Fredericton, New Brunswick

Senti
nordic spa

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October 26, 2025

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Introduction

This informal analytical secondary research report will establish the opportunity for Senti Nordic Spa to open in Fredericton. It provides valuable insight to market opportunities and useful recommendations for Senti Nordic Spa to understand its business potential.

The secondary research data collected analyzes the following:

1. Senti Nordic Spas primary and secondary target markets,
2. The characteristics and current state of the Nordic Spa industry,
3. What market opportunities are present for Senti Nordic Spa.

What is a Nordic Spa

Nordic Spas use thermotherapy, a hot- cold cycle, to improve mental and physical health. These spas contain a variety of wet (steam) and dry saunas, cold plunges and relaxation areas. To fully benefit from thermotherapy, following the thermocycle at least three times is recommended.

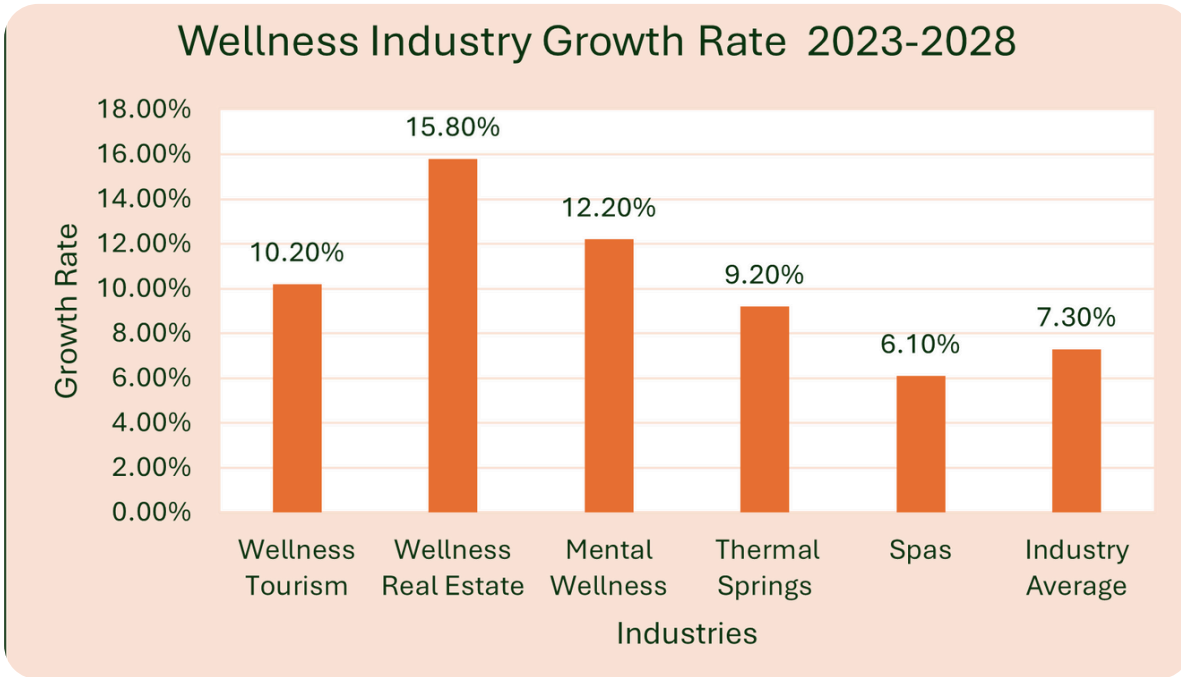
The thermocycle includes:

10-15 MINUTES IN THE HEAT	30 SECONDS IN COLD	20 MINUTES OF RELAXATION
The heat cycle is done in a sauna. This step eliminates toxins and stimulates the immune system.	The cold cycle is done by immersing your body into 0-degree water. This step prepares the body for relaxation.	This step creates a sense of calm throughout your body by resetting your body temperature, heart rate and respiratory system.

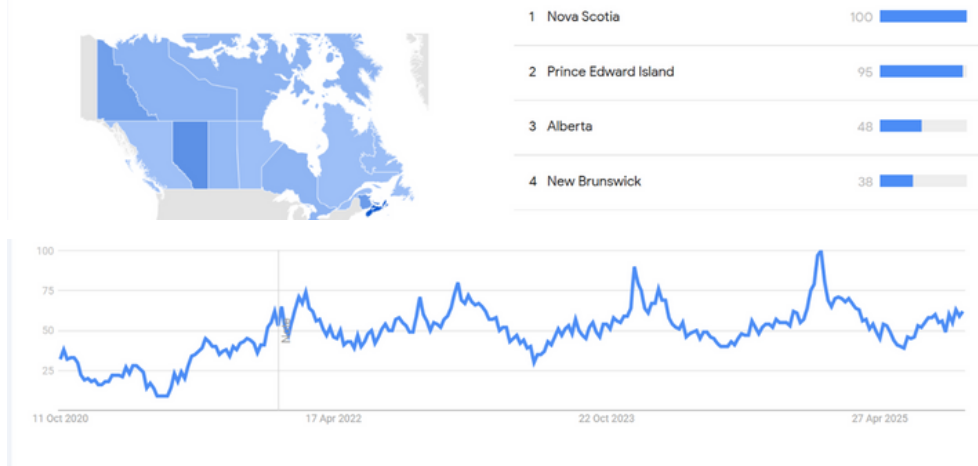
Some Nordic Spas also include other spa amenities such as massages, red light therapy and facials. They also might have onsite cafes, restaurants, event spaces and yoga/fitness classes.

