

OSKA study of personal services

Key findings

The employment of personal services does not change significantly until 2027

- The field of personal services needs about 100 new employees a year.
- There will be more jobs for masseuses and somewhat also to nail technicians.
- The employment of hairdressers, beauticians and spa therapists will remain the same in the following years.

More people study personal services, than there are job opportunities for them

- More people study to become a hairdresser, beautician, spa therapist and nail technician, than there are jobs for them
- The number of massage students correlates to the future job opportunities.
- Many providers of personal services work as entrepreneurs, but starting a business also requires investment into equipment and products.
 - The graduates are not always ready to start a business.

Not all employees of personal services have sufficient field-related knowledge and skills

- Service providers who have insufficient training might cause harm to the client's health with their incompetence.
 - Services are provided by people who do not have sufficient basic knowledge about hygiene, human anatomy, physiology etc.
 - Introducing qualification requirements might be considered to some of the providers of personal services, e.g. to beauticians.
- The quality of training courses in personal services is inconsistent.
 - Short-term courses might not give sufficient knowledge and skills to provide services that are safe.
- Obtaining education from vocational schools ensures that employees have passed a thorough training to provide services that are safe.
- The employees of personal services need to be more knowledgeable about the effects of products and their ingredients, follow the hygienic requirements and use personal protective equipment and chemical substances correctly.
- Entrepreneurship and financial skills are an advantage in work life.

Background

- The field of personal services include the services of hairdressers, skincare specialists, beauticians, tanning, nail, eyelash and eyebrow technicians, but also the activities of spas and massage salons.
- About 8,000 people are employed in personal services of which about 70% provide beauty services, including hairdressing.
- Professional training in personal services can be obtained from ten vocational education institutions who offer altogether 18 curricula, including three private schools.

- The OSKA study of personal services analysed the need for labour force and skills until 2027 and made recommendations to solve the shortcomings.
- The OSKA forecasting system produces projections of the need for labour force and skills in all fields of the Estonian economy and compares these to the education and training offered by higher education institutions, VET institutions and continuing education courses.
- OSKA studies of the labour force and skills demand help to make smarter career choices and shape the employment and education policies with a view to the future.
- OSKA studies are conducted by the Estonian Qualifications Authority (Kutsekoda) and funded by the European Social Fund.