

美容及美髮業
二〇二〇年人力調查報告

**2020 Manpower Survey Report
Beauty Care and Hairdressing Industries**

職業訓練局
美容及美髮業訓練委員會

**Beauty Care and Hairdressing Training Board
Vocational Training Council**

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承蒙受訪機構鼎力支持，提供寶貴資料，人力調查報告方可順利完成。美容及美髮業訓練委員會特此鳴謝。

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I. 報告摘要

背景

1.1 美容及美髮業訓練委員會（下稱訓練委員會）於 2020 年 4 月至 6 月期間蒐集是次人力調查的數據，參考日期定為 2020 年 4 月 1 日。本報告反映美容及美髮業內最新人力情況的調查結果，並因應人力與培訓需求，及考慮業務展望後，就推動人力發展向政府、僱主、僱員與培訓機構及業內不同持份者提出建議。

調查範圍

1.2 是次調查涵蓋美容及美髮業等界別，並從香港特別行政區政府統計處（下稱統計處）單位記錄庫內的 10 814 間公司中，抽出 1 076 間公司進行調查，另包括 64 個培訓學校補充樣本。在 1 076 間公司之中，279 間來自髮廊、404 間來自美容院、健康、水療中心及美甲中心、148 間來自產品批發及出入口公司、181 間來自產品零售公司，以及 64 間來自培訓學校（美容及美髮／化妝及美甲）。訓練委員會編製業內的主要職務列表和工作說明，邀請受訪公司按列表提供主要職務的人力資料。根據職責，職務的複雜程度和需要具備的技能、知識和訓練，業內主要職務分為下列五個等級：（a）管理人員級、（b）督導級、（c）技工級、（d）輔助人員／文員級，以及（e）其他支援員工。是次調查主要集中分析行業的「技術僱員¹」的人力需求情況。

調查方法

調查方法

1.3 本訓練委員會採用分層隨機抽樣法，從統計處編製的《香港標準行業分類》10 814 間行業相關公司，抽出 1 076 個樣本，加入 64 個補充樣本，對合共 1 140 間公司進行調查。選定公司填寫的人力調查問卷包括兩部分：（a）按職級與主要職務提供量化的人力資料，以及（b）有關人力情況的補充資料。數據蒐集與統計過程受到密切監察，數據均經過檢證，以確保數據質素。經統計學演算的有效回覆率為 93.2%。

¹ 「技術僱員」是指從事美容及美髮業的主要工作人員，他們需要具備所需的行業知識和技能完成工作，當中針對管理人員、督導級人員以及技工級人員。

人力推算方法

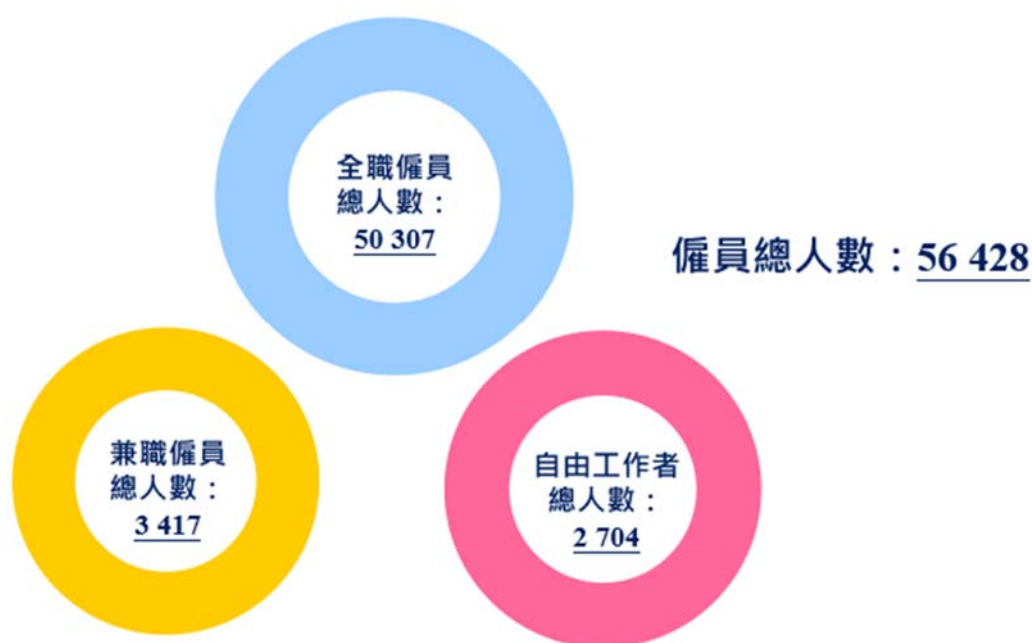
1.4 訓練委員會採取的預測方法，是以運用過往數據的加權平均數值，推算美容及美髮業的人力需求。經考慮過往人力數據（越近期所佔的比重越大），較長遠的市場趨勢、行業技術發展及其他社會經濟決定因素，推算出 2021 至 2024 年期間各職級的人力需求。

調查結果

人力情況

1.5 調查期間，美容及美髮業共有 56 428 名僱員，包括 50 307 名全職僱員、2 704 名自由工作者及 3 417 名兼職僱員。

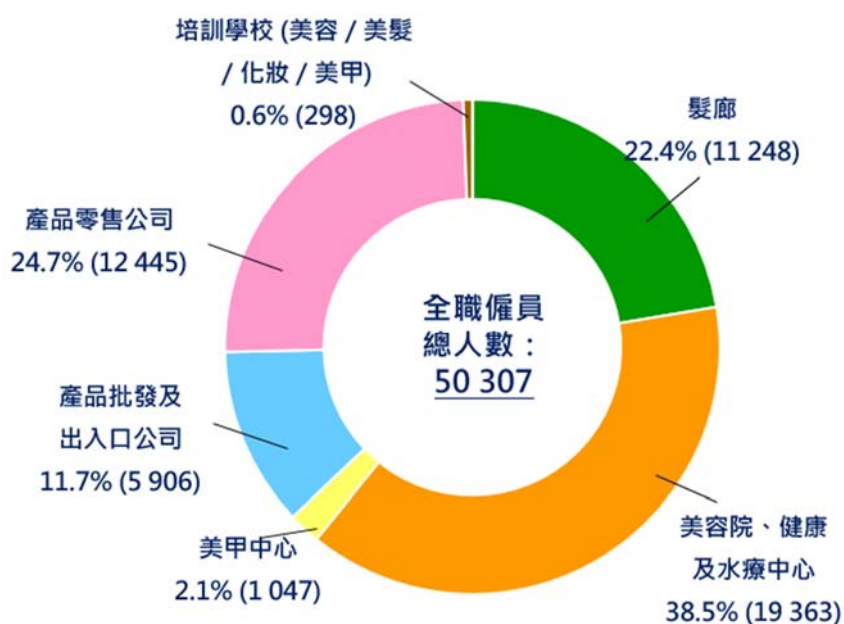
圖 1.1 僱員總人數



全職僱員

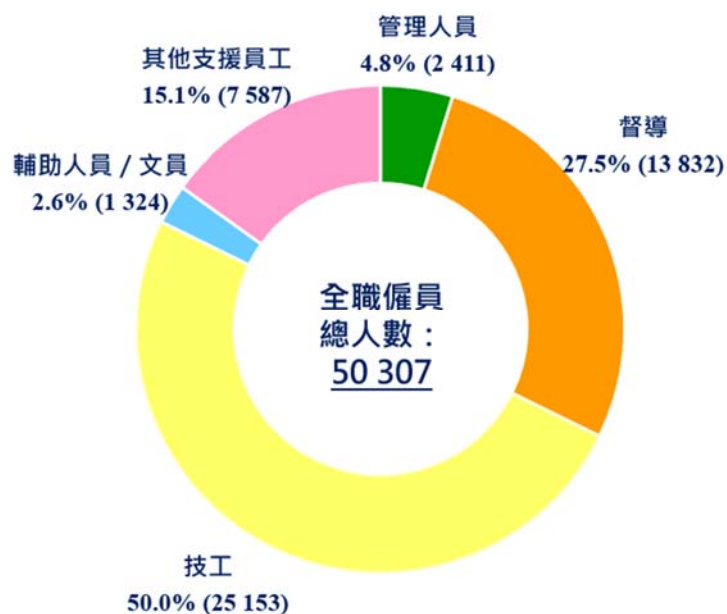
1.6 在 50 307 名全職僱員中，當中 38.5% 僱員從事美容院／健康中心及水療中心、24.7% 從事產品零售公司、11.7% 從事產品批發及出入口公司、2.1% 從事美甲中心以及 0.6% 從事培訓學校（美容及美髮／化妝及美甲）。此外，有 22.4% 是髮廊僱員。由於美髮從業員普遍是以自由工作者的性質在髮廊工作，相關美髮的自由工作者數目之詳情，請參閱「自由工作者」部分（第 1.12 及 1.13 段）。

圖 1.2 各行業類別劃分的全職僱員分佈情況



1.7 按技能級別劃分中，約半數 50.0% 的全職僱員為技工級僱員、27.5% 為督導級僱員、15.1% 為其他支援員工、4.8% 為管理人員級僱員及 2.6% 為輔助人員／文員級僱員。

圖 1.3 按技能級別劃分的全職僱員分布情況



1.8 下表 1.1 表列美容及美髮業僱員最多的重要職位。

表 1.1 最多的重要職位

最多僱員人數的職位	僱員數目* (%)#		
1. 美容師	12 318	(25.2%)	在48 841個 僱員數目中佔 73.8%
2. 髮型師	10 147	(20.8%)	
3. 美容顧問（櫃位）	7 565	(15.5%)	
4. 髮型助理	3 608	(7.4%)	
5. 營業主任	2 394	(4.9%)	
整體	48 841 (不包括其他支援員工)		

註：*僱員數目包括全職僱員、兼職僱員及自由工作者人數

#百分比是以全職僱員、兼職僱員及自由工作者人數總和（其他支援員工除外）為基準計算

空缺數目

1.9 調查期間，美容及美髮業共有 576 個職位空缺，空缺率佔業內僱員空缺額總數的 1.1%。下表 1.2 表列最多全職空缺的職位。

表 1.2 最多空缺的職位

最多空缺數目的職位	最多空缺數目(%)		
1. 美容師	149	(25.9%)	在576個 空缺中佔 62.8%
2. 髮型助理	143	(24.8%)	
3. 美容顧問（櫃位）	70	(12.2%)	
總空缺數目	576		

註：「空缺」是指該職位於統計日期懸空，須立刻填補，而正積極招聘人員填補。有關空缺數字可能受新冠肺炎疫情影響，導致僱主招聘意欲減低。

兼職僱員

1.10 調查期間，美容及美髮業共僱用 3 417 名兼職僱員，當中有 47.5%從事髮廊、21.5%從事產品零售公司，及 21.4%從事美容院／健康中心及水療中心、5.6%從事產品批發及出入口公司、3.4%從事培訓學校(美容/美髮/化妝/美甲) 及 0.7%從事美甲中心。

1.11 下表 1.3 表列美容及美髮業兼職僱員的最多職位。

表 1.3 佔最多兼職僱員的職位

最多兼職僱員的職位	兼職僱員數目 (%)		
1. 髮型助理	1 186	(34.7%)	在3 417個 兼職僱員中佔 74.7%
2. 美容師	501	(14.7%)	
3. 美容顧問（櫃位）	477	(14%)	
4. 髮型師	389	(11.4%)	
整體 [#]	3 417		

註：#其他支援員工除外

自由工作者

1.12 調查期間，美容及美髮業共有 2 704 名自由工作者中，大多數從事髮廊（80.8%），其次為美容院、健康及水療中心（12.8%）以及美甲中心（4.0%）。此外，自由工作者亦集中於技工級僱員（96.8%），當中以髮型師的自由工作者佔最多（1 884 名，70%）。

1.13 下表 1.4 表列美容及美髮業自由工作者最多的職位。

表 1.4 佔最多自由工作者的職位

最多自由工作者的職位	自由工作者數目 (%)		
1. 髮型師	1 884	(69.7%)	在2 704個 自由工作者中佔 91.6%
2. 髮型助理	246	(9.1%)	
3. 美容師	225	(8.3%)	
4. 美甲師	121	(4.5%)	
整體 [#]	2 704		

註：#其他支援員工除外

總僱員人數

1.14 綜合上述美容及美髮業各人力僱員情況，表 1.5 表列不同行業類別劃分的總僱員人數（包括全職僱員、兼職僱員、自由工作者人數）。

表 1.5 按行業類別劃分的總僱員人數
(包括全職僱員、兼職僱員、自由工作者人數)

行業類別	全職僱員 人數 (%)	兼職僱員 人數 (%)	自由工作者 人數 (%)	總僱員 人數 (%)
培訓學校 (美容／美髮／化妝／美甲)	298	115	16	429
美容院、健康及水療中心	19 363	732	347	20 442
髮廊	11 248	1 622	2 185 [@]	15 055
產品批發及出入口公司	5 906	190	8	6 104
產品零售公司	12 445	734	39	13 218
美甲中心	1 047	24	109	1 180
總數	50 307 (89.2%)	3 417 (6.1%)	2 704 (4.8%)	56 428 (100%) [#]

註：[#] 因整數計算後的關係，可能不等於100%

[@] 如接受調查訪問的髮廊在其參考日期(即4月1日)中未有聘用任何美髮業自由工作者，故其他額外的自由身工作者之數目有機會未能納入本調查中。因此，在詮釋美髮業總僱員人數時務請審慎。

僱主預測的人力需求

1.15 僱主預測未來一年美容及美髮業的全職職位人力情況僅輕微下跌，由 2020 年 4 月的 50 883 人，減至 2021 年 4 月的 50 786 人。

表 1.6 僱主預測 2021 年的人力需求

全職僱員人數 (a)	空缺數目 (b)	職位總數 (c = a + b)	預測2021年 僱員人數 (d)	預測2021年 人力增加／減少 (e = d - c)
50 307	576	50 883	50 786	-97

註：謹此提醒讀者，鑒於2019年發生社會事件及隨後的新型冠狀病毒疫情，導致全球與本地經濟出現多種不明朗因素，因此詮釋僱主預測人力需求時務請審慎。

全職僱員宜有教育程度

1.16 僱員宜有教育程度普遍隨技能等級而上升。美容及美髮業的管理人員級僱員宜有學士學位佔最多；督導級僱員宜有文憑／證書；技工級僱員宜有文憑／證書或中四至中七學歷；而輔助人員／文員級僱員宜有中四至中七學歷。

**表 1.7 全職僱員宜有的教育程度
(按技能級別劃分)**

技能等級	全職僱員宜有的教育程度
管理人員	學士學位 (56.8%)
督導	文憑／證書 (79.8%)
技工	文憑／證書 (45.8%) 中四至中七 (42.6%)
輔助人員／文員	中四至中七 (73.8%)

全職僱員宜有年資

1.17 調查顯示，僱員宜有年資同樣地亦普遍隨技能級別而上升。大部分美容及美髮業的僱主認為管理人員級僱員需擁有 6 年至 10 年或以上的業內工作經驗 (67.6%)；督導級僱員則需有 3 年或以上的年資 (69.4%)；技工級僱員有 3 年以下年資 (47.7%)；而輔助人員／文員級僱員有 1 年至 3 年經驗 (70.5%)。

全職僱員的相關職業資格

1.18 與國內及本地的職業資格相比，僱主普遍傾向聘用已接受或持有各種「國際性認可課程證書／專業資格」之僱員，如技工級僱員 (39.1%)、管理人員級僱員 (30.4%) 及督導級僱員 (15.4%)。

1.19 下表 1.8 表列全職僱員相關職業資格情況。

**表 1.8 全職僱員相關職業資格
(按技能級別劃分)**

全職僱員相關職業資格	僱員已獲得的職業資格			僱員宜有的職業資格		
	管理人員級	督導級	技工級	管理人員級	督導級	技工級
中國						
(a) 國家職業資格(中國)	0.9%	1.0%	4.4%	0.5%	1.0%	3.3%
本地						
(b) 由職業訓練局頒發之證書：						
(i) 美容及美體護理「一試多證」	10.1%	4.8%	8.9%	10.5%	9.5%	8.9%
(ii) 美髮技術「一試多證」	0.9%	1.1%	7.4%	3.8%	2.3%	14.8%
(iii) 強烈脈衝光儀器操作員技能測驗證書	3.2%	2.5%	3.3%	3.7%	2.6%	3.4%
(c) 新技能提升課程證書／僱員再培訓局課程證書	3.1%	2.1%	5.3%	3.9%	6.5%	7.0%
(d) 其他本地認可課程證書／專業資格	3.7%	5.6%	16.6%	3.7%	5.6%	16.6%
海外						
(e) 其他國際性認可課程證書／專業資格	30.4%	15.4%	39.1%	30.4%	15.4%	39.1%
具有此技能等級員工的公司數量	902	3 208	8 148	902	3 208	8 148

註：百分比是以相關技能級別僱員的公司數目為基準計算

國際性認可課程證書／專業資格例子包括英國 ITEC, CIBTAC, City & Guilds 等頒發之證書／認可專業資格
本地認可課程證書／專業資格例子包括本地私營學院／學校頒發之證書／認可專業資格

全職僱員離職率

1.20 在過去 12 個月內，美容及美髮業錄得 7.0% 的整體離職率，相對 2016 年的離職率 19.2% 有所下降。在各技能等級中，以輔助人員／文員級僱員，錄得較高離職率（11.3%），而技工級僱員則有較多僱員離職（1 914 名）。

**表 1.9 在過去 12 個月內離職全職僱員人數及離職率
(按技能級別劃分)**

技能等級	離職的全職僱員人數	離職率*
管理人員	48	2.0%
督導	926	6.6%
技工	1 914	7.5%
輔助人員／文員	151	11.3%
整體[#]	3 039	7.0%

註：*離職率指僱員離職的數目在公司職位(全職僱員人數+全職職位空缺)總數中所佔的百分率

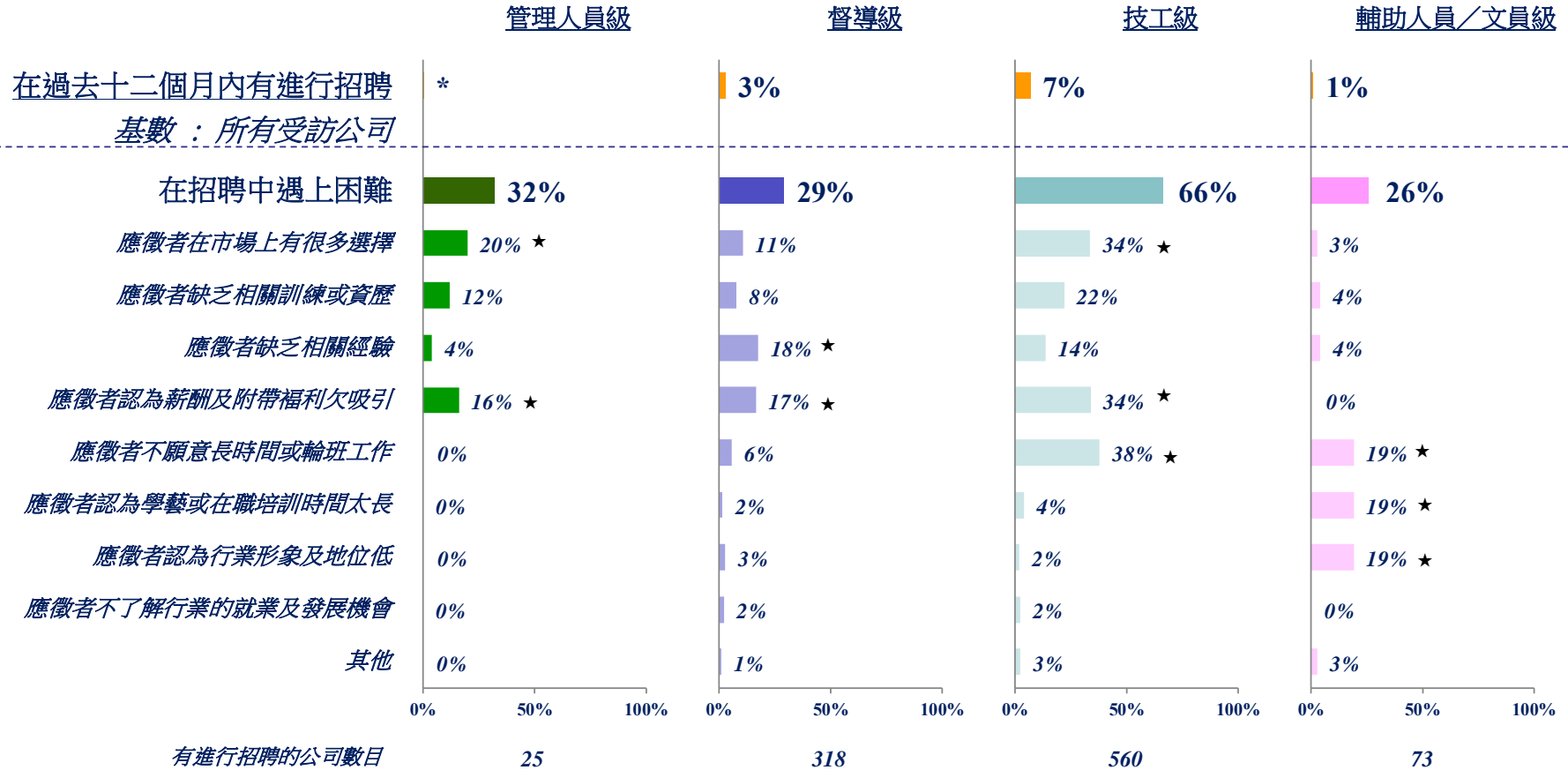
[#]其他支援員工除外

招聘困難

1.21 在過去 12 個月內有進行招聘相關技能等級僱員的公司中，有 66%僱主表示難以招聘技工級僱員，主要因為「應徵者不願意長時間或輪班工作」(38%)及「應徵者認為薪酬及附帶福利欠吸引」(34%)。