Industry Insights

Although in the maturity lifecycle stage, the wellness and thermal spa industries are currently growing. The worldwide forecasted market value of the wellness industry is 8.99 trillion USD in 2028, and of the thermal spa industry is 97.6 billion USD in 2028. A factor driving this growth is that since Covid 19 in 2020 there has been an 80% interest increase in mental wellbeing. Another growth driving factor is wellness tourism. The US wellness tourism market value currently is at 1049.2 billion USD and expected to grow to 1,351 billion USD in 2028. In 2023 roughly 200 million wellness vacations were taken domestically in the US.



Since 2020 there has been an increased interest in Nordic Spas in New Brunswick according to Google Trends.



Interest by sub-region in Canada

Interest over time in New Brunswick

Primary Target Market

Giorgia Agatha

Age 32

Location Lincoln Heights, Fredericton, NB

Occupation Marketing Manager

Household Income \$150,000 per year

Values

- Being successful
- Family
- Unique experiences

Consumer Behavior

- Prefers to support sustainability
- Early Majority
- Positive about their own finances

Lifestyle

- Health and fitness oriented
- Enjoys outdoor activities
- Does yoga and Pilates
- Travels

Social Media Usage

Instagram

Facebook

Youtube

Tik Tok

Pinterest

Personal Information

- Bachelor's Degree
- Lives in a house
- Married
- Has pets

Secondary Target Markets

Males: 50% of respondents in the secondary research were males who had the same values, beliefs and interest in wellness as females.

Seniors: People aged 55+ are good to target through marketing as they are typically retired and available to attend the spa during the day.

Students: Students tend to be stressed because of their workload due to school and part-time work. Marketing to students using a student discount and a promise of relaxation could attract this market.

According to Stats Canada, New Brunswick's population will remain steady between 25-64 years old, which is the ideal population for Senti Nordic Spa

Geography ²		New Brunswick (map)										
Racialized group ³		Total population										
Generation status ⁴		Total, generation status										
Age group		25 to 64 years										
Sex		Both sexes										
Projection scenario ⁵		2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035
Persons in thousands												
Reference scenario ⁶		406	402	397	393	388	383	379	376	373	371	368

Analysis

- The wellness industry, health and wellness spas and wellness tourism is currently a competitive market.
- New Brunswick has an interest increase in Nordic Spas.
- Senti Nordic Spas Primary Target Market is present in Fredericton according to Prizm.

Market Opportunity

There is market opportunity for Senti Nordic Spa to open in Fredericton. Using the proper marketing platforms, ensuring unique experiences and offering additional amenities would ensure a successful opening.

Recomendations

Marketing Tatics	Unique Expereinces	Additional Amenities
<ul style="list-style-type: none"> • Create a social media campaign to generate interest. • Establish a presence on Instagram, Facebook, Tik Tok and Pinterest as these are the preferred social medias of the target market. • Create a loyalty plan to encourage repeat guests. • Direct all marketing efforts to website to generate bookings. • Collect as many emails for an email list as possible. • Monitor reviews. 	<ul style="list-style-type: none"> • Host events like paint night, create your own cocktail night etc. • Stock local goods • Book parties <ul style="list-style-type: none"> ◦ Bachelorette, bridal, birthday, bachelor • Indoor low-lit jacuzzi • Multiple sauna types <ul style="list-style-type: none"> ◦ Himalayan Salt, Dried Roses, Eucalyptus Steam, Lavender Steam • Stay open until midnight on Friday and Saturday to have social nights, while the other times are quite hours 	<ul style="list-style-type: none"> • Have an onsite cafe with <ul style="list-style-type: none"> ◦ Coffee/ Espresso ◦ Tea ◦ Cocktails/Mocktails ◦ Wine and Beer ◦ Handheld Lunch Foods ◦ Pastries ◦ Salty Snacks • Massages • Red Light Therapy • Facials • Fitness Classes <ul style="list-style-type: none"> ◦ Yoga ◦ Pilates

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