Global Research Trends in the Beauty Salon Industry: A 35-Year Bibliometric Study (1990–2024)

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Abstract

This study aims to analyze and summarize research trends in the beauty salon industry, comparing publications across different countries and journals. As interest in the beauty salon industry rapidly grows, no comprehensive bibliometric analysis has been conducted on this industry. Articles extracted from Web of Science (WoS) between 1990 and 2024, were identified and summarized using Excel and VOSviewer platforms. The types of publications, years of population, citations, research trends, and areas of focus, as well as the country of publication, publisher, and leading institution, were recorded and analyzed. Additionally, bibliometric maps illustrating co-citations and keyword co-occurrence were created. Based on 840 articles, the results indicate a significant increase in the number of articles related to beauty salons over the years. Most of the publications analyzed were articles published in the USA, in the public environmental occupational health area, published by Elsevier, and written by the School of London. This study is the first bibliometric analysis dedicated to examining the beauty industry's academic literature, providing valuable insights into emerging trends and key areas of interest in the field.

Keywords: bibliometric mapping; beauty and cosmetics industry; keyword co-occurrence; publications trends; VOSviewer