1.22 調查亦顯示，僱主表示難以招聘其他工作級別的僱員的百分比(26%至32%)相對較低。

圖 1.4 在過去 12 個月內招聘全職僱員時所遇到的困難
(按技能級別劃分)



備註：1. 百分比是以過去十二個月內有進行招聘的公司數目為基準計算。
2. 公司可選多於一種招聘困難，各級別中較多公司遇上的招聘困難以“★”作標示。
3. * 低於0.5%

在未來 12 個月內將會提供的培訓

1.23 表 1.10 列出各技能級別之中，美容及美髮業僱主認為其會在未來 12 個月為僱員提供最重要的四項培訓種類。

**表 1.10 在未來 12 個月內將會提供的培訓
(按技能級別劃分)**

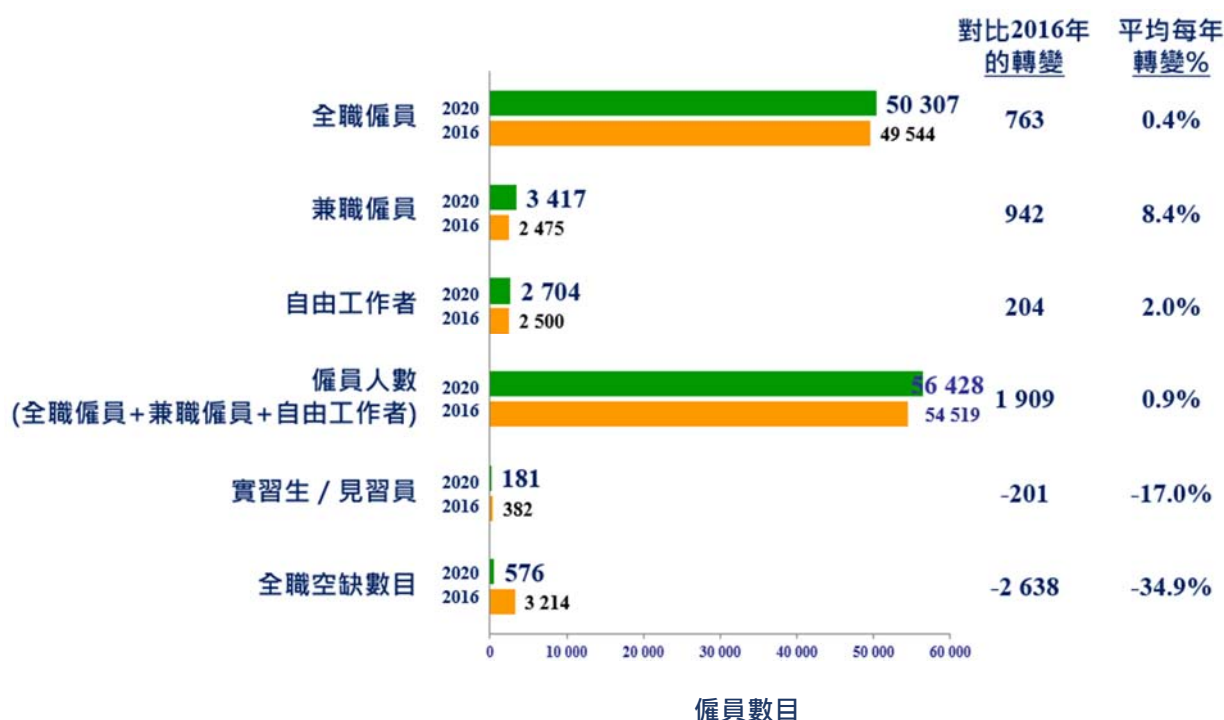
排名	管理人員級	督導級	技工級	輔助人員／ 文員級
1	管理技能 (如解決問題、決策、 領導才能及危機管理)	店舖營運	顧客服務及處理投訴	
2	引導技能／ 人際關係管理	管理技能 (如解決問題、 決策、領導才能及 危機管理)	店舖營運	美容及身體護理 (產品及儀器應用)
3	店舖營運	顧客服務及 處理投訴	美容及身體護理 (產品及儀器應用)	店舖營運
4	顧客服務及 處理投訴	引導技能／ 人際關係管理	美容保健(產品及儀器應用)	

人力分析

2016 年至 2020 年的人力變化

1.24 圖 1.5 顯示，美容及美髮業整體總僱員人力情況（包括全職僱員、兼職僱員及自由工作者）由 2016 年 54 519 人，升至 2020 年 56 428 人（增加 1 909 人，即平均每年增加 0.9%）。當中，兼職僱員錄得最大的增幅（平均每年增加 8.4%）。相反，全職空缺數目及實習生／見習員則錄得顯著下跌（分別平均每年下跌 34.9%及 17%）。

圖 1.5 2016 年 與 2020 年的美容及美髮業人力變化
(全職僱員、兼職僱員、自由工作者、實習生／見習員及空缺數目)



1.25 圖 1.6 顯示，美容及美髮業各行業類別的整體總僱員人數由 2016 年 54 519 人，微升至 2020 年 56 428 人（增加 1 909 人，即平均每年增加 0.9%）。然而，美容院／健康中心及水療中心平均每年下跌 1.4%（減少 1 143 人）、培訓學校（美容／美髮／化妝／美甲）則平均每年下跌 1.3%（減少 23 人）。相反，其他四個行業的人力則分別錄得平均每年 0.4%至 4.3%的增幅，當中以產品零售公司錄得最高增幅(4.3%，增加 2 052 人)，其次是產品批發及出入口公司(3.3%，增加 740 人)。

圖 1.6 2016 年 與 2020 年的美容及美髮業人力變化
(按行業類別劃分)



業務展望

新冠病毒疫情帶來的影響

1.26 自 2020 年三月以來，新冠病毒疫情（疫情）迅速蔓延至世界大部分地區，對全球和本地經濟帶來全方位打擊。「二零二零年第三季經濟報告²」指出，香港經濟的整體表現在第三季稍見改善，但內需情況仍然疲弱。政府統計處早前公佈，2020 年 9 月份零售業銷售按年下跌 12.9%，當中「藥物及化妝品」的銷貨價值下跌 45.9%³。為了緩解疫情對經濟的創傷，政府成立了「防疫抗疫基金」及推出「保就業」計劃，以穩定經濟和就業及保障民生。但為了遏制疫情蔓延，政府採取了嚴格的防疫措施如「限聚令」及要求美容院／美甲中心、按摩院等三度停止營業。隨著本港出現第四波疫情及「保就業」計劃於 11 月不再提供支援，預計各企業有機會出現裁員情況，勞工市場將進一步惡化，本地經濟前景仍面對一定的不確定性。

² 二零二零年第三季經濟報告(2020年11月)

二零二零年第三季經濟報告 (hkeconomy.gov.hk)

³ 二零二零年九月份零售業銷貨額臨時統計數字 (2020年11月)

新聞稿 (2020年11月2日):二零二零年九月份零售業銷貨額臨時統計數字 | 政府統計處 (censtatd.gov.hk)

行業數碼「新常態」

1.27 受疫情衝擊下，各行各業（包括美容及美髮業）現正探索在「新常態」下的新經營和發展模式例如產品宣傳、供應鏈、營運成本和顧客體驗的轉變。各行業類別亦分別作出以下不同過渡性／緩衝的措施，當中包括企業數碼轉型的情況。疫情期間產品零售界別面對最嚴峻的衝擊，同時亦加速了數碼轉型。大型企業加強運用大數據分析及預測顧客消費模式外，並引進更多人工智能（Artificial Intelligence）和擴張實境（Augmented Reality）等技術去發展應用程式（Apps），為顧客提供不同體驗和更多「個人化」的美容及美髮產品服務（如皮膚、頭髮或頭皮檢測服務等）。此外，越來越多企業與關鍵意見領袖（KOL）／YouTuber 合作宣傳產品。有部份產品零售商亦鼓勵或要求前線員工（如美容顧問等）透過智能電話定期進行直播或安排視頻，介紹及推廣產品並即時解答顧客的詢問。這種模式不但可以加強與顧客的互動，亦有助維持業務發展。產品零售及批發界別亦紛紛加強利用電子商貿、社交媒體（如 Facebook、Instagram、Whatsapps、微信等）及網上購物平台（如 HKTV Mall、天貓、京東、阿里巴巴等）進行宣傳推廣及銷售；與網上直播視頻平台（如 Big Big Channel 等）合作，進行產品直銷等。

1.28 此外，疫情關係令美容展覽商（如亞太區美容展(Cosmoprof Asia)）把其展覽活動移師網上舉行（例子：Digital Week），買家及參展商可透過網上平台進行商貿交易。由於此網上安排屬新的交易模式，故產品批發界別現階段較難掌握如何透過網上交易平台接觸有潛質的客戶及相關技術問題。

1.29 疫情期間美容院被政府三度要求停業下，越來越多美容院開始透過各種方法接觸客人。例如透過網上平台或網站加強進行銷售護膚產品、要求其美容顧問／美容師透過智能手機的視像功能提供皮膚諮詢服務和建議合適家居護理方案等。一些較大型的美容連鎖集團更提供美容療程網上預約服務，顧客可選擇地區、指定醫生或美容師為他們提供不同美容服務。

1.30 在疫情期間，各種美髮服務的需求減低。為吸納更多客群及長遠拓展業務，美髮從業員（如髮型師、電染技術員等）透過進行拍攝及影片製作技術，把最新的美髮造型展示品上載到社交媒體平台作宣傳及推廣繼續成為主要趨勢。

美髮新服務發展空間

1.31 近年，頭髮和頭皮護理及抗衰老等護理服務的發展潛力日漸擴大，主要由美容院或美容集團提供各種產品及儀器針對相關服務。由於這市場仍處於發展中階段，公眾人士對其產品和服務認識有限，故暫未能吸引年青人投身發展。

轉型美容行業新力軍

1.32 疫情令航空業大受打擊，多間航空公司出現大規模裁員情況。有個別美容業非牟利專業組織為受影響的空中服務員提供醫學美容專業證書課程，協助他們掌握新技能及事業轉型。有部份空中服務員紛紛轉型及投身美容業，例如他們會購入美容儀器及接受專業訓練，透過租賃商業單位或和美容院合作提供美容療程服務。此外，由於美容業入行門檻較容易，而空中服務員已擁有良好顧客服務技巧，業界期望吸引更多空中服務員投身美容業發展。這批潛在的新力軍有助美容業的人力持續發展。

人力推算及每年額外人手需求

1.33 為估計業內未來數年的額外人力需求，有關上述所提及的各行業類別的人力趨勢及離開本業人數的比率(即是「行業流失率⁴」)已納入考慮因素，並以統計算式推算有關數字。表 1.11 表列出各行業類別之每年的額外人力需求情況。推算結果顯示，主要額外人力需求預計來自髮廊界別。

表 1.11 2021 至 2024 年各行業類別劃分的每年的額外人力需求

行業類別	行業流失率	估計每年額外人力需求 [#]		
		預期人力趨勢 (a)	行業流失人數 (b)	總數 (a) + (b)
培訓學校 (美容／美髮／化妝／美甲)	4.7%	-2	18	16
美容院、健康及水療中心	2.6%	-309	462	153
髮廊	3.2%	-89	464	375
產品批發及出入口公司	4.8%	-62	196	134
產品零售公司	2.2%	-88	237	149
美甲中心	1.0%	-4	11	7
整體	-	-554	1,388	834

註：# 不包括其他支援員工

建議

1.34 以下摘要提供予持份者有關人力與培訓需求的主要建議：

⁴ 「行業流失率」指因轉行、退休、移民及其他原因而離開美容及美髮業的僱員。

政府

- (a) 協助美容及美髮業重塑正面形象及釐清行業未來發展導向，包括確立／確認從業員的專業資格和各職位的合法工作範疇，加強推行優質美容及美髮服務。
- (b) 資助美容及美髮從業員接受嶄新科技的培訓，例如數位素養和人工智能，藉以提升技能。
- (c) 加強向不同持份者如中學生、家長和教師推廣職業專才教育。
- (d) 為新移民及主婦等人力資源，制訂招聘、挽留及技能提升政策，同時需兼顧持份者對相關社會因素的關注。例如與業界合作舉辦行業講座，讓他們了解及認識行業最新發展。

培訓機構

- (e) 培訓機構應與業界加強合作：
 - ◆ 為學員安排更多跨學科的工作實習機會，培養學生未來的就業能力。
 - ◆ 持續優化職業專才教育和雙軌制訓練模式，並採用職場學習及評核以促進學員在實際工作環境（如美容院、髮廊、產品零售等）中學習。
 - ◆ 安排行業講座及參觀美容院或髮廊，例如與業界合作舉辦行業講座，讓他們了解及認識行業最新發展、實際工作情況及認清其對行業的期望。
 - ◆ 鼓勵和吸納現職髮型師或曾修讀美髮的學生加入「頭髮和頭皮護理」範疇工作，為他們提供多一個職業發展方向，協助他們裝備成為專業頭皮護理顧問。
- (f) 為配合數碼化新時代，建議引入更多新科技的教學應用（如虛擬實境[VR]、擴增實境[AR]等），提升學生在學習上的投入感及引起他們對行業產生興趣。
- (g) 配合業界數碼轉型的新趨勢，提供各種新興技術的認識及應用課程，涵蓋數位素養、數碼營銷（如透過網站、社交媒體、手機應用程式等電子平台）、如何成為關鍵意見領袖（KOL）進行宣傳工作、攝影及剪片製作、網上店鋪營運等培訓範疇。
- (h) 為在職人士提供靈活兼具創意的培訓計劃及安排，例如網上或微學習短期培訓模式，鼓勵他們終身學習及提升技能。

僱主

- (i) 為挽留和培育年輕一代，提供更吸引的薪酬福利，提升工作滿足感與增加工作自主權。管理層亦需加強與跨代員工溝通，如透過舉辦人際網絡聚會／團隊建設活動等，了解他們真正的想法及需要，有利推動業務發展的參與。
- (j) 為年青僱員提供清晰的行業前景、快捷晉升階梯和個人事業發展等資訊，讓他們明白行業實際工作情況，做好在行業的事業規劃等。
- (k) 提供內部培訓，協助僱員發展多方面技能，以便因應業務環境變遷而靈活調配人手。
- (l) 為年輕僱員提供師友計劃，助其認識機構的價值理念、誠信與專業操守的重要。
- (m) 善用政府的資助如「再工業化及科技培訓計劃」，為公司及員工增值。

僱員

- (n) 培養持續自我提升的思維，掌握行業最新知識及技能（例如加強了解顧客體驗的知識、顧客服務及銷售技巧、數碼媒體營銷策略技巧、頭皮護理知識及技巧等範疇）；並加強與僱主及顧客之溝通技巧和建立良好的工作態度，以提升自我競爭力。
- (o) 可善用政府的不同資助計劃，例如「過往資歷認可」、「新技能提升計劃」等資助計劃，不懈地終身學習、發展事業。

II. 緒論

A. 背景

2.1 職業訓練局（VTC）轄下的美容及美髮業訓練委員會（下稱「訓練委員會」）由香港特別行政區政府委任，負責分析美容及美髮業的人力情況及訓練需求。本會的成員由相關業界商會、工會、專業團體、訓練及教育機構及政府部門等提名出任。此外，本訓練委員會亦成立了「美容及美髮業人力調查工作小組」（工作小組），負責整個人力調查工作事宜。有關本會的委員名單及職權範圍和其人力調查工作小組委員名單現載於**附錄 1、2 和 3**。

2.2 本訓練委員會由 2020 年起，每四年進行一次人力調查，期間會透過焦點小組會議與桌面研究蒐集資料，編撰兩次人力更新調查報告，以更準確地反映技術人力的演變趨勢。是次人力調查主要是針對「技術僱員（即是指從事美容及美髮業的主要工作的人員，他們需要具備所需的行業知識和技能來完成分配的工作）」的人力數據分析。

2.3 2020 年美容及美髮業人力調查在 2020 年 4 月至 6 月期間進行，參考日期定為 2020 年 4 月 1 日。本報告參考了其業務展望，載述美容及美髮業的最新人力調查情況及分析結果，並向不同持份者包括僱主、僱員、培訓機構和政府提出了有關人力發展的建議。

B. 目的

2.4 是次人力調查報告有以下目的：

- (a) 蒐集業內主要職務的最新人力資訊，並按職級及行業劃分；
- (b) 評估技術人力情況；
- (c) 預測未來短期內的培訓需求；以及
- (d) 向 VTC 與相關持份者提出制訂培訓策略的建議，以配合人力需求。

C. 調查範圍

2.5 是次人力調查採用了「分層隨機抽樣法」進行實地調查，從香港特別行政區政府統計處（下稱統計處）編製的《香港標準行業分類》記錄的 10 814 間公司抽出 1 076 間，作為調查對象，並涵蓋了美容及美髮業 6 個相關行業類別。

- I. 培訓學校(美容及美髮／化妝及美甲)；
- II. 美容院／健康中心及水療中心；
- III. 髮廊；
- IV. 產品批發及出入口公司；
- V. 產品零售公司；
- VI. 美甲中心。

2.6 在共 1 076 個樣本之中，64 個來自培訓學校界別、404 個來自美容院、健康、水療中心及美甲中心界別、279 個來自髮廊界別、148 個來自產品批發及出入口界別，以及 181 個來自產品零售界別。

III. 調查方法

A. 樣本設計

3.1 就是次人力調查中，美容及美髮業訓練委員會（下稱「本訓練委員會」）亦設計了抽樣計劃。為確保抽樣具代表性，本訓練委員會採用了「分層隨機抽樣方法」進行抽樣。按照香港特別行政區政府統計處（下稱統計處）編製的《香港標準行業分類》，分別有 10 841 間屬於美容及美髮業登記商號，選出了 1 076 間公司作為調查對象。有關人力調查抽樣計劃的詳情現載於**附錄 10**。

B. 問卷設計

3.2 調查問卷分為兩個部分。第一部分是按職級及主要職務蒐集的定量人力資料，第二部分則蒐集人力情況的補充資料。本會亦編製了各行業類別的主要職務，並詳述每個主要職務的工作說明。而有關美容及美髮業職位亦分為五個技能等級：

- I. 經理級；
- II. 督導級；
- III. 技工級；
- IV. 輔助人員／文員級；及
- V. 其他技援員工。

3.3 鑑於在各機構的職稱不盡相同，回覆機構需要按主要職務的工作說明與技能等級提供其人力資料。有關詞彙釋義及調查文件（包括問卷樣本、附註及主要職務工作說明）現載於**附錄 4 和 5**。

C. 數據收集

3.4 受新冠病毒疫情影響下，有關數據蒐集延遲至 2020 年 4 月至 6 月期間進行。調查期間，本會向受訪機構發送整套調查文件，包括通知信、調查問卷、附註及主要職務工作說明等，並請受訪者以 2020 年 4 月 1 日為調查參考日期，提供當時的人力資料。此外，統計員亦透過電話聯絡或親往拜訪個別公司，協助受訪者填寫問卷。

3.5 為確保收集數據的過程穩妥，本會亦採取了多項質素措施，當中包括調查前的準備工作、為調查人員提供培訓、監察調查工作進度、採取措施提高回覆

率、核對填妥的問卷、檢查重複輸入的數據，以及核實所得資料等。有關質素控制的措施現載於**附錄 6**。

3.6 由於調查訪問在新型冠狀病毒疫情爆發期間進行，本會遂於2020年8月透過電話訪問，向不同門類的業內專家搜集意見，進一步了解疫情對行業所造成的影響，以補充有關業務前景的參考資料，從而就人力需求與培訓需要作出建議。

D. 數據分析

3.7 在 10 814 間抽樣機構中，共有 1 076 間（當中包括 64 個補充樣本）提供所需資料，有效回覆率為 93.2%。考慮到各門類的回應率令人滿意；公眾熟識和具規模的機構填覆率令人滿意，以及從樣本機構調查所得的結果可運用統計學方法倍大，是次人力調查報告所載的調查結果足以反映本業的人力情況。回覆問卷調查的詳情現載於**附錄 7**。

E. 人力預測方法

3.8 本會採用了「調節過濾法」（即 Adaptive Filtering Method），即是透過運用過往數據的加權平均數值，推算出美容及美髮業的人力需求。考慮到過往人力數據（越近期所佔的比重越大）、較長遠的市場趨勢、行業發展及其他社會經濟因素等，本會推算出2021 年至2024 年期間的美容及美髮業的人力情況及其人力需求。詳細的人力預測方法請參閱**附錄8**。

F. 調查限制

3.9 由於是次人力調查的參考日期（由 1 月 17 日改為 4 月 1 日）及問卷的整體設計（包括主要職務名稱的更新）與以往人力調查報告有所不同，因此，本報告內的人力調查數據將不能與上次人力調查進行直接比較。

3.10 就美髮業的人力情況，由於美髮從業員較為普遍以自由工作者的性質在髮廊工作，如接受調查訪問的髮廊在其參考日期（即 4 月 1 日）中未有聘用任何美髮業自由工作者，故其他額外的自由身工作者之數目有機會未能納入本調查中。因此，在詮釋美髮業總僱員人數時務請審慎。

3.11 鑑於進行人力調查及出版報告相隔一段時間，期間香港經濟情況或有所轉變，美容及美髮業亦可能經歷週期變動，受此影響，調查結果與報告發布時的實際情況或會有差異。

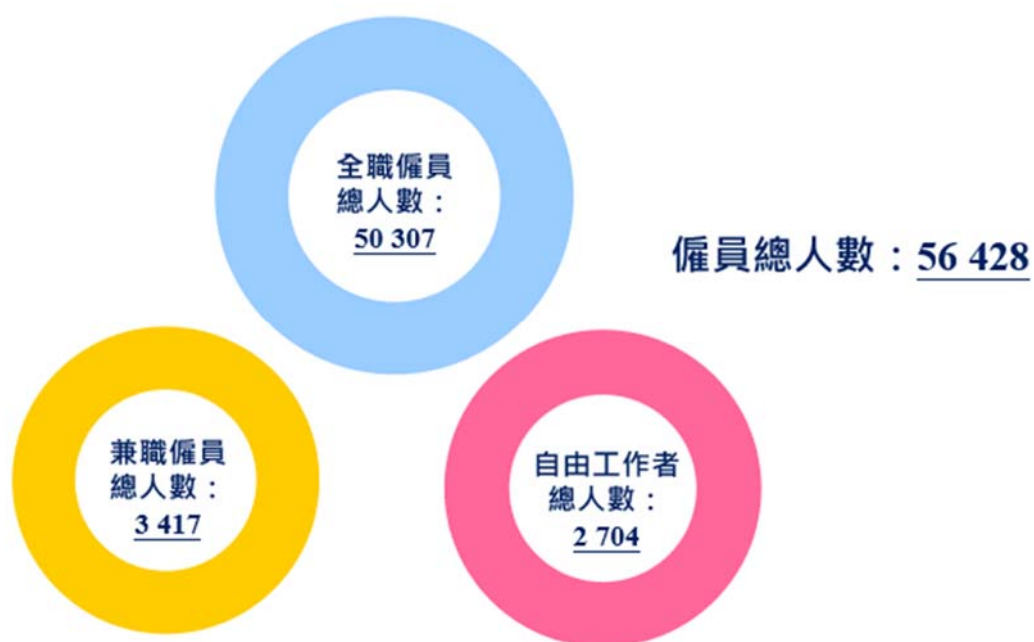
3.12 由於本人力調查採用了科學抽樣方法從美容及美髮業內抽取樣本作收集數據之用，因此，所得出的統計數據也有可能受抽樣誤差所影響。

IV. 調查結果

A. 人力情況

4.1 調查期間，美容及美髮業共有 56 428 名僱員，包括 50 307 名全職僱員、2 704 名自由工作者及 3 417 名兼職僱員。

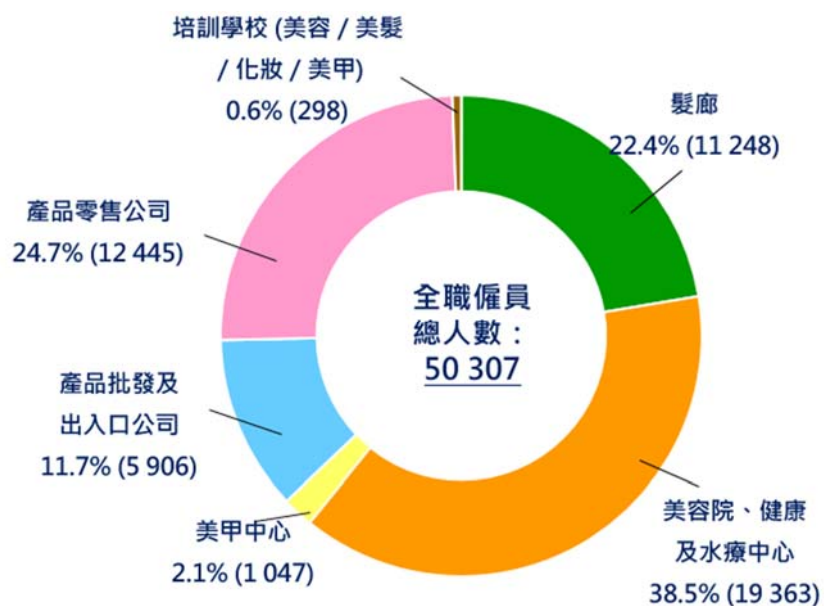
圖 4.1 總僱員人數



B. 全職僱員

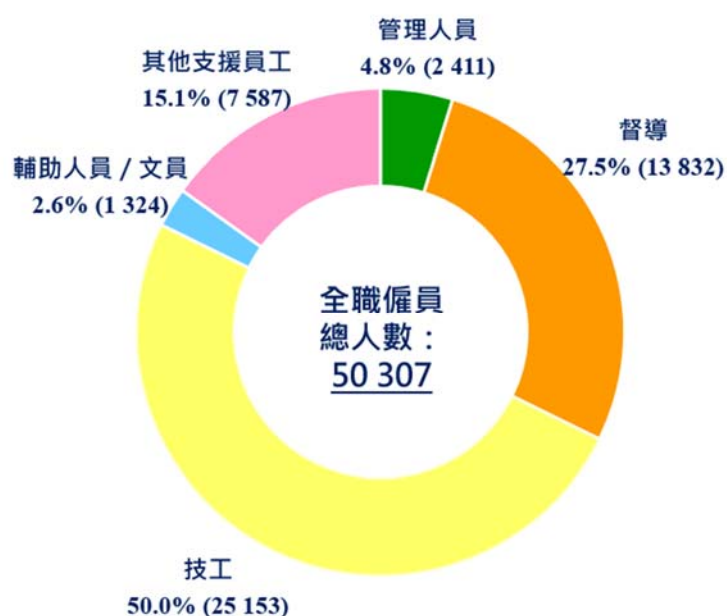
4.2 在 50 307 名全職僱員中，有大部份僱員從事美容院／健康中心及水療中心（38.5%），其次類別依次序為產品零售公司（24.7%）；髮廊（22.4%）；產品批發及出入口公司（11.7%）；美甲中心（2.1%）；以及培訓學校（美容及美髮／化妝及美甲）（0.6%）。

圖 4.2 各行業類別劃分的全職僱員分佈情況



4.3 按技能級別劃分中，約半數 50.0% 的全職僱員為技工級僱員、27.5% 為督導級僱員、15.1% 為其他支援員工、4.8% 為管理人員級僱員，以及 2.6% 為輔助人員／文員級僱員。

圖 4.3 各技能等級劃分的全職僱員分布情況



4.4 下表 4.1 表列美容及美髮業最多全職僱員的職位。

表 4.1 佔最多全職僱員的職位

最多全職僱員的職位	全職僱員數目 (%)		
1. 美容師	11 592	(23.0%)	在50 307個 全職僱員中佔 52.7%
2. 髮型助理	7 874	(15.7%)	
3. 美容顧問（櫃位）	7 060	(14%)	
整體 [#]	50 307		

4.5 調查顯示，在行業類別劃分的各技能等級僱員人數中，約有 70% 以上的全職僱員為技工級僱員，髮廊佔 91.6%、美甲中心佔 95.0% 及美容院／健康中心及水療中心佔 71.5%。約有 60% 以上的全職僱員為督導級僱員，產品零售公司佔 71.5%、培訓學校（美容及美髮／化妝及美甲）佔 67.1% 及產品批發及出入口公司佔 45.5%。

表 4.2 全職僱員人數
(按行業類別及技能等級劃分)

	培訓學校 (美容／美髮 ／化妝／美甲)	美容院、 健康及 水療中心	髮廊	產品批發及 出入口公司	產品零售 公司	美甲中心	總數
管理人員	49 [16.4%]	960 [5.0%]	193 [1.7%]	700 [11.9%]	499 [4.0%]	10 [1.0%]	2 411 [4.8%]
督導	200 [67.1%]	1 866 [9.6%]	152 [1.4%]	2 685 [45.5%]	8 897 [71.5%]	32 [3.1%]	13 832 [27.5%]
技工	- [-%]	13 849 [71.5%]	10 307 [91.6%]	- [-%]	2 [*%]	995 [95.0%]	25 153 [50.0%]
輔助人員／文員	- [-%]	279 [1.4%]	- [-%]	596 [10.1%]	449 [3.6%]	0 [0%]	1 324 [2.6%]
其他支援員工	49 [16.4%]	2 409 [12.4%]	596 [5.3%]	1 925 [32.6%]	2 598 [20.9%]	10 [1.0%]	7 587 [15.7%]
整體	298 [100.0%]	19 363 [100.0%]	11 248 [100.0%]	5 906 [100.0%]	12 445 [100.0%]	1 047 [100.0%]	50 307 [100.0%]

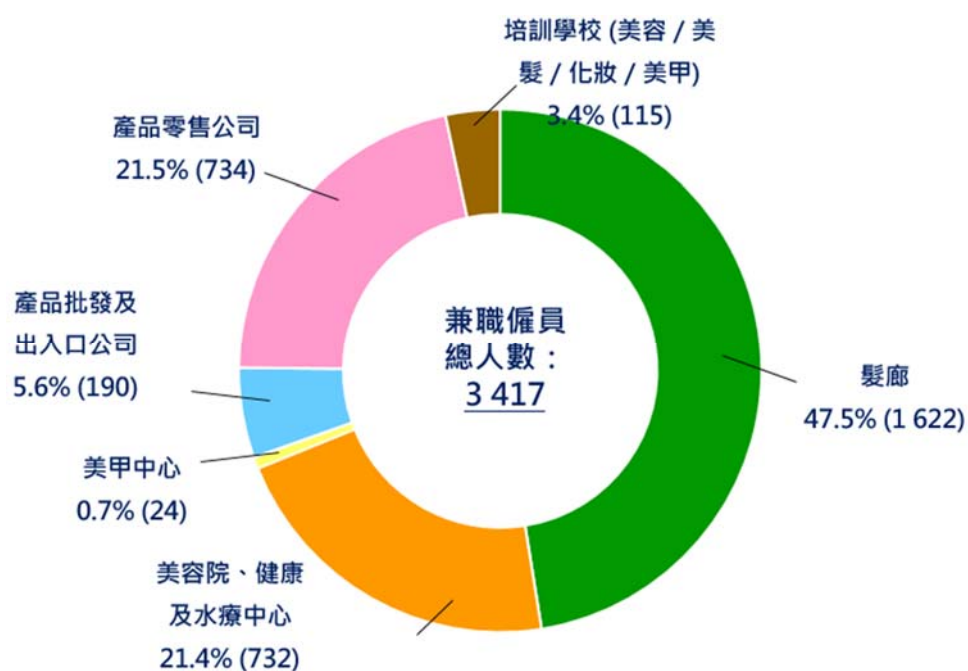
註：“-” 此技能等級在該行業不適用

“*” 少於 0.05%

C. 兼職僱員

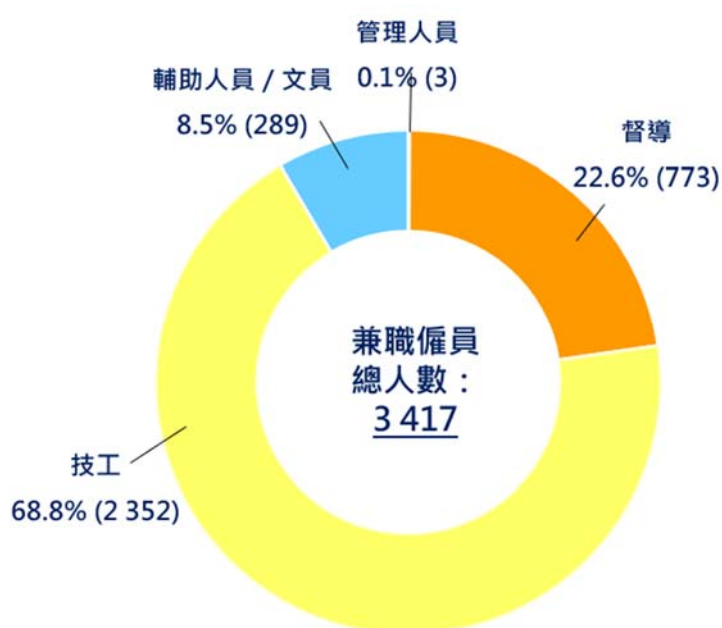
4.6 調查期間，美容及美髮業共僱用 3 417 名兼職僱員，當中有 47.5% 從事髮廊、21.5% 從事產品零售公司，及 21.4% 從事美容院／健康中心及水療中心、5.6% 從事產品批發及出入口公司、3.4% 從事培訓學校（美容／美髮／化妝／美甲）及 0.7% 從事美甲中心。

圖 4.4 各行業類別劃分的兼職僱員分佈情況



4.7 按技能級別劃分中，大多數兼職僱員為技工級僱員（68.8%），其次為督導級僱員（22.6%）。

圖 4.5 各技能級別劃分的兼職僱員分佈情況



4.8 下表 4.3 表列美容及美髮業最多兼職僱員的職位。

表 4.3 佔最多兼職僱員的職位

最多兼職僱員的職位	兼職僱員數目 (%)		
1. 髮型助理	1 186	(34.7%)	在3 417 個 兼職僱員中佔 74.7%
2. 美容師	501	(14.7%)	
3. 美容顧問（櫃位）	477	(14%)	
4. 髮型師	389	(11.4%)	
整體 [#]	3 417		

註：#其他支援員工除外

D. 自由工作者

4.9 在 2 704 名自由工作者中，大多數從事髮廊（80.8%），其次為美容院、健康及水療中心（12.8%）以及美甲中心（4.0%）。此外，自由工作者亦集中於技工級僱員（96.8%），當中以髮型師的自由工作者佔最多（1 884 名，70%）。

圖 4.6 各行業類別劃分的自由工作者分佈情況

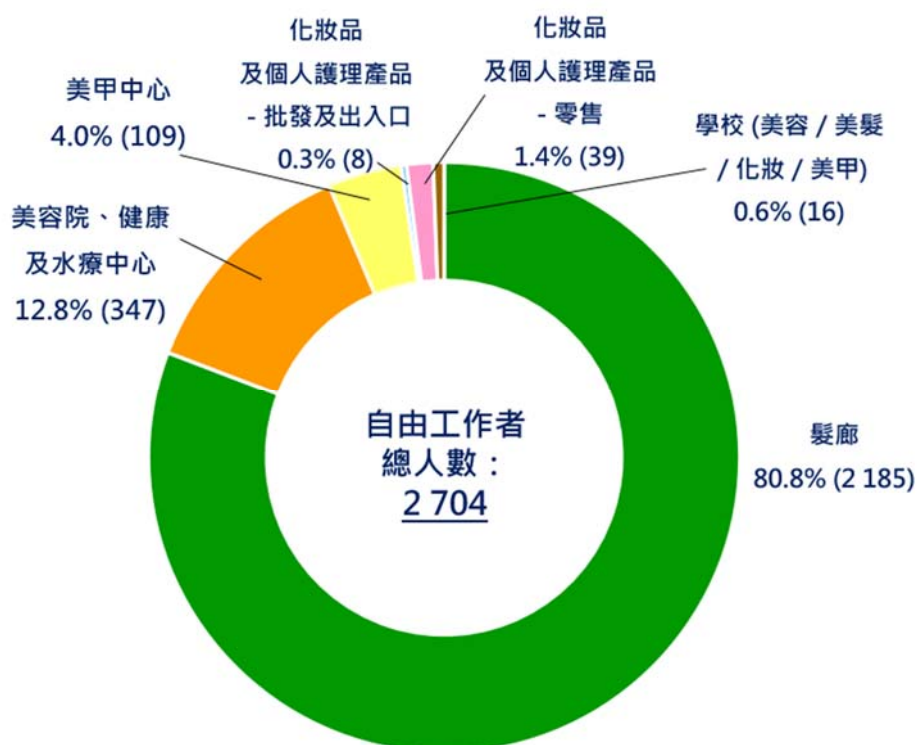
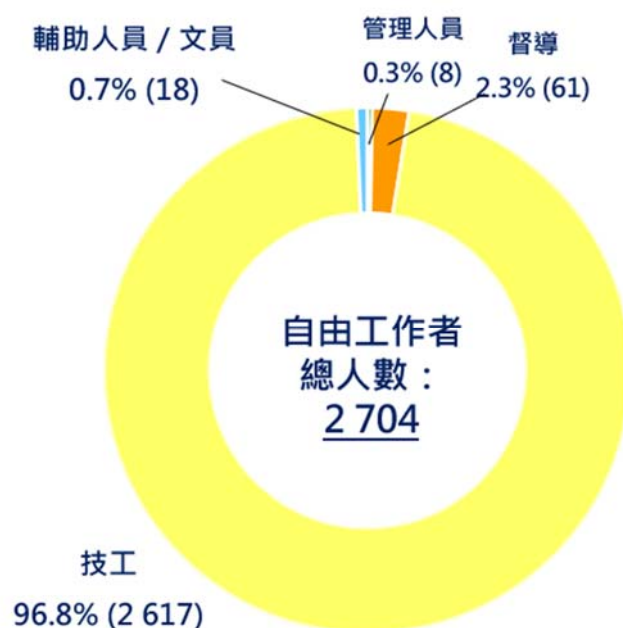


圖 4.7 各技能級別劃分的自由工作者分佈情況



4.10 下表 4.4 表列美容及美髮業最多自由工作者的職位。

表 4.4 佔最多自由工作者的職位

最多自由工作者的職位	自由工作者數目 (%)		
1. 髮型師	1 884	(69.7%)	在2 704 個 自由工作者中佔 91.6%
2. 髮型助理	246	(9.1%)	
3. 美容師	225	(8.3%)	
4. 美甲師	121	(4.5%)	
整體 [#]	2 704		

註：[#]其他支援員工除外

E. 所佔比例較高的主要職位

4.11 下表 4.5 示顯示美容及美髮業全職僱員、兼職僱員及自由工作者最多僱員的職位。

表 4.5 按行業類別劃分的最多僱員職位

行業類別	佔最多僱員的職位*	佔行業僱員百分比#
培訓學校 (美容／美髮／化妝／美甲)	• 培訓主任／培訓導師(美容護理／化妝／美甲)	65.0%
	• 培訓主任／培訓導師(美髮)	22.1%
美容院、健康、水療中心	• 美容師	68.3%
	• 身體護理師	10.4%
髮廊	• 髮型師	70.2%
	• 髮型助理	25.0%
產品批發及出入口公司	• 營業主任	52.0%
	• 推廣員	12.6%
產品零售公司	• 美容顧問（櫃位）	68.4%
	• 店鋪主任／分區主任	12.5%
美甲中心	• 甲藝師	96.1%

註：*僱員數目包括全職僱員、兼職僱員及自由工作者人數

#百分比是以全職僱員、兼職僱員及自由工作者人數總和（其他支援員工除外）為基準計算

4.12 下表 4.6 顯示美容及美髮業僱員最多的重要職位。

表 4.6 美容及美髮業佔比例較高的主要職位

最多僱員人數的職位	僱員數目* (%)		
1. 美容師	12 318	(25.2%)	在48 841 個 僱員數目中佔 73.8%
2. 髮型師	10 147	(20.8%)	
3. 美容顧問（櫃位）	7 565	(15.5%)	
4. 髮型助理	3 608	(7.4%)	
5. 營業主任	2 394	(4.9%)	
整體	48 841 (不包括其他支援員工)		

註：*僱員數目包括全職僱員、兼職僱員及自由工作者人數

#百分比是以全職僱員、兼職僱員及自由工作者人數總和（其他支援員工除外）為基準計算

F. 總僱員人數

4.13 綜合上述美容及美髮業各人力僱員情況，表 4.7 表列不同行業類別劃分的總僱員人數(包括全職僱員、兼職僱員、自由工作者人數)。

表 4.7 按行業類別劃分的總僱員人數
(包括全職僱員、兼職僱員、自由工作者人數)

行業類別	全職僱員 人數 (%)	兼職僱員 人數 (%)	自由工作者 人數 (%)	總僱員 人數 (%)
培訓學校 (美容／美髮／化妝／ 美甲)	298	115	16	429
美容院、健康及水療中心	19 363	732	347	20 442
髮廊	11 248	1 622	2 185 [@]	15 055
產品批發及出入口公司	5 906	190	8	6 104
產品零售公司	12 445	734	39	13 218
美甲中心	1 047	24	109	1 180
總數	50 307 (89.2%)	3 417 (6.1%)	2 704 (4.8%)	56 428 (100%) [#]

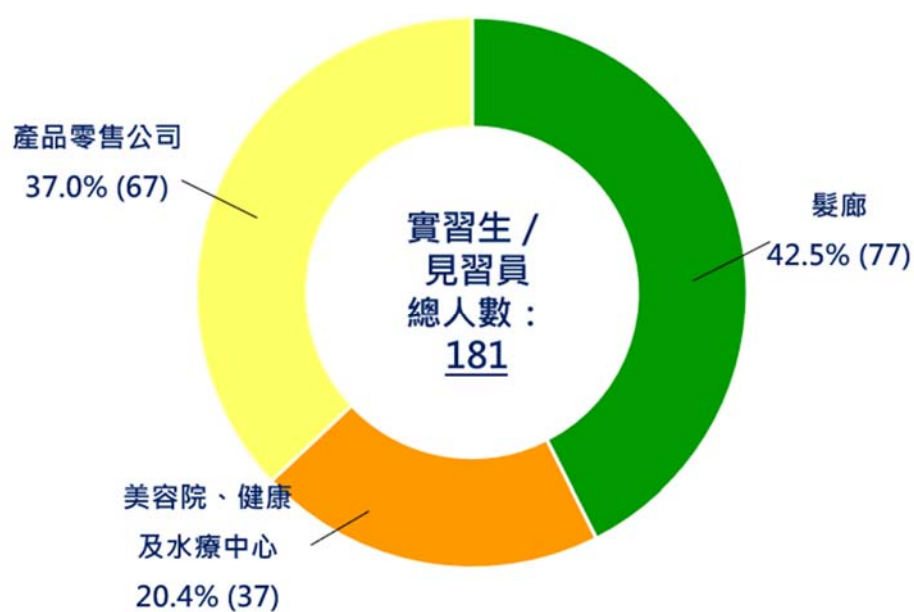
註：[#] 因整數計算後的關係，可能不等於 100%

[@] 如接受調查訪問的髮廊在其參考日期(即 4 月 1 日)中未有聘用任何美髮業自由工作者，故其他額外的自由身工作者之數目有機會未能納入本調查中。因此，在詮釋美髮業總僱員人數時務請審慎。

G. 實習生／見習員

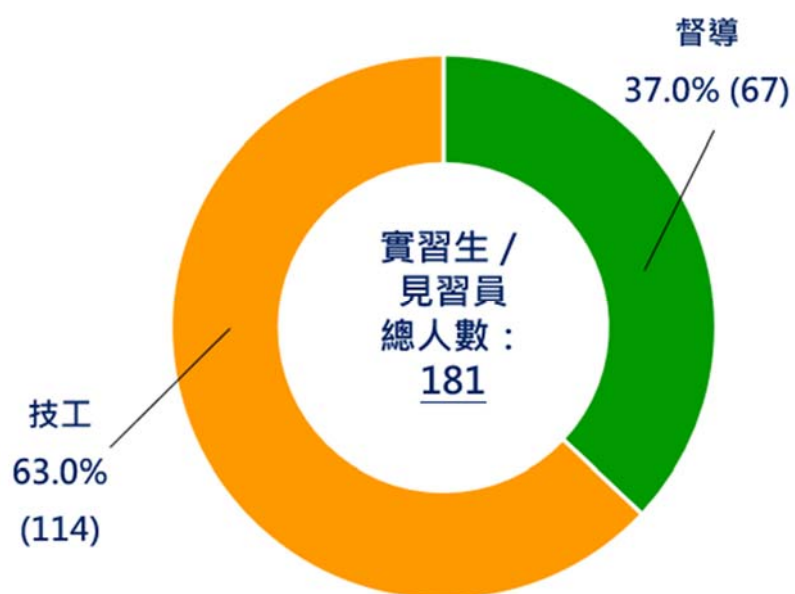
4.14 在 181 名實習生／見習員中，主要從事髮廊（42.5%）及零售產品公司（37.0%），其次為美容院／健康中心及水療中心（20.4%）。

圖 4.8 各行業類別劃分的實習生／見習員分佈情況



4.15 在技能級別劃分中，實習生／見習員主要為技工級僱員（63.0%），其餘為督導級僱員（37.0%）。

圖 4.9 按技能級別劃分的實習生／見習員的分布情況



4.16 下表 4.8 表列美容及美髮業最多實習生／見習員的職位。

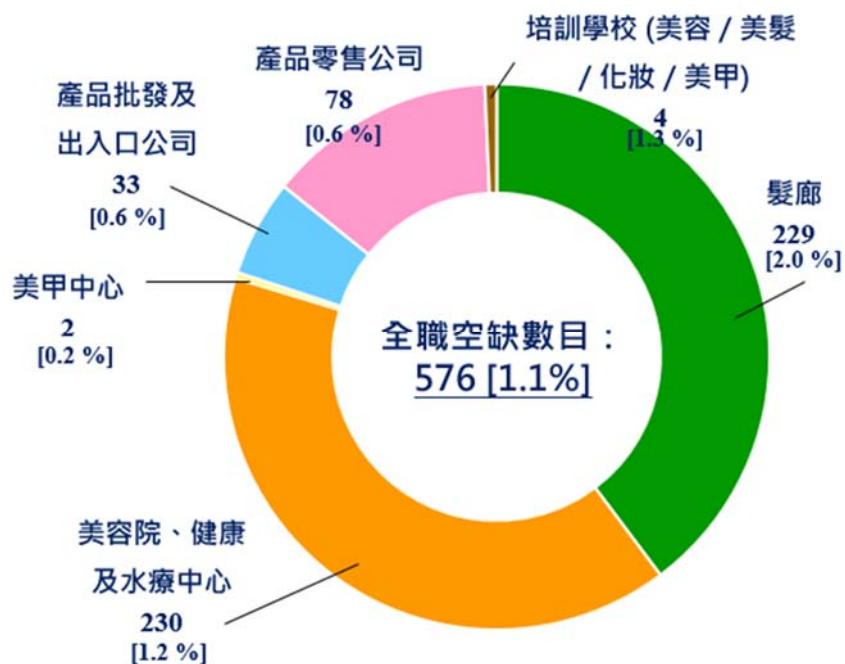
表 4.8 佔最多實習生／見習員的職位

最多實習生／見習員 數目的職位	實習生／ 見習員數目	(%)	
1. 美容顧問 (櫃位)	67	37.0%	在181 個 實習生／見習員 中佔86.7%
2. 髮型師	53	29.3%	
3. 美容師	37	20.4%	
整體	181		

H. 空缺

4.17 調查期間，美容及美髮業共有 576 個職位空缺，空缺率佔業內僱員空缺額總數的 1.1%。美容院／健康中心及水療中心（230 個）及髮廊（229 個）的職位空缺數目最多。當中髮廊的空缺率亦較高（2.0%）。

圖 4.10 各行業類別劃分的空缺分佈情況

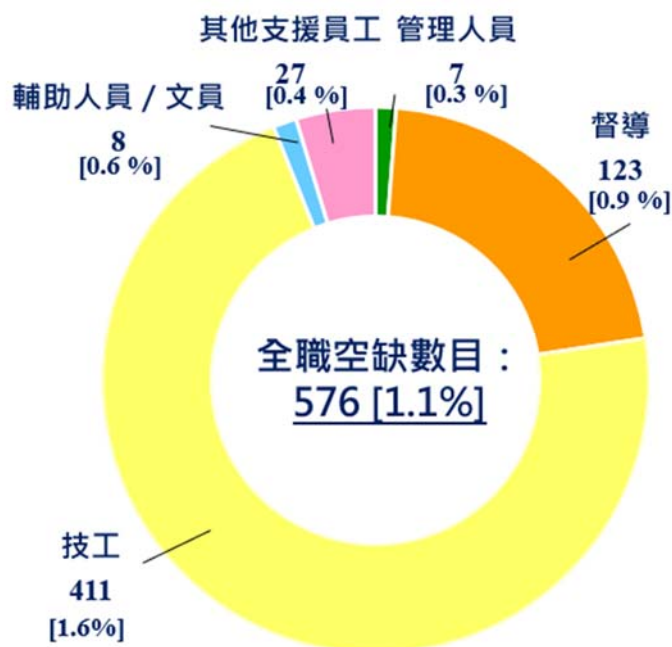


【 】括號中的數字為空缺率 = $\frac{\text{空缺數目}}{\text{全職僱員人數} + \text{全職空缺數目}}$

註：「空缺」是指該職位於統計日期懸空，須立刻填補，而正積極招聘人員填補。有關空缺數字可能受新冠肺炎疫情影響，導致僱主招聘意欲減低。

4.18 按技能級別劃分中，屬最多職位空缺為技工級僱員(有 411 個職位空缺)、其次為督導級僱員（123 個職位空缺）。

圖 4.11 按技能級別劃分的空缺分佈情況



[]括號中的數字為空缺率 = $\frac{\text{空缺數目}}{\text{全職僱員人數} + \text{全職空缺數目}}$

註：「空缺」是指該職位於統計日期懸空，須立刻填補，而正積極招聘人員填補。有關空缺數字可能受新冠肺炎疫情影響，導致僱主招聘意欲減低。

4.19 下表 4.9 表列美容及美髮業最多全職空缺的職位。

表 4.9 最多全職空缺的職位

最多全職空缺數目的職位	最多全職空缺數目(%)		
1. 美容師	149	(25.9%)	在576個 空缺中 佔62.8%
2. 髮型助理	143	(24.8%)	
3. 美容顧問 (櫃位)	70	(12.2%)	
總空缺數目	576		

4.20 按行業類別及其技能級別劃分中，技工級僱員的空缺數目在髮廊(226 個)及美容院／健康中心及水療中心(183 個)佔最多；其餘的空缺數目則屬於在產品零售公司的督導級僱員(66 個)。

I. 僱主預測的人力需求

4.21 僱主預測未來一年美容及美髮業的全職職位人力情況僅輕微下跌，由 2020 年 4 月的 50 883 人，減至 2021 年 4 月的 50 786 人。

表 4.10 僱主預測 2021 年的人力需求

全職僱員人數 (a)	空缺數目 (b)	職位總數 (c = a + b)	預測2021年 僱員人數 (d)	預測2021年 人力增加／減少 (e = d - c)
50 307	576	50 883	50 786	-97

註：謹此提醒讀者，鑒於2019年發生社會事件及隨後的新冠狀病毒疫情，導致全球與本地經濟出現多種不明朗因素，因此詮釋僱主預測人力需求時務請審慎。

4.22 按行業類別劃分中的未來一年全職職位的人力情況中，產品批發及出入口公司及髮廊僅輕微下跌 0.4%至 0.6%。其他行業類別則沒有太大轉變。下表 4.11 表列僱主預測 2021 年各行業類別劃分的人力需求情況。

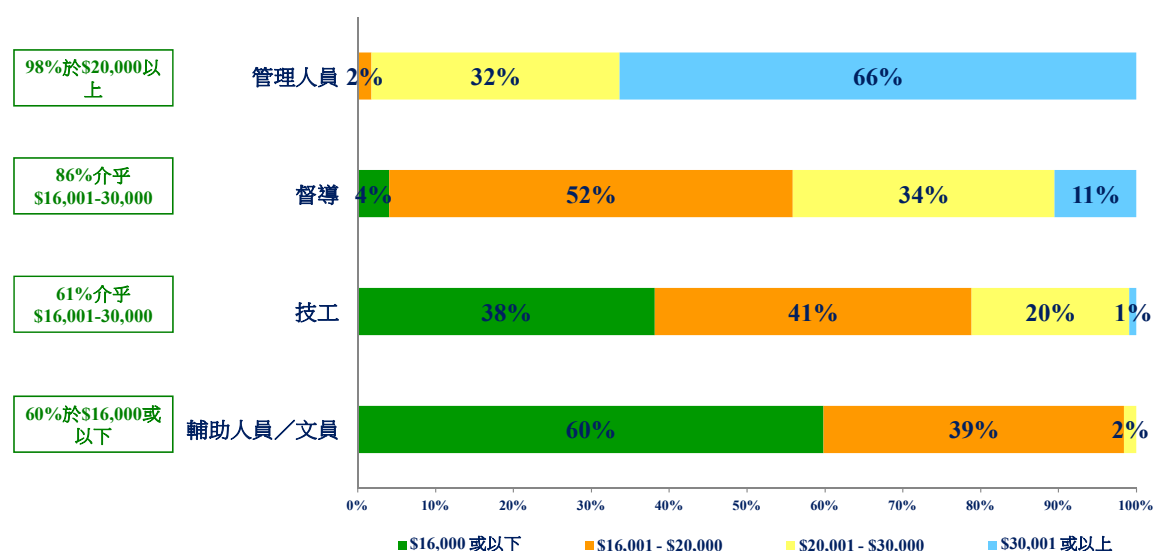
表 4.11 僱主預測 2021 年之人力需求
(按行業類別劃分)

	培訓學校 (美容／美髮／化妝／美甲)	美容院、 健康及 水療中心	髮廊	產品批發 及 出入口 公司	產品零售 公司	美甲中心	總數
全職僱員人數	298	19 363	11 248	5 906	12 445	1 047	50 307
全職空缺數目	4	230	229	33	78	2	576
全職職位	302	19 593	11 477	5 939	12 523	1 049	50 883
預計在 2021 年 4 月的 全職僱員數目	302	19 580	11 425	5 902	12 528	1 049	50 786
預計在 2021 年 4 月的 全職僱員數目增／減	0	-13	-52	-37	5	0	-97
預計在 2021 年 4 月的 全職僱員數目增／減的 百分變化	0%	-0.07%	-0.45%	-0.62%	0.04%	0%	-0.19%

J. 每月收入

4.23 調查顯示，僱員每月平均收入普遍隨技能級別而上升。美容及美髮業的管理人員級僱員平均月薪集中於 20,000 元以上；督導級及技工級的僱員平均月薪主要介乎 16,001 元至 30,000 元。而輔助人員／文員級僱員平均月薪集中於 16,000 元或以下。

圖 4.12 全職僱員每月平均薪酬
(按技能級別劃分)

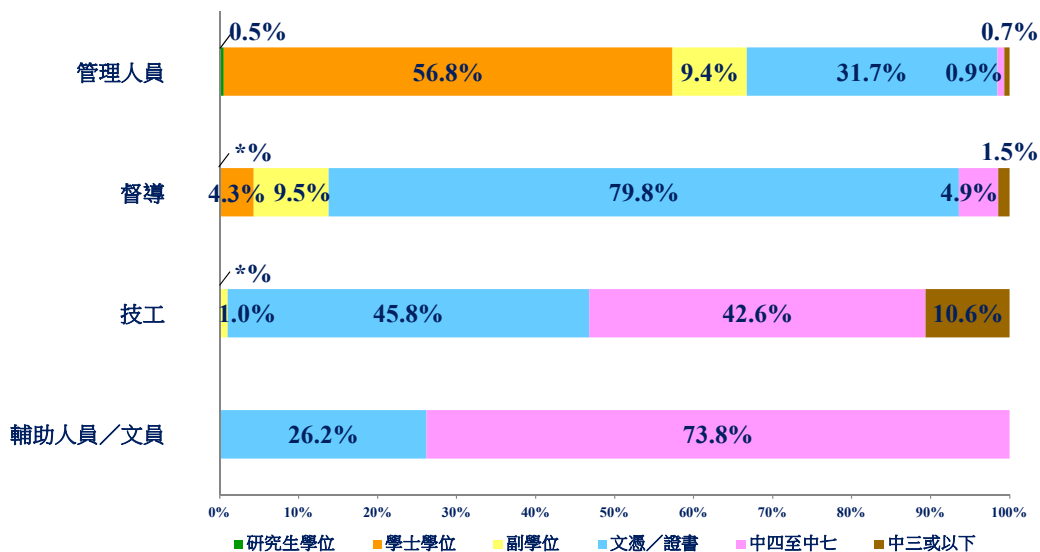


K. 全職僱員宜有教育程度

4.24 調查亦顯示，僱員宜有教育程度普遍隨技能級別而上升。大部分美容及美髮業的僱主表示管理人員級僱員需擁有學士學位程度（56.8%）；督導級僱員需有文憑／證書程度（79.8%）。技工級僱員亦宜有文憑／證書程度（45.8%）或中四至中七學歷（42.6%），輔助人員／文員級僱員宜有中四至中七學歷（73.8%）。

4.25 下圖 4.13 展示全職僱員宜有的教育程度。

圖 4.13 全職僱員宜有教育程度
(按技能級別劃分)

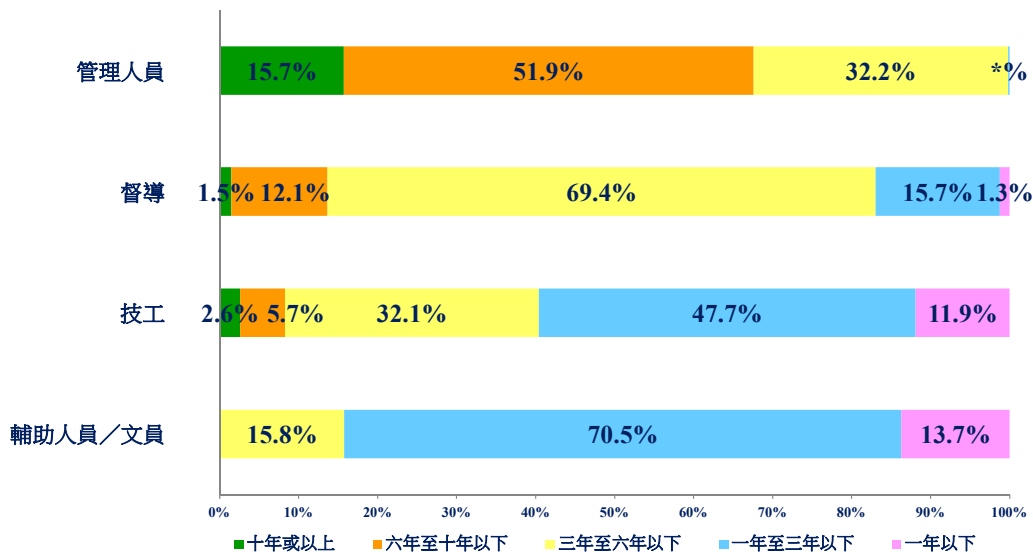


註：“*” 少於0.05%

L. 全職僱員宜有年資

4.26 同樣地，調查結果顯示僱員宜有年資亦普遍隨技能級別而上升。大部分美容及美髮業的僱主屬意管理人員級僱員需擁有 6 年或以上的業內工作經驗；督導級僱員則需有 3 年或以上的年資；技工級僱員有 3 年以下年資；而輔助人員／文員級僱員有 1 年至 3 年經驗。

圖 4.14 全職僱員宜有年資
(按技能級別劃分)



註：“*” 少於0.05%

M. 全職僱員的相關職業資格

4.27 除宜有教育程度外，美容及美髮業僱主紛紛傾向聘用已接受職業培訓或已考取職業資格的僱員。調查顯示，與國內及本地的職業資格相比，僱主普遍傾向聘用已接受或持有各種「國際性認可課程證書／專業資格」之僱員，如技工級僱員（39.1%）、管理人員級僱員（30.4%）及督導級僱員（15.4%）。

4.28 針對僱員的宜有職業資格方面，僱主屬意僱員宜有相關職業資格與僱員已有的職業資格情況相若。按各技能級別來看，美髮業僱主希望其技工級僱員持有由職業訓練局發出的「一試多證（美髮技術）」資格為 14.8%（調查期間有 7.4% 技工級僱員持有此資格）。美容業僱主則希望其督導級僱員持有由職業訓練局發出的「一試多證（美容及美體護理）」資格為 9.5%（調查期間有 4.8% 督導級僱員持有此資格）。

4.29 表 4.12 列出僱主屬意各技能級別的全職僱員之相關職業資格情況。

**表 4.12 全職僱員相關職業資格
(按技能級別劃分)**

全職僱員相關職業資格	僱員已獲得的職業資格			僱員宜有的職業資格		
	管理人員級	督導級	技工級	管理人員級	督導級	技工級
中國						
(a) 國家職業資格(中國)	0.9%	1.0%	4.4%	0.5%	1.0%	3.3%
本地						
(b) 由職業訓練局頒發之證書：						
(i) 美容及美體護理「一試多證」	10.1%	4.8%	8.9%	10.5%	9.5%	8.9%
(ii) 美髮技術「一試多證」	0.9%	1.1%	7.4%	3.8%	2.3%	14.8%
(iii) 強烈脈衝光儀器操作員技能測驗證書	3.2%	2.5%	3.3%	3.7%	2.6%	3.4%
(c) 新技能提升課程證書／僱員再培訓局課程證書	3.1%	2.1%	5.3%	3.9%	6.5%	7.0%
(d) 其他本地認可課程證書／專業資格	3.7%	5.6%	16.6%	3.7%	5.6%	16.6%
海外						
(e) 其他國際性認可課程證書／專業資格	30.4%	15.4%	39.1%	30.4%	15.4%	39.1%
具有此技能等級員工的公司數量	902	3 208	8 148	902	3 208	8 148

註：百分比是以相關技能級別僱員的公司數目為基準計算

國際性認可課程證書／專業資格例子包括英國 ITEC, CIBTAC, City & Guilds 等頒發之證書／認可專業資格

本地認可課程證書／專業資格例子包括本地私營學院／學校頒發之證書／認可專業資格

N. 過去 12 個月離職及新招聘的全職僱員人數

離職人數

4.30 在過去 12 個月內，美容及美髮業的整體離職率錄得 7.0%，相對 2016 年的離職率 19.2% 有所下降。在行業類別劃分中，美容院、健康、水療中心則有較多僱員離職（1 427 名）、其次為產品零售公司（628 名）及髮廊（558 名）。

表 4.13 在過去 12 個月內離職全職僱員人數及離職率
(按行業類別劃分)

行業類別	離職的全職僱員人數	離職率*
培訓學校 (美容／美髮／化妝／美甲)	16	6.3%
美容院、健康、水療中心	1 427	8.3%
髮廊	558	5.1%
產品批發及出入口公司	362	9.0%
產品零售公司	628	6.3%
美甲中心	48	46.3%
整體#	3 039	7.0%

註：*離職率 = 在過去十二個月內離職的僱員人數／（全職僱員人數+ 空缺數目）

#不包括其他支援員工

4.31 在各技能級別之中，輔助人員／文員級僱員錄得較高離職率（11.3%），而技工級僱員則有較多僱員離職（1 914 名）。

表 4.14 在過去 12 個月內離職全職僱員人數及離職率
(按技能級別劃分)

技能級別	離職的全職僱員人數	離職率*
管理人員	48	2.0%
督導	926	6.6%
技工	1 914	7.5%
輔助人員／文員	151	11.3%
整體#	3 039	7.0%

註：*離職率 = 在過去十二個月內離職的僱員人數（全職僱員人數 + 空缺數目）

#不包括其他支援員工

新招聘的全職僱員人數

4.32 在過去 12 個月內，美容及美髮業招聘了 2 524 名新僱員，大部分來美容院、健康、水療中心（1 283 名），其次來自產品零售公司（587 名）。約七成僱主屬意新招聘已具備業界經驗的僱員（1 805 名）。

表 4.15 在過去 12 個月內新招聘的全職僱員
(按行業類別劃分)

行業類別	於入職前已從事 美容及美髮業 的新招聘人數 (a)	於入職前沒有從事 美容及美髮業 的新招聘人數 (b)	新招聘總人數 (a) + (b)
培訓學校 (美容／美髮／化妝／美甲)	4 (66.7%)	2 (33.3%)	6 (100.0%)
美容院、健康、 水療中心	977 (76.1%)	306 (23.9%)	1 283 (100.0%)
髮廊	210 (59.8%)	141 (40.1%)	351 (100.0%)
產品批發及出入口 公司	170 (65.7%)	89 (33.6.7%)	259 (100.0%)
產品零售公司	406 (69.1%)	181 (30.8%)	587 (100.0%)
美甲中心	38 (100.0%)	0 (0%)	38 (100.0%)
整體	1 805 (71.5%)	719 (28.5%)	2 524 (100.0%)

4.33 按各技能級別劃分，在 2 524 名新僱員中，大部分來自技工級僱員（1 570 名），其次來自督導級僱員（783 名）。

表 4.16 在過去 12 個月內新招聘的全職僱員
(按技能級別劃分)

技能級別	於入職前已從事 美容及美髮業 的新招聘人數 (a)	於入職前沒有從事 美容及美髮業 的新招聘人數 (b)	新招聘總人數 (a) + (b)
管理人員	29 (61.7%)	18 (38.3%)	47 (100.0%)
督導	570 (72.8%)	213 (27.2%)	783 (100.0%)
技工	1 135 (72.3%)	435 (27.7%)	1 570 (100.0%)
輔助人員／文員	71 (57.3%)	53 (42.7%)	124 (100.0%)
整體	1 805 (71.5%)	719 (28.5%)	2 524 (100.0%)

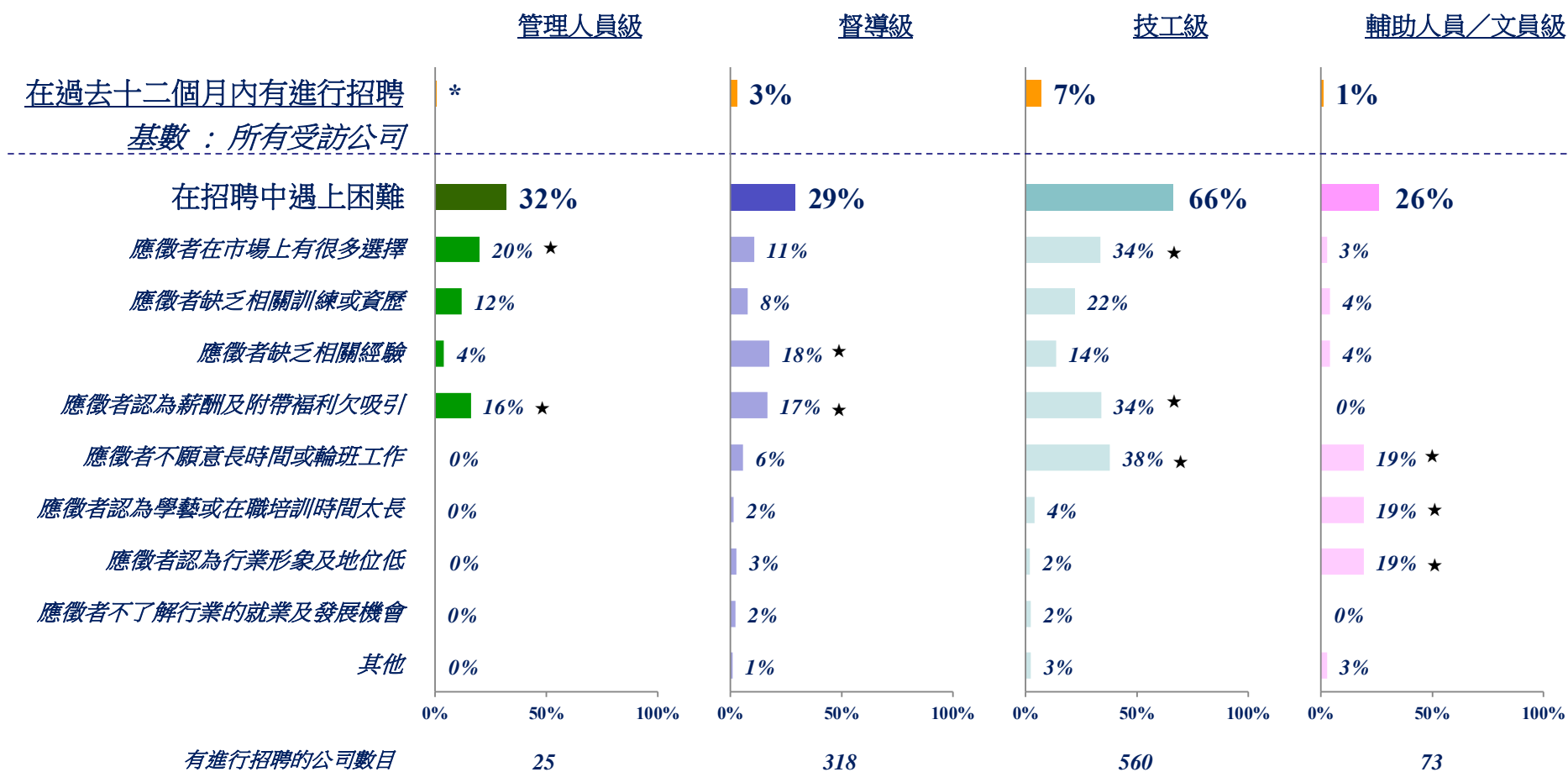
O. 招聘困難

4.34 調查顯示，少於 1 成公司在過去 12 個月內曾招聘各技能級別的僱員。而在過去 12 個月內有進行招聘相關技能級別僱員的公司中，有 66% 的僱主表示難以招聘技工級僱員，主要原因是因為「應徵者不願意長時間或輪班工作」(38%) 及「應徵者認為薪酬及附帶福利欠吸引」(34%)。

4.35 此外，僱主表示難以招聘其他技能級別僱員的百分比分別為 26% 至 32% 之間，相對招聘技工級僱員較低。

4.36 圖 4.15 表列僱主在進行招聘各技能級別僱員中所遇到不同的招聘困難情況。

圖 4.15 在過去 12 個月內招聘全職僱員時所遇到的困難
(按技能級別劃分)



- 備註：1. 百分比是以過去十二個月內有進行招聘的公司數目為基準計算。
2. 公司可選多於一種招聘困難，各級別中較多公司遇上的招聘困難以“★”作標示。
3. * 低於0.5%

P. 在未來 12 個月內將會提供的培訓

4.37 表 4.17 列出各技能級別之中，美容及美髮業僱主認為在未來 12 個月為其僱員提供最重要的四項培訓種類。

**表 4.17 在未來 12 個月內將會提供的培訓種類
(按技能級別劃分)**

排名	管理人員級	督導級	技工級	輔助人員／ 文員級
1	管理技能 (如解決問題、決策、 領導才能及危機管理)	店舖營運	顧客服務及處理投訴	
2	引導技能／ 人際關係管理	管理技能 (如解決問題、 決策、領導才能及 危機管理)	店舖營運	美容及身體護理 (產品及儀器應用)
3	店舖營運	顧客服務及 處理投訴	美容及身體護理 (產品及儀器應用)	店舖營運
4	顧客服務及 處理投訴	引導技能／ 人際關係管理	美容保健(產品及儀器應用)	

4.38 表 4.18(a-f) 列出各行業類別劃分中，僱主認為在未來 12 個月為其顧員提供最重要的四項培訓技能種類。

表 4.18a 未來 12 個月內培訓學校 (美容／美髮／化妝／美甲)將會提供的培訓種類

排名	管理人員級	督導級
1	管理技能 (如解決問題、決策、 領導才能及危機管理)	引導技能／人際關係管理
2	引導技能／人際關係管理	美容及身體護理 (產品及儀器應用)
3	店舖營運	美容保健(產品及儀器應用)
4	顧客服務及處理投訴	管理技能 (如解決問題、決策、 領導才能及危機管理)

表 4.18b 未來 12 個月內美容院、健康及水療中心將會提供的培訓種類

排名	管理人員級	督導級	技工級	輔助人員／文員級
1	管理技能 (如解決問題、決策、 領導才能及危機管理)	顧客服務及處理投訴	美容及身體護理 (產品及儀器應用)	顧客服務及處理投訴
2	店舖營運		美容保健(產品及儀器 應用)	美容及身體護理 (產品及儀器應用)
3	引導技能／人際關係管理		顧客服務及處理投訴	店舖營運
4	顧客服務及處理投訴	管理技能 (如解決問題、決策、 領導才能及危機管理)	店舖營運	美容保健(產品及儀器 應用)

表 4.18c 未來 12 個月內髮廊會提供的培訓種類

排名	管理人員級	督導級	技工級
1	管理技能 (如解決問題、決策、 領導才能及危機管理)	引導技能／人際關係管理	頭髮及頭皮護理
2	店舖營運		化學療程(例如電髮、染髮)
3	引導技能／人際關係管理	顧客服務及處理投訴	
4	顧客服務及處理投訴	管理技能 (如解決問題、決策、 領導才能及危機管理)	店舖營運

表 4.18d 未來 12 個月內產品批發及出入口公司將會提供的培訓種類

排名	管理人員級	督導級	輔助人員／文員級
1	管理技能 (如解決問題、決策、領導才能及危機管理)		顧客服務及處理投訴
2	引導技能／人際關係管理	店舖營運	
3	設計思維 (設身處地考慮使用者的經驗，找出創新解決方案)	大數據分析	美容及身體護理 (產品及儀器應用)
4	大數據分析	線上線下結合及數碼營銷	美容保健(產品及儀器應用)

表 4.18e 未來 12 個月內產品零售公司將會提供的培訓種類

排名	管理人員級	督導級	輔助人員／文員級
1	引導技能／人際關係管理	店舖營運	顧客服務及處理投訴
2	管理技能 (如解決問題、決策、 領導才能及危機管理)	顧客服務及處理投訴	美容保健(產品及儀器應用)
3	店舖營運	美容及身體護理 (產品及儀器應用)	
4	顧客服務及處理投訴	美容保健(產品及儀器應用)	店舖營運

表 4.18f 未來十二個月內美甲中心將會提供的培訓種類

排名	管理人員級	督導級	技工級
1	店舖營運、 顧客服務及處理投訴		顧客服務及處理投訴

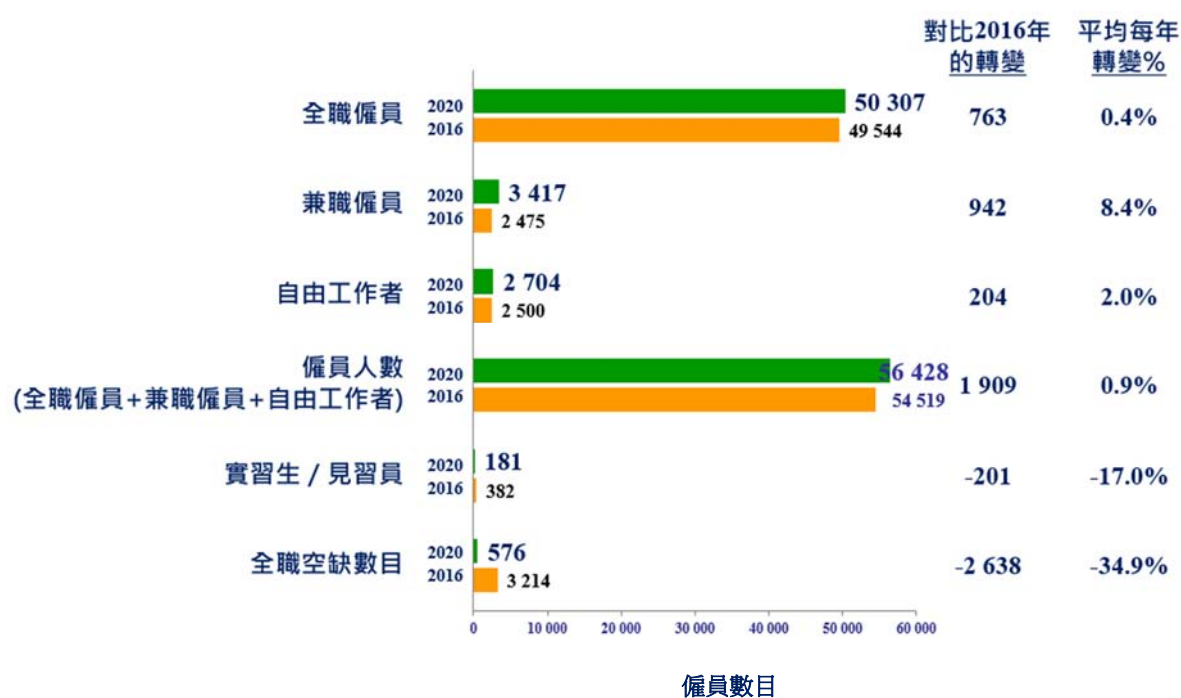
V. 人力分析

A. 人力變化

2016 年與 2020 年美容及美髮業各人力情況的轉變

5.1 圖 5.1 顯示，美容及美髮業整體總僱員人力情況（包括全職僱員、兼職僱員及自由工作者）由 2016 年 54 519 人，升至 2020 年 56 428 人（增加 1 909 人，即平均每年增加 0.9%）。當中，兼職僱員錄得最大的增幅（平均每年增加 8.4%）。相反，全職空缺數目及實習生／見習員則錄得顯著下跌（分別平均每年下跌 34.9%及 17.0%）。

圖 5.1 2016 年 與 2020 年的美容及美髮業人力變化
(全職僱員、兼職僱員、自由工作者、實習生／見習員及全職空缺數目)



5.2 表 5.1 列出各行業類別劃分的有關人力數據轉變的一覽表。

**表 5.1 按行業類別劃分的人力數據轉變
(2016 年 與 2020 年比較)**

人力情況	行業類別劃分的人力數據轉變
全職僱員	<ul style="list-style-type: none"> • 整體增加 763 人 • 錄得顯著增幅：產品零售公司 (+1 627 人)；產品批發及出入口公司 (+730 人) • 錄得顯著減幅：髮廊 (- 1025 人)；美容院、健康及水療中心 (- 758 人)
兼職僱員	<ul style="list-style-type: none"> • 整體增加 942 人 • 錄得顯著增幅：髮廊 (+ 649 人)；零售產品公司 (+386 人)
自由工作者	<ul style="list-style-type: none"> • 整體增加 204 人 • 錄得顯著增幅：髮廊 (+597 人) • 錄得顯著減幅：美容院、健康及水療中心 (-347 人)
實習生／見習員	<ul style="list-style-type: none"> • 整體減少 201 人 • 錄得顯著減幅：產品零售公司 (-155 人)

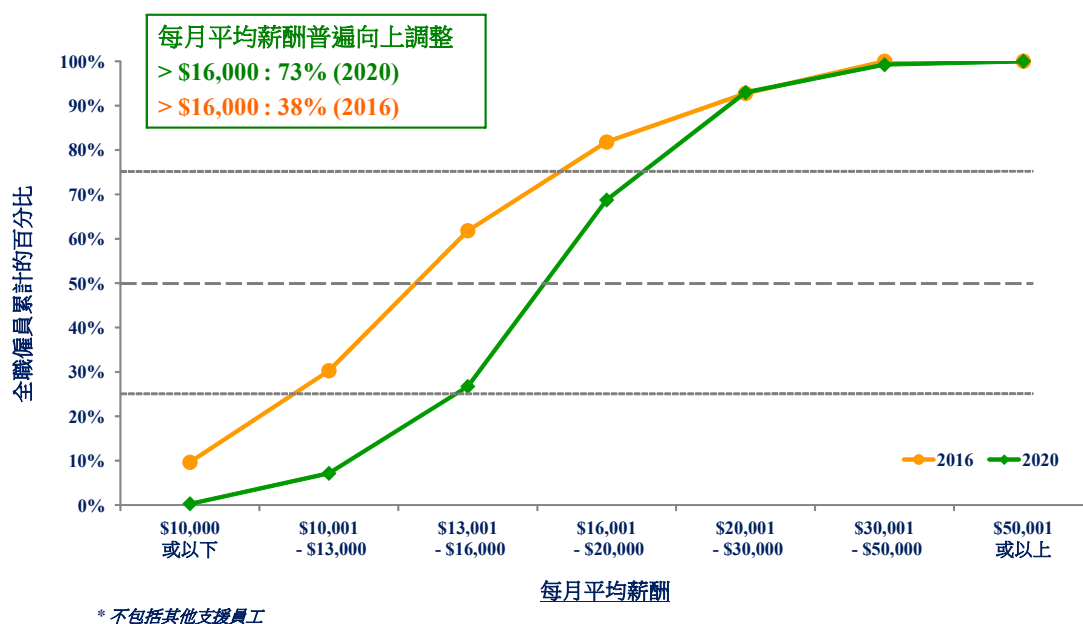
5.3 圖 5.2 顯示，美容及美髮業各行業類別的整體總僱員人數由 2016 年 54 519 人，微升至 2020 年 56 428 人（增加 1 909 人，即平均每年增加 0.9%）。然而，美容院／健康中心及水療中心平均每年下跌 1.4%（減少 1 143 人）、培訓學校（美容／美髮／化妝／美甲）則平均每年下跌 1.3%（減少 23 人）。相反，其他四個行業的人力則分別錄得平均每年 0.4%至 4.3%的增幅，當中以產品零售公司錄得最高增幅(4.3%，增加 2 052 人)，其次是產品批發及出入口公司(3.3%，增加 740 人)。

圖 5.2 2016 年 與 2020 年的美容及美髮業總僱員人數的變化
(按行業類別劃分)



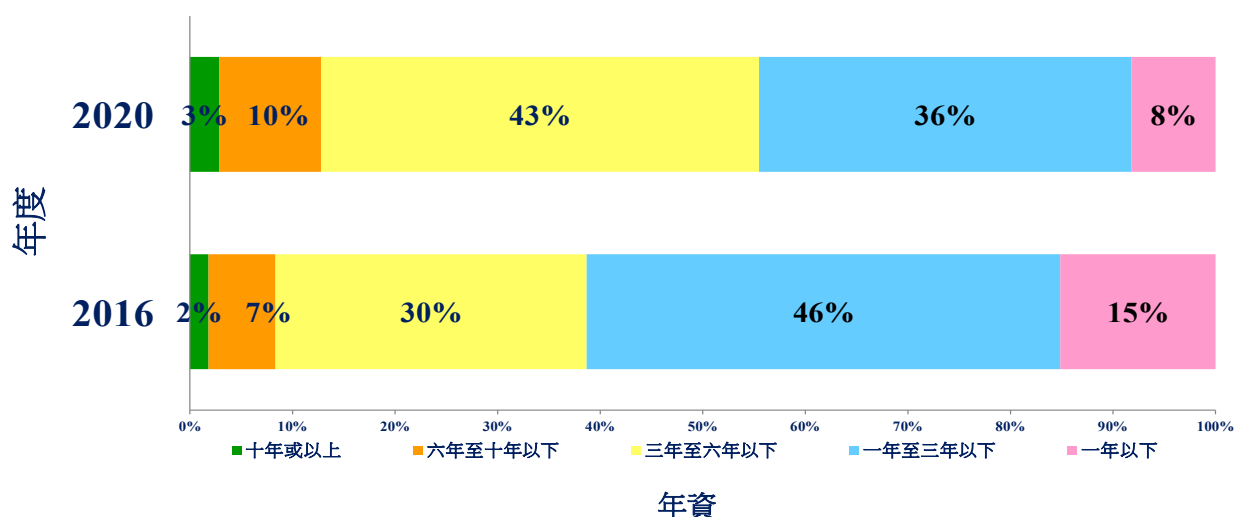
每月收入

5.4 與2016年比較，2020年美容及美髮業全職僱員(不包括其他支援員工)每月平均薪酬普遍向上調整。平均月薪為 16,001 元或以上的百分比由 2016 年的 38%上升至 2020 年的 73%。



全職僱員宜有年資

5.5 與 2016 年比較，2020 年美容及美髮業的僱主有較高百分比屬意僱員有



B. 業務展望

5.6 按照 2016 至 2020 年間美容及美髮業的人力變化，及透過電話訪問業界和訓練委員會專家所收集的意見，業內的主要發展概述如下：

新冠病毒疫情帶來的影響

5.7 自 2020 年三月以來，新冠病毒疫情（疫情）迅速蔓延至世界大部分地區，對全球和本地經濟帶來全方位的打擊。根據 2020 年 10 月國際貨幣基金組織的「世界經濟展望」指出，第二季主要經濟體趨穩下可重啓經濟、中國經濟復蘇力度強勁，以及環球經濟在第三季的復蘇較預期快。全球經濟增長預測⁵調整為-4.4%。然而，歐洲國家的染個案數字自下半季起再度急升，迫使多個政府再次收緊社交距離措施或重施不同程度的封鎖措施，令短期的環球經濟增加了不明朗因素。

⁵ 國際貨幣基金組織《世界經濟展望》(2020年10月)
[《世界經濟展望》2020年10月 \(imf.org\)](https://www.imf.org/publications/external/np/pers/2020/10/)

5.8 「二零二零年第三季經濟報告⁶」指出，香港經濟的整體表現在第三季稍見改善。實質本地生產總值按年下跌 3.5%，較第二季 9.0% 的跌幅明顯收窄。內部需求方面，情況稍有改善但仍然疲弱。第三季私人消費開支按年實質顯著下跌 8.2%，儘管較上一季 14.2% 的紀錄跌幅大為收窄。另外，根據政府統計處早前公佈，2020 年 9 月份零售業銷售按年下跌 12.9%，當中「藥物及化妝品」的銷貨價值下跌 45.9%⁷。但在疫情全球大流行下，訪港旅遊業及跨境客運則依然維持停頓。展望未來，政府預測 2020 年經濟增長為-6.1%。

5.9 為了緩解疫情對香港經濟的創傷，政府推出了最大規模的紓困措施包括成立「防疫抗疫基金」及推出「保就業」計劃，以穩定經濟和就業及保障民生。部分美容及美髮界別亦屬被支援行業之一。此外，為了遏制疫情蔓延，政府採取了嚴格的防疫措施，例如收緊社交距離措施的「限聚令」及要求 12 類的相關表列處所兩度停止營業，當中包括美容院／美甲中心、按摩院等。上述種種原因及措施導致私人消費和營商氣氛仍然疲弱。隨著本港出現第四波疫情及「保就業」計劃於 11 月不再提供支援，預計各企業有機會出現裁員情況，勞工市場將進一步惡化，本地經濟前景仍面對一定的不確定性。

行業數碼「新常態」

5.10 受疫情衝擊下，各行各業（包括美容及美髮業）現正探索在「新常態」下的新經營和發展模式。本行業的各類別亦分別作出以下不同過渡性／緩衝的措施，當中包括加速數碼轉型的情況。

產品零售

5.11 受疫情影響，產品零售界別面對最嚴峻的衝擊。新經營和發展模式令產品宣傳、供應鏈、營運成本和顧客體驗帶來了不少的轉變。在數碼轉型下，大型企業加強運用大數據分析及預測顧客消費模式，並引進更多人工智能（Artificial Intelligence）和擴張實境（Augmented Reality）等技術去發展應用程式（Apps），為顧客提供不同體驗和更多「個人化」的美容及美髮產品服務（例如皮膚、頭髮或頭皮檢測服務等）。

5.12 此外，業界加強利用電子商貿、社交媒體（如 Facebook、Instagram、Whatsapps、微信等）及網上購物平台進行宣傳推廣及銷售。在各種網上營銷方式下，越來越多企業與關鍵意見領袖（KOL）／YouTuber 合作宣傳產品，亦成

⁶ 二零二零年第三季經濟報告(2020年11月)

[二零二零年第三季經濟報告 \(hkeconomy.gov.hk\)](https://hkeconomy.gov.hk)

⁷ 二零二零年九月份零售業銷貨額臨時統計數字 (2020年11月)

新聞稿 (2020 年 11 月 2 日) : 二零二零年九月份零售業銷貨額臨時統計數字 | 政府統計處 (censtatd.gov.hk) [二零二零年九月份零售業銷貨額臨時統計數字 \(info.gov.hk\)](https://info.gov.hk)

為了新趨勢。有部份企業亦鼓勵或要求前線員工（如美容顧問等）透過智能電話定期進行直播或安排視頻，為其顧客介紹及推廣各種產品／服務並即時解答顧客的詢問。這種模式不但可以加強與顧客的互動，亦有助維持業務發展。

產品批發

5.13 與產品零售界別相若，在疫情影響下，產品批發界別亦加速數碼轉型的情況。其物流供應鏈及業務模式作出了相應的改變。例如為減輕存貨的風險，部份企業紛紛不再自設存倉，改為倚靠物流公司的倉儲服務，務求更有效地控制貨物數量。此外，在業務營運方面，企業亦增加使用各種網上銷售渠道。例如與網上直播視頻平台（例如 **Big Big Channel** 等）合作，進行產品直銷；透過不同網上購物平台（例如 **HKTV Mall**、天貓、京東、阿里巴巴等）和構思增設相關網上「限期限定店」（**pop up store**）作銷售及宣傳推廣之用。由於部份產品批發企業以中小型為主，相關的改變有助他們進一步減低營運成本。

5.14 此外，疫情關係令各種實體展覽活動及研討會全完停頓。有見及此，相關展覽商（例如亞太區美容展(**Cosmoprof Asia**））決定把展覽活動移師網上舉行（例子：**Digital Week**），買家及參展商可透過網上平台進行商貿交易。由於此類網上商貿屬於新的交易模式（即是雙方未能就交易內容進行實體會面或促成交易），故產品批發界別現階段較難掌握如何透過此網上交易平台接觸有潛質的客戶及解散決相關技術問題。

美容院

5.15 隨著早前被政府三度要求停業下，越來越多美容院開始透過各種方法接觸客人。例如透過網上平台或網站加強進行銷售護膚產品。他們亦會要求其美容顧問／美容師透過智能手機的視像功能提供諮詢服務，例如定期向顧客了解皮膚狀況和建議合適家居護理方案及產品等。此增值服務亦有助美容顧問／美容師加強與顧客的互動，有助增加客群。以一些較大型的美容連鎖集團為例，他們會為其顧客提供美容療程網上預約服務，顧客可選擇地區、指定醫生或美容師為他們提供不同美容服務。

髮廊

5.16 在疫情期間，儘管美髮業不包括在被要求停業的相關表列處所之中，但由於市民減少外出及保持社交距離，故亦對各種美髮服務的需求因而減低。因此，髮廊的業務發展亦受一定影響。隨著邁向新常態的經營和發展模式下，美髮從業員（如髮型師、電染技術員等）透過進行拍攝及影片製作技術，把最新的美髮造型展示品上載到社交媒體平台作宣傳及推廣。此安排將繼續成為主要趨勢，長遠有助吸納更多客群及拓展業務。

美髮新服務發展空間

5.17 在 2020 年美容及美髮業人力更新報告中曾提及，針對頭髮和頭皮護理及抗衰老等護理服務的發展潛力日漸擴大。鑑於頭髮及頭皮護理屬於另一類的專業範疇，其所需的知識及技能（包括產品及儀器應用）有別於傳統美髮服務類別。現時，市場上主要由美容院或美容集團提供各種產品及儀器針對頭髮及頭皮護理等服務。由於這市場仍處於發展中階段，公眾人士對相關的產品和服務的認識有限，故未能有效地吸引年青人投身發展。

轉型美容行業新力軍

5.18 疫情令航空業大受打擊，多間航空公司出現大規模裁員情況。有個別美容業非牟利專業組織為受影響的空中服務員提供醫學美容專業證書課程，協助他們掌握新技能及事業轉型。有部份空中服務員紛紛轉型及投身美容業，例如他們會購入美容儀器及接受專業訓練，透過租賃商業單位或和美容院合作提供美容療程服務。此外，由於美容業入行門檻較容易，而空中服務員已擁有良好顧客服務技巧，業界期望吸引更多空中服務員投身美容業發展。這批潛在的新力軍有助舒緩美容業人力短缺的問題及協助人力持續發展。

未來人力需求

5.19 整體而言，在數碼新時代下，上述提及的各種過渡性／緩衝性策略長遠亦有助美容及美髮業進一步持續發展，故業界人才必須掌握新興技術（如數位素養、數碼營銷等）的認識及應用。然而，美容及美髮業是以服務為本的行業，人與人之間的互動仍然十分重要，因此前線從業員必須具備良好的顧客服務及溝通技巧。要支持美容及美髮業日新月異的發展，需要確保人力供應穩定，員工亦必須掌握豐富的行業專業知識、新興技能及以客為本的思維。

C. 人力推算及每年額外人手需求

人力推算

5.20 表 5.2 列出 2021 至 2024 年各行業類別劃分的人力推算情況。推算結果顯示，整體美容及美髮業未來三年的人力趨勢有輕微下降。人力推算方法的詳情，請參閱附錄 8。

表 5.2 2021 至 2024 年各行業類別劃分的人力趨勢

行業	年度			
	2021	2022	2023	2024
培訓學校 (美容／美髮／化妝／美甲)	382 (-0.6%)	380 (-0.5%)	378 (-0.4%)	377 (-0.3%)
美容院、健康及水療中心	17 849 (-2.2%)	17 515 (-1.9%)	17 240 (-1.6%)	17 012 (-1.3%)
髮廊	14 568 (-0.8%)	14 470 (-0.7%)	14 391 (-0.5%)	14 328 (-0.4%)
產品批發及出入口公司	4 125 (-1.9%)	4 055 (-1.7%)	4 001 (-1.3%)	3 958 (-1.1%)
產品零售公司	10 601 (-0.9%)	10 510 (-0.9%)	10 425 (-0.8%)	10 345 (-0.8%)
美甲中心	1 167 (-0.4%)	1 163 (-0.3%)	1 160 (-0.3%)	1 156 (-0.3%)

註：括號中的百分比是指與上年度比較的人力變化之百分比。

人力推算不包括其他支援員工。

每年額外人力需求

5.21 為估計業內未來數年的額外人力需求，有關上述所提及的各行業類別的人力趨勢及離開本業人數的比率(即是「行業流失率⁸」)已納入考慮因素，並以統計算式推算有關數字。表 5.3 表列出各行業類別之每年額外人力需求的情況。推算結果顯示，主要額外人力需求預計來自髮廊界別，其餘界別為美容院、健康及水療中心，及產品零售公司。

表 5.3 2021 至 2024 年各行業類別劃分的每年的額外人力需求

行業類別	行業流失率	估計每年額外人力需求 [#]		
		預期人力趨勢 (a)	行業流失人數 (b)	總數 (a) + (b)
培訓學校 (美容／美髮／化妝／美甲)	4.7%	-2	18	16
美容院、健康及水療中心	2.6%	-309	462	153
髮廊	3.2%	-89	464	375
產品批發及出入口公司	4.8%	-62	196	134
產品零售公司	2.2%	-88	237	149
美甲中心	1.0%	-4	11	7
整體	-	-554	1,388	834

註：[#]不包括其他支援員工

⁸ 「行業流失率」指因轉行、退休、移民及其他原因而離開美容及美髮業的僱員。

VI. 建議

6.1 基於調查結果與人力變化的分析、業務展望與人力推算，以及受訪業內專家與訓練委員會的意見，現為美容及美髮業各持份者提供有關人力發展的建議。

政府

- (a) 協助美容及美髮業重塑正面形象及釐清行業未來發展導向，包括確立／確認從業員的專業資格和各職位的合法工作範疇，加強推行優質美容及美髮服務。
- (b) 資助美容及美髮從業員接受嶄新科技的培訓，例如數位素養和人工智能，藉以及提升技能。
- (c) 加強向不同持份者如中學生、家長和教師推廣職業專才教育。
- (d) 為新移民及主婦等人力資源，制訂招聘、挽留及技能提升政策，同時需兼顧持份者對相關社會因素的關注。例如與業界合作舉辦行業講座，讓他們了解及認識行業最新發展。

培訓機構

- (e) 培訓機構應與業界加強合作：
 - ◆ 為學員安排更多跨學科的工作實習機會，培養學生未來的就業能力。
 - ◆ 持續優化職業專才教育和雙軌制訓練模式，並採用職場學習及評核以促進學員在實際工作環境（如美容院、髮廊、產品零售等）中學習。
 - ◆ 安排行業講座及參觀美容院或髮廊，例如與業界合作舉辦行業講座，讓他們了解及認識行業最新發展、實際工作情況及認清其對行業的期望。
 - ◆ 鼓勵和吸納現職髮型師或曾修讀美髮的學生加入「頭髮和頭皮護理」範疇工作，為他們提供多一個職業發展方向，協助他們裝備成為專業頭皮護理顧問。
- (f) 為配合數碼化新時代，建議引入更多新科技的教學應用（如虛擬實境[VR]、擴增實境[AR]等），提升學生在學習上的投入感及引起他們對行業產生興趣。

- (g) 配合業界數碼轉型的新趨勢，提供各種新興技術的認識及應用課程，涵蓋數位素養、數碼營銷（如透過網站、社交媒體、手機應用程式等電子平台）、如何成為關鍵意見領袖（KOL）進行宣傳工作、攝影及剪片製作、網上店舖營運等培訓範疇。
- (h) 為在職人士提供靈活兼具創意的培訓計劃及安排，例如網上或微學習短期培訓模式，鼓勵他們終身學習及提升技能。

僱主

- (i) 為挽留和培育年輕一代，提供更吸引人的薪酬福利，提升工作滿足感與增加工作自主權。管理層亦需加強與跨代員工溝通，如透過舉辦人際網絡聚會／團隊建設活動等，了解他們真正的想法及需要，有利推動業務發展的參與。
- (j) 為年青僱員提供清晰的行業前景、快捷晉升階梯和個人事業發展等資訊，讓他們明白行業實際工作情況，做好在行業的事業規劃等。
- (k) 提供內部培訓，協助僱員發展多方面技能，以便因應業務環境變遷而靈活調配人手。
- (l) 為年輕僱員提供師友計劃，助其認識機構的價值理念、誠信與專業操守的重要。
- (m) 善用政府的資助如「再工業化及科技培訓計劃」，為公司及員工增值。

僱員

- (n) 培養持續自我提升的思維，掌握行業最新知識及技能（例如加強了解顧客體驗的知識、顧客服務及銷售技巧、數碼媒體營銷策略技巧、頭皮護理知識及技巧等範疇）；並加強與僱主及顧客之溝通技巧和建立良好的工作態度，以提升自我競爭力。應具備多方面的技能及主動自我增值
- (o) 可善用政府的不同資助計劃，例如「過往資歷認可」、「新技能提升計劃」等資助計劃，不懈地終身學習、發展事業。

I. Executive Summary

Background

1.1 The Beauty Care and Hairdressing Training Board (Training Board) conducted a manpower survey of the industry from April to June 2020, with the reference date on 1 April 2020. This report presents the survey findings of the latest manpower situation of the beauty care and hairdressing industries and proposes recommendations to support the manpower demand and training needs of different stakeholders in the industries, including the government, employers, employees and training providers, by making reference to the business outlook.

Scope of Survey

1.2 The survey covered various sectors of the beauty care and hairdressing industries. A total of 1 076 establishments were selected from the 10 814 establishments of the industries listed on the central registrar of the Census and Statistics Department (C&SD) for this survey and 64 supplementary samples from training schools were also included. Of the total 1 076 samples, 279 were from hairdressing salons, 404 from beauty care, health care and spa centres and nail salons, 148 from product wholesale and import/export companies, 181 from product retail companies and 64 from training schools (beauty care, hairdressing, make up and nail). The selected establishments were required to provide manpower information based on the list of principal jobs, which were defined and considered essential by the Training Board. Based on the level of responsibility, complexity of jobs and the skills, knowledge and training required, the principal jobs were classified into five levels, i.e. (a) managerial, (b) supervisory, (c) craftsman, (d) operative/clerical and (e) other supporting staff. This survey focused on the analysis of the manpower demand of “technical employees”¹ in the industries.

¹“Technical Employees” refers to the staff in the beauty care and hairdressing industries who possess trade specific knowledge and skills required to complete their tasks, especially those staff of managerial, supervisory and craftsman levels.

Methodology

Survey Methodology

1.3 A stratified random sampling method was adopted to draw 1 076 sampled establishments from the 10 814 establishments of the industries listed on the Hong Kong Standard Industrial Classification list of the Census and Statistics Department of the HKSAR Government (C&SD), and 64 establishments were also included as supplementary samples, making a total of 1 140 samples. The selected sample establishments completed a questionnaire which comprised of two parts: (i) quantitative manpower information by job levels and by principal jobs, (ii) supplementary information related to manpower situation. The data collection and enumeration processes were closely monitored, and data were verified to ensure quality. The effective response rate was 93.2% after enumeration.

Manpower Projection Methodology

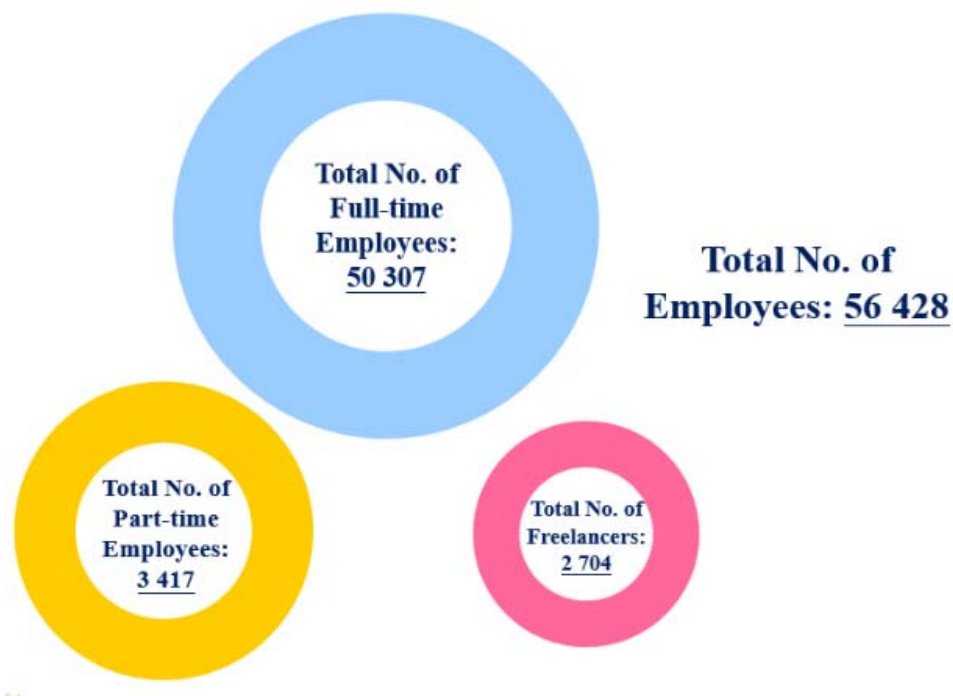
1.4 The Training Board adopts a forecasting method which rests on the weighted averages of historical data for projecting manpower demand of the beauty care and hairdressing industries. Taking into consideration of the historical manpower data with heavier weighting given to the recent data, long-term market trend, technological developments in the industries and other socio-economic determinants, the Training Board made the manpower projection of all job levels for the period from 2021 to 2024.

Findings

Manpower Situation

1.5 At the time of the survey, there were 56 428 employees in the beauty care and hairdressing industries, including 50 307 full-time employees, 2 704 freelancers and 3 417 part-time employees.

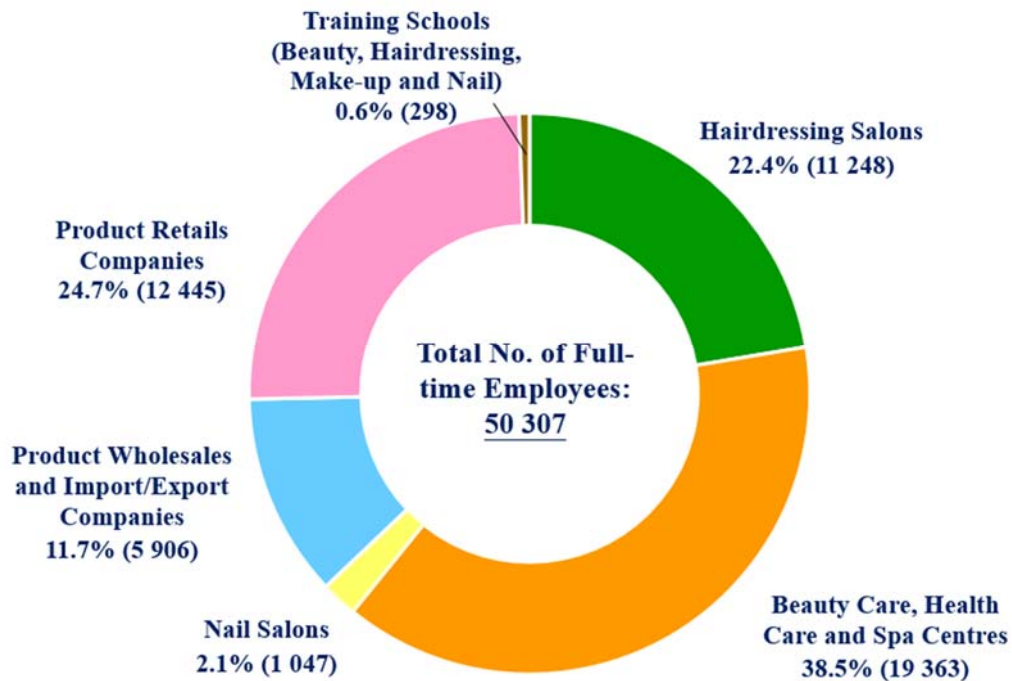
Chart 1.1 Total Number of Employees



Full-time Employees

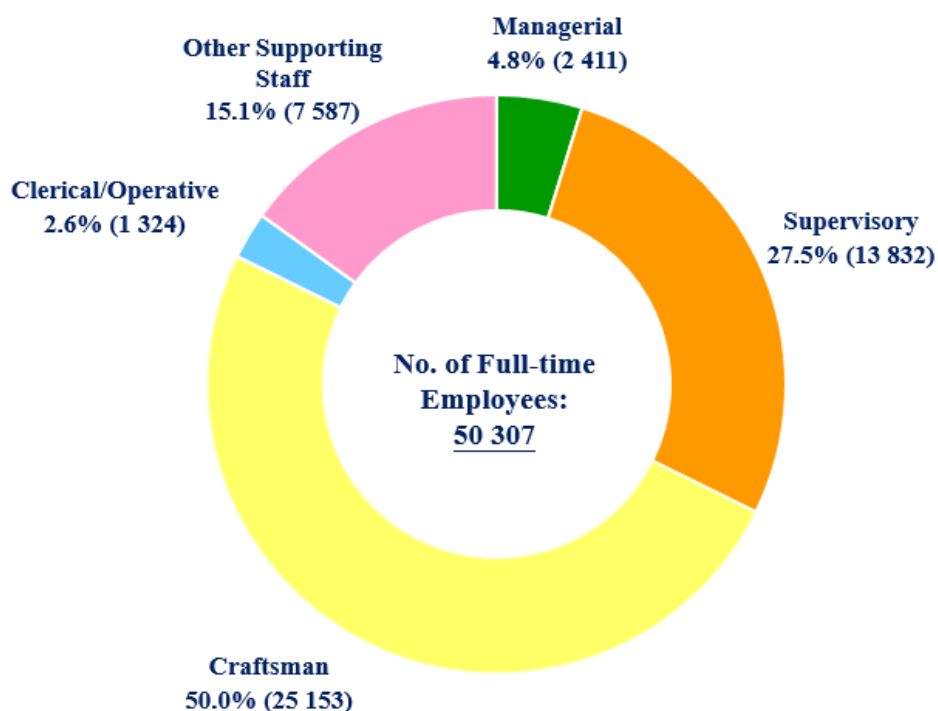
1.6 Among 50 307 full-time employees, 38.5% worked in beauty care, health care and spa centres, 24.7% in product retail companies, 11.7% in product wholesale and import/export companies, 2.1% in nail salons and 0.6% in training schools (beauty, hairdressing, make up and nail). In addition, 22.4% were employees of hairdressing salons. Most of them were freelance which was common in this sector. For more details on the number of freelancers in the hairdressing industry, please refer to the “Freelancers” section (Paragraphs 1.12 and 1.13).

Chart 1.2 Distribution of Full-time Employees by Sector



1.7 With regards to job levels, about half (50.0%) of the full-time employees were at craftsman level, 27.5% were employed at supervisory level, 15.1% at other supporting staff level, 4.8% at managerial level and 2.6% at operative/clerical level.

Chart 1.3 Distribution of Full-time Employees by Job Level



1.8 The prominent principal jobs in the beauty care and hairdressing industries are shown in Table 1.1 below.

Table 1.1 Prominent Principal Jobs

Prominent Principal Jobs	No. of Full-time Employees* (%#)		
1. Beautician/ Beauty Therapist	12 318	(25.2%)	73.8% of 48 841 employees
2. Hair Stylist/Hairdresser	10 147	(20.8%)	
3. Beauty Advisor (Counter)	7 565	(15.5%)	
4. Hairdressing Assistant	3 608	(7.4%)	
5. Sales Representative/Executive	2 394	(4.9%)	
Overall	48 841 (Supporting Staff Not Included)		

Remarks: *Number of employees includes the number of full-time employee, part-time employee and freelancers.

#Percentage is calculated on the basis of the total number of full-time employees, part-time employees and freelancers (excluding other supporting staff).

Vacancies

1.9 At the time of the survey, there were a total of 576 vacancies in the beauty care and hairdressing industries. The vacancy rate in the industries was 1.1%. Prominent vacancies are shown in Table 1.2 below.

Table 1.2 Prominent Vacancies

Prominent Vacancies	Largest No. of Vacancies	(%)	
1. Beautician/ Beauty Therapist	149	(25.9%)	62.8% of 576 vacancies
2. Hairdressing Assistant	143	(24.8%)	
3. Beauty Advisor (Counter)	70	(12.2%)	
Overall	576		

Remarks: "Vacancy" refers to a vacant post available on the reference date to be filled up immediately and was actively recruiting a replacement. The pandemic has dampened employers' desire to recruit, thus reducing the number of vacancies.

Part-time Employees

1.10 At the time of the survey, there were 3 417 part-time employees in the beauty care and hairdressing industries, of which 47.5% worked at hairdressing salons, 21.5% at product retail companies, 21.4% at beauty care/health care and spa centres, 5.6% at product wholesale and import/export companies, 3.4% at training schools (beauty, hairdressing, make-up and nail) and 0.7% at nail salons.

1.11 Principal jobs in the beauty care and hairdressing industries with the largest number of part-time employees are listed in Table 1.3 below.

Table 1.3 Principal Jobs with the Largest No. of Part-time Employees

Principal Jobs with the Largest No. of Part-time Employees	No. of Part-time Employees (%)		
1. Hairdressing Assistant	1 186	(34.7%)	74.7% of 3 417 part-time employees
2. Beautician/ Beauty Therapist	501	(14.7%)	
3. Beauty Advisor (Counter)	477	(14%)	
4. Hair Stylist/Hairdresser	389	(11.4%)	
Overall[#]	3 417		

Remarks: [#]Excluding other supporting staff

Freelancers

1.12 The beauty care and hairdressing industries employed 2 704 freelancers at the time of the survey, most of whom worked at hairdressing salons (80.8%) followed by beauty care, health care and spa centres (12.8%) and nail salons (4.0%). Most freelancers were of craftsman level (96.8%). Of this, 1 884 were hair stylist (70%).

1.13 Principal jobs in the beauty care and hairdressing industries with the largest number of freelancers are listed in Table 1.4 below.

Table 1.4 Principal Jobs with the Largest No. of Freelancers

Principal Jobs with the Largest No. of Freelancers	No. of Freelancers	(%)	
1. Hair Stylist/Hairdresser	1 884	(69.7%)	91.6% of 2 704 freelancers
2. Hairdressing Assistant	246	(9.1%)	
3. Beautician/Beauty Therapist	225	(8.3%)	
4. Nail Artist/Therapist	121	(4.5%)	
Overall	2 704		

Remarks: [#]Excluding other supporting staff

Total Number of Employees

1.14 Based on the above manpower information on the beauty care and hairdressing industries, the total number of employees (including full-time, part-time employees and freelancers) by sector are shown in Table 1.5.

**Table 1.5 Total Number of Employees by Sector
(Including Full-time Employees, Part-time Employees and Freelancers)**

Sector	No. of Full-time Employees (%)	No. of Part-time Employees (%)	No. of Freelancers (%)	Total Number of Employees (%)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	298	115	16	429
Beauty Care, Health Care and Spa Centres	19 363	732	347	20 442
Hairdressing Salons	11 248	1 622	2 185@	15 055
Product Wholesale and Import/Export Companies	5 906	190	8	6 104
Product Retail Companies	12 445	734	39	13 218
Nail Salons	1 047	24	109	1 180
Total	50 307 (89.2%)	3 417 (6.1%)	2 704 (4.8%)	56 428 (100%)#

Remarks: # It may not be equal to 100% due to rounding of figures.

@ For those respondents (hairdressing salons) which did not employ any hairdressing freelancer on the reference date (1 April), additional freelancers would not be included in this manpower survey. Please be cautious to interpret the total number of freelancers in the hairdressing sector.

Employers' Forecasted Manpower Demand

1.15 Employers forecasted that there would be 50 786 full-time posts in the beauty care and hairdressing industries by April 2021, a mere decrease over 50 883 posts in April 2020.

Table 1.6 Employers' Forecasted Manpower Demand for 2021

No. of Full-time Employees (a)	No. of Vacancies (b)	Total No. of Posts (c = a + b)	Forecasted No. of Employees as of 2021 (d)	% Change of Forecasted No. of Posts Increased/Decreased (e = d – c)
50 307	576	50 883	50 786	-97

Remarks: Readers are alerted to interpret the manpower projection requirement with caution due to the global and local economic uncertainties imposed on the industry manpower situation as caused by the social unrest in 2019 and the outbreak of COVID-19 afterwards.

Preferred Education Level of Full-time Employees

1.16 It was found that job levels generally depended on the education level reached by the employees. A first degree was preferred for employees at the managerial level in the beauty care and hairdressing industries while diploma/certificate for employees at supervisory level; diploma/certificate or Form 4 to Form 7 education for employees at craftsman level; and Form 4 to Form 7 education for employees of operative/clerical.

Table 1.7 Preferred Education of Full-time Employees by Job Level

Job Level	Preferred Education of Full-time Employees
Managerial	First Degree (56.8%)
Supervisory	Diploma/ Certificate (79.8%)
Craftsman	Diploma/ Certificate (45.8%) Secondary 4 to 7 (42.6%)
Clerical/ Operative	Secondary 4 to 7 (73.8%)

Preferred Years of Experience of Full-time Employees

1.17 The survey showed that the preferred years of experience in general correlated with the job levels. Most employers in the beauty care and hairdressing industries preferred employees with 6 to 10 years or above experience for managerial level (67.6%); those with more than 3 years of experience for supervisory level (69.4%); those with up to 3 years of experiences for craftsman level (47.7%), and those with 1 to 3 years of experiences for operative/clerical level (70.5%).

Vocational Qualifications of Full-time Employees

1.18 Employers are generally inclined to recruit employees with various “international recognised certification and qualification”, compared to those with only Mainland or Hong Kong vocational certifications. International certification and qualification is preferred for employees at craftsman level (39.1%), managerial level (30.4%) and supervisory level (15.4%).

1.19 Vocational qualifications of full-time employees are listed in Table 1.8 below.

Table 1.8 Vocational Qualification of the Full-time Employees by Job Level

Vocational Qualifications	Vocational Qualification Attained by Employees			Preferred Vocational Qualification of Employees		
	Managerial Level	Supervisory Level	Craftsman Level	Managerial Level	Supervisory Level	Craftsman Level
Mainland China						
(a) National Occupational Qualification (China)	0.9%	1.0%	4.4%	0.5%	1.0%	3.3%
Local						
(b) Certificates issued by the VTC: :						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification)	10.1%	4.8%	8.9%	10.5%	9.5%	8.9%
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification)	0.9%	1.1%	7.4%	3.8%	2.3%	14.8%
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator)	3.2%	2.5%	3.3%	3.7%	2.6%	3.4%
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board	3.1%	2.1%	5.3%	3.9%	6.5%	7.0%
(d) Other Local Recognised Certificates of Training Courses / Professional Qualifications	3.7%	5.6%	16.6%	3.7%	5.6%	16.6%
Overseas						
(e) Other International Recognised Certificates of Training Courses / Professional Qualifications	30.4%	15.4%	39.1%	30.4%	15.4%	39.1%
Number of companies with such level of staff	902	3 208	8 148	902	3 208	8 148

Remarks: Percentage is calculated on the basis of the number of employee of the skill level concerned.

Examples of international recognized certifications/ professional qualifications include those certificates awarded by ITEC, CIBTAC, City & Guilds in the UK.

Examples of local recognised certifications/professional qualifications include those certificates/recognised professional qualifications awarded by local private institutions/recognised professions.

Turnover of Full-time Employees

1.20 In the past 12 months, the overall turnover rate in the beauty care and hairdressing industries was 7.0%, lower than that of 19.2% turnover rate in 2016. Among the skill job levels, a higher turnover rate (11.3%) was recorded for employees

at the operative/clerical level, whereas a larger number of employees of 1 914 was at craftsman level.

Table 1.9 Number of Employees Leaving and Turn-over Rate of Full-time Employees in the Past 12 Months by Job Level

Job Level	No. of Employees Leaving	Turnover Rate*
Managerial	48	2.0%
Supervisory	926	6.6%
Craftsman	1 914	7.5%
Clerical/ Operative	151	11.3%
Overall[#]	3 039	7.0%

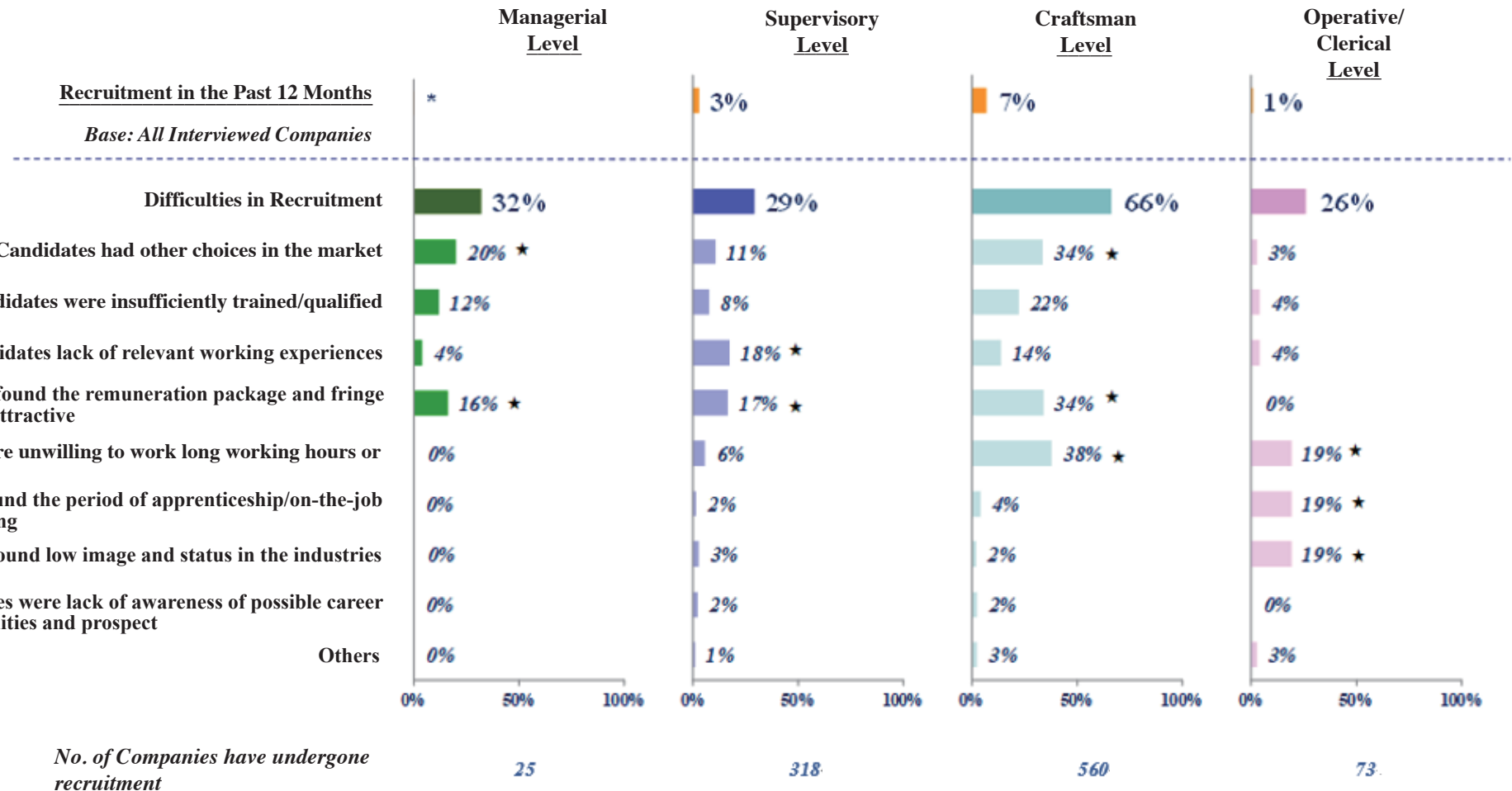
Remarks : *Turnover rate means the percentage represented by number of employees leaving over the total number of posts (number of full-time employees + number of full-time vacancies) in the companies
[#]Other supporting staff is excluded.

Recruitment Difficulties

1.21 For companies which were recruiting employees with relevant job levels in the past 12 months, 66% of the employers remarked that it was difficult to recruit employees at craftsman level. The main reasons were that the “candidates were unwilling to work long working hours or work on shifts” (38%) and the “candidates found the remuneration package and fringe benefits were not attractive enough” (34%).

1.22 According to the survey, the recruitment of employees at other job levels was relatively less difficult (26% to 32%).

Chart 1.4 Difficulties Encountered in Recruitment in the Past 12 Months by Job Level



Remarks:

1. The percentage is calculated based on the number of companies that have undergone recruitment in the past twelve months.
2. Companies can choose more than one type of recruitment difficulties, and the recruitment difficulties encountered by more companies in each level are marked with “★”.

Training Planned to be Provided by Employers in the Next 12 Months

1.23 Among the job levels listed in Table 1.10, employers in the beauty care and hairdressing industries planned to provide 4 types of most essential training in the next 12 months.

**Table 1.10 Training Provided to Employees
in the Next 12 Months by Job Level**

Ranking	Managerial Level	Supervisory Level	Craftsman Level	Operative/Clerical Level
1	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Store Operations	Customers Services and Complaint Handling	
2	Facilitation skills/ People Relationship Management	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Store Operations	Beauty Care and Body Care (Product and Equipment Application)
3	Store Operations	Customers Services and Complaint Handling	Beauty Care and Body Care (Product and Equipment Application)	Store Operations
4	Customers Services and Complaint Handling	Facilitation skills/ People Relationship Management	Beauty Health Care (Product and Equipment Application)	

A. Manpower Analysis

Manpower Changes between 2016 and 2020

1.24 The overall manpower of the beauty care and hairdressing industries rose from 54 519 employees in 2016 to 56 428 employees in 2020 (an increase of 1 909, or an average increase of 0.9% per year) as shown in Figure 1.5. Among which, part-time employees recorded the largest increase (average increase of 8.4% per year). On

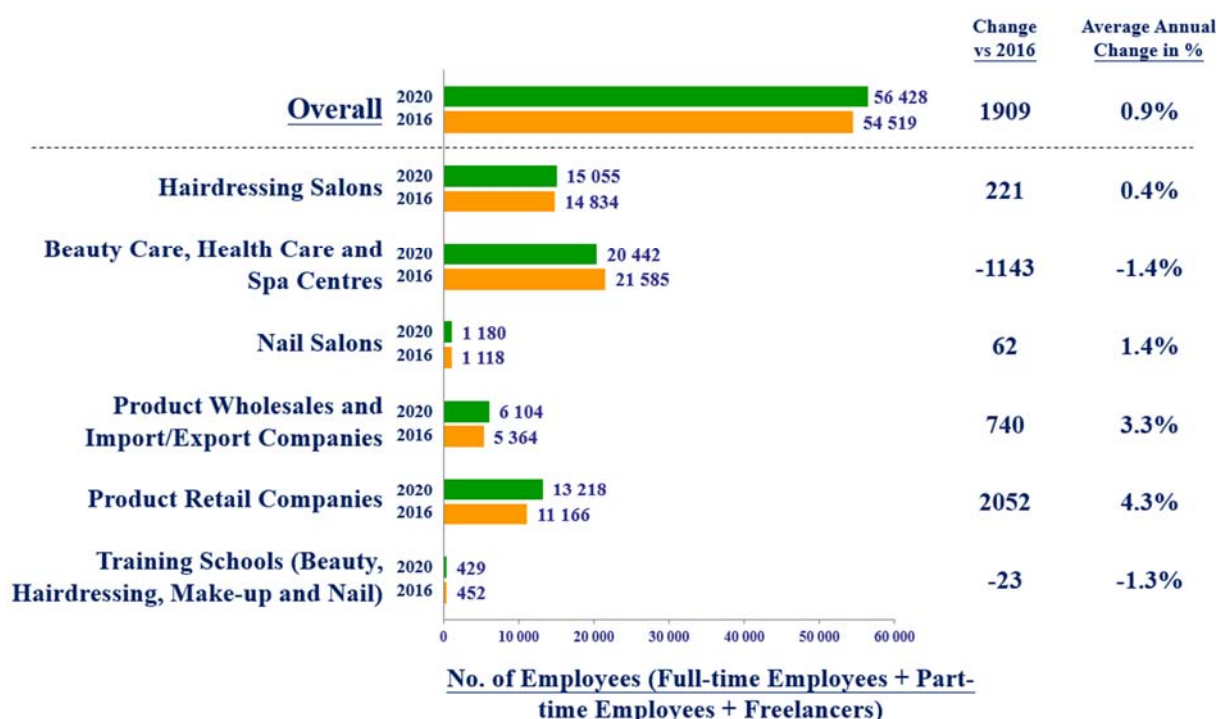
the contrary, full-time vacancies and trainees/apprentices recorded significant decrease (an average annual decrease of 34.9% and 17% respectively per year).

Chart 1.5 Manpower Changes between 2016 and 2020
(No. of Vacancies of Full-time Employees, Part-time Employees, Freelancers and Trainees/Apprentices)



1.25 As shown in Chart 1.6, overall manpower at various sectors of the beauty care and hairdressing industries slightly rose from 54 519 employees in 2016 to 56 428 employees in 2020 (an increase of 1 909 employees, or an average of 0.9% per year). However, the number of employees of beauty care, health care and spa centres and training schools (beauty, hairdressing, make up and nail) decreased by 1.4% per year (a decrease of 1 143 employees) and 1.3% (a decrease of 23 employees) respectively. On the contrary, the manpower of the other 4 sectors recorded an increase of 0.4% to 4.3%, among which product retail companies marked the highest increase (4.3%, or an increase of 2 052 employees). Product wholesalers and import/export companies comes next (3.3%, an increase of 740 employees).

Chart 1.6 Changes in the Total Number of Employees in the Beauty and Hairdressing Industries in 2016 and 2020 by Sector



Business Outlook

The Impact of New Coronavirus Epidemic

1.26 Since March 2020, the COVID-19 pandemic has spread rapidly to most parts of the world, bringing a full blow to the global and local economy. According to the Third Quarter Economic Report 2020², the Hong Kong economy improved slightly in the third quarter of 2020 but the domestic demand remained weak. The Census and Statistics Department announced earlier that retail sales for September 2020 recorded a year-on-year decline of 12.9%, in particular the sales of “pharmaceuticals and cosmetics” dropped by 45.9%³. To ease the financial damages caused by the pandemic, the government set up the “Anti-Epidemic Fund” and launched the “Employment Support Scheme”, which aimed to stabilize the economy and safeguard people’s livelihood. To curb the spread of the disease, the government implemented strict measures such as “social gathering ban” and ordered thrice the closure of beauty care centres/nail salons and massage establishments. With the fourth wave of the epidemic and the suspension of the “Employment Support Scheme” in November, it is expected that enterprises might lay off employees and the labour market would further deteriorate, and the local

² Third Quarter Economic Report 2020 (November 2020)

Third Quarter Economic Report 2020 (hkeconomy.gov.hk)

³ Provisional Statistics of Retail Sales for September 2020 (November 2020)

Press Release (2 November 2020): Provisional Statistics of Retail Sales for September 2020 (censtatd.gov.hk)

economy is still facing uncertainties.

“New Normal” - Industry Digitalisation

1.27 Impacted by the pandemic, a number of industries (including beauty care and hairdressing industries) began exploring the new models of operation and development under the “new normal”, particularly in products promotion, supply chain, operational costs and the changes of customer experience. Various transitional measures including the switch to digitisation were taken by different sectors of the beauty care and hairdressing industries. During the pandemic, the product retail sector had encountered the most severe impact, accelerated digital transformation. Some large enterprises had strengthened the use of big data to analyse and forecast customer consumption patterns. Besides, they had introduced more artificial intelligence and expanded reality technologies to develop applications so as to provide customers with different experiences and more "personalised" beauty and hairdressing products and services (such as skin, hair or scalp testing services, etc.). In addition, more and more enterprises cooperated with key opinion leaders (KOL)/YouTubers to promote their products. Some retailers even encouraged or required their frontline staff (such as beauty consultants) to conduct regular live broadcasts or arrange videos via smartphones to introduce and promote products as well as answer inquiries of customers in real time. This practice will not only enhance the interaction with customers, but also sustain its business growth. The product retail and wholesale sectors had increased the use of e-commerce, social media (like Facebook, Instagram, WhatsApps and WeChat) and online shopping platforms (like HKTV Mall, T-Mall, Jingdong, Alibaba, etc.) to promote and sell their products; and work with online live video platforms (like Big Big Channel) to execute the direct sale of products.

1.28 Moreover, the pandemic caused beauty care exhibition organisers (like Cosmoprof Asia) to move their exhibitions online (e.g. Digital Week). Such new transaction mode allowed overseas buyers and exhibitors to conduct business transactions through online platforms, yet diminished physically catch-up. Product wholesalers have to face and solve technical problems to reach their potential customers through this online trading platform.

1.29 As beauty care centres were required thrice by the government to cease operations during the pandemic, more and more beauty care centres began to approach their customers through various means. For instance, they start to strengthen the sales of skin care products through online platforms or websites, require their beauty consultants/beauticians to provide skin consultation services and recommend suitable beauty care solutions through the video function of smartphones. Some large-scale

beauty care chains group provided online appointment service for beauty treatments. Options are opened for customers on regions, designated doctors or beauticians to provide them with different beauty services.

1.30 During the epidemic, there is a decreasing demand for various hairdressing services. To attract more customers and expand their businesses in the long run, there is a continuous major trend for hairdressing practitioners (i.e. hairdressers and technicians) to take photos, do video shooting and upload their hairdressing modeling exhibits to social media platforms for publicity and promotion.

Development for New Hairdressing Services

1.31 In recent years, the development of hair and scalp care and anti-aging care services is expanding. Such services supported by relevant products and equipment are mainly provided by beauty care salons or beauty care groups. As the market is still in the developing stage, the public has limited knowledge about the products and services. In this connection, it has not been able to attract young people to join this sector.

A New Workforce Joining the Beauty Care Industry

1.32 The aviation industry is the hardest hit in the pandemic that caused to massive layoffs. Individual non-profit making organisation in the beauty care industry had offered medical beauty professional certificate courses to affected flight attendants so that they can master new skills for career transformation. A number of flight attendants had undergone transformation and devoted themselves to the beauty care industry. For example, they purchased beauty equipment and received professional training, then start to provide beauty treatment services by renting commercial units or cooperating with beauty care salons. With the low entry barriers in the beauty care industry and good customer service skills of flight attendants, the industry members expect that it could attract more flight attendants to join the beauty care industry. This potential new workforce would help the sustainable manpower development of the beauty care industry.

Manpower Projection and Annual Additional Training Requirements

1.33 To estimate the annual additional manpower requirement for the next few years, the manpower trends and the numbers of employees leaving the sectors (“wastage rate”⁴) were taken into consideration and the figures are projected by applying statistical

⁴ “Wastage rate” refers to the employees leaving the beauty care and hairdressing industries due to career change, retirement, emigration and other reasons.

formulae. The estimated Annual Additional Manpower Requirement of each sector is shown in Table 1.11 below. Based on the results, most of the additional manpower demand is expected to be in hairdressing salons.

**Table 1.11 Annual Additional Manpower Requirements by Sector
from 2021 to 2024**

Sector	Wastage Rate	Estimated Annual Additional Manpower Requirement [#]		
		Expected Manpower Trend (a)	Turnover (b)	Total (a) + (b)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	4.7%	-2	18	16
Beauty Care, Health Care and Spa Centres	2.6%	-309	462	153
Hairdressing Salons	3.2%	-89	464	375
Product Wholesale and Import/Export Companies	4.8%	-62	196	134
Product Retail Companies	2.2%	-88	237	149
Nail Salons	1.0%	-4	11	7
Overall	-	-554	1,388	834

Remarks: [#] Excluding other supporting staff

Recommendations

1.34 The key recommendations to stakeholders concerning the manpower and training needs are highlighted below:

Government

- (a) Assist the beauty care and hairdressing industries in reshaping the positive image of the industries and defining its direction for future development including to establish/recognise the professional qualifications and the legitimate scope of works of practitioners to facilitate implementation of quality services within beauty care and hairdressing industries.
- (b) Subsidise beauty and hairdressing practitioners to receive training new technologies such as digital literacy and artificial intelligence for skill upgrading.

- (c) Strengthen the promotion of vocational and professional education (VPET) to various stakeholders such as secondary school students, parents and teachers.
- (d) Formulate policies for recruiting, retaining and upskilling of manpower resources such as new immigrants and housewives and at the same time consider the concerns of social issues by stakeholders. For examples, it should collaborate with the industry by arranging industry seminars so as to understand latest industries developments.

Training Providers

- (e) Training institutions should strengthen the collaborations with industries by:
 - ◆ Providing more interdisciplinary internship opportunities for students to nurture their employability for future.
 - ◆ Optimising the VPET and dual-track training systems continuously and applying workplace learning and assessment to facilitate students' learning in the authentic working environments (e.g. beauty care salons, hairdressing salons, product retailers, etc.)
 - ◆ Arranging industry seminars and visits to beauty care and hairdressing salons so as to understand the latest industries developments, exact work requirements and their expectations of the industries.
 - ◆ As an additional direction for career development and equip them to become professional hair care consultants, encouraging and recruiting current hair stylists or those who have studied the hairdressing courses to join the "hair and scalp care" sector.
- (f) Apply education technology such as virtual reality (VR) and augmented reality (AR) to engage students' learning and arouse their interest to the industries in the new era of digitalization.
- (g) Provide training programmes in emerging technology covering digital literacy, digital marketing through websites, social media, mobile apps and other electronic platforms, promotion through key opinion leaders (KOL), online store operation, and photography and film production to cater for the new trend of digital transformation for the industries.
- (h) Provide flexible and creative training programs and arrangements for practitioners, such as online or bite-sized training for lifelong learning and upskilling.

Employers

- (i) Offer attractive remuneration package, enhance job satisfaction and increase job autonomy to retain and nurture the younger generation. The management should also strengthen communication with cross-generation employees through networking or team building activities in order to understand their thoughts and needs and facilitate business development and participation.
- (j) Provide young employees a clear picture of the career prospect, quick career promotion pathways and personal career development in the industries for better understanding of the working environments and career planning.
- (k) Render staff training in developing multi-dimensional skills for flexible manpower deployment under the fast-changing business environment.
- (l) Offer mentorship programmes for young employees on the importance of values, integrity and professional ethics.
- (m) Make use of the funding schemes provided by the Government such as the "Reindustrialization and Technology Training Program" for value-added purposes of companies and employees.

Employees

- (n) Adopt an attitude of self-upgrading to acquire the latest industry knowledge (such as strengthening the understanding of customer experiences, customer service and sales technique, digital media and marketing strategy skills, scalp care knowledge and skills, etc.). To enhance their competitiveness, they should improve their communication skills with employers and customer and establish a good working attitude.
- (o) Make use of the subsidies of different schemes provided by the Government such as "Recognition of Prior Learning", "New Skills Upgrading Scheme" etc., for lifelong learning and career development.

II. Introduction

A. Background

2.1 The Beauty Care and Hairdressing Training Board (Training Board) of the Vocational Training Council (VTC) is appointed by the HKSAR Government to analyse the manpower situation and training needs of the beauty care and hairdressing industries. The Training Board comprises members nominated by major trade associations, trade unions, professional bodies, educational and training institutions and government departments. In addition, the Working Party on Manpower Survey in Beauty Care, Cosmetics and Hairdressing (Working Party) is formed by the Training Board to take charge of the survey. The membership and terms of reference are listed in *Appendices 1, 2 and 3*.

2.2 The manpower survey is conducted every four years starting from 2020, followed by two periodic manpower updates through focus group and desk research to better reflect the changing trends of the technical manpower situation. This manpower survey mainly focused on analysis of technical manpower, which refers to the personnel who are employed in the principal jobs of the beauty care and hairdressing industries to apply the industrial knowledge and technical skills required to complete the work assigned.

2.3 Data of the beauty care and hairdressing manpower survey was collected from April to June 2020, with the reference date on 1 April 2020. This report presents the survey findings and analysis of the latest manpower situation of the industries and proposes recommendations on the manpower development to the different stakeholders of the industry, including employers, employees and training providers, by making reference to the business outlook.

B. Objectives

2.4 The objectives of this manpower survey are:

- (a) To collect up-to-date manpower information by the principal jobs by level by sector in the industries;
- (b) To assess the industries' technical manpower situation;
- (c) To forecast training requirements in the near future; and
- (d) To recommend to the VTC and relevant stakeholders the development of training strategies to meet the needs.

C. Survey Coverage

2.5 The survey adopts the “stratified random sampling method” to carry out the fieldwork. A total of 1 076 establishments were selected from the 10 814 establishments of the industries recorded on the central registrar of the Census and Statistics Department (C&SD) for this survey. The sectors of the industries covered in the survey are shown as follow:

- I. Training Schools (Beauty, Hairdressing, Make-up and Nail);
- II. Beauty Care, Health Care and Spa Centres;
- III. Hairdressing Salons;
- IV. Product Wholesale and Import/Export Companies;
- V. Product Retail Companies;
- VI. Nail Salons

2.6 Of the total 1 076 sampled establishments, 64 were from the training schools, 404 from the beauty, health care, spa centres and nail centres, 279 from hairdressing salons, 148 from product wholesale and import/export companies and 181 from the products retail companies.

III. Methodology

A. Sample Design

3.1 The Beauty Care and Hairdressing Training Board (Training Board) designed a sampling plan for this manpower survey. To ensure representativeness of the samples, the Training Board adopted the stratified random sampling method. Based on the Hong Kong Standard Industrial Classification list from the Census and Statistics Department of the HKSAR Government (C&SD), there were 10 841 establishments in the beauty care and hairdressing industries and a total of 1 076 establishments were selected for the survey. The detailed sampling plan is at *Appendix 10*.

B. Questionnaire Design

3.2 The questionnaire designed for the survey comprised of two parts. Part I collected quantitative manpower information by job levels and by principal jobs, and Part II collected supplementary information related to manpower situation. The list of principal jobs was defined by the Training Board with detailed job descriptions given for each job, and the jobs in the beauty care and hairdressing industries were classified in five job levels as follows:

- I. Managerial;
- II. Supervisory;
- III. Craftsman;
- IV. Clerical/Operative; and
- V. Other Supporting Staff

3.3 While job titles adopted in the establishments might vary with the descriptions of the principal jobs, respondents were required to provide manpower information corresponding to the job descriptions and the skill levels of the principal jobs. The definition of terms and the survey documents including a sample questionnaire, explanatory notes and job descriptions for the principal jobs are provided in *Appendices 4 and 5*.

C. Data Collection

3.4 Impacted by the pandemic, data collection was postponed and carried out between April and June 2020. At the time of the survey, a pack of survey documents was given to each sampled establishment, which included the cover letter, questionnaire, explanatory notes and description for principal jobs. The respondents of the establishments were asked to provide manpower information of their establishment at the time of the survey with the reference date on 1 April 2020. During the fieldwork period, enumerators assisted the respondents to complete the questionnaire through phone calls or on-site visits.

3.5 Various measures were taken to assure the quality of the data collection process. These included prior fieldwork preparation, training of fieldwork staff, monitoring of the fieldwork execution, measures to increase the response rate, checking of the completed questionnaires, double data entry and validation of the collected data. The details of quality control measures are shown in *Appendix 6*.

3.6 As fieldwork was conducted during the COVID-19 pandemic, views were also collected through phone interview from industries' experts of different branches in August 2020 on the impact of COVID-19 pandemic to the industries. This supplemented the part on business outlook and provided further reference in making recommendations relating to manpower and training needs for the industry.

D. Data Analysis

3.7 Among the 10 814 valid sampled establishments, 1 076 (including 64 supplementary samples) were successfully enumerated, giving an effective response rate of 93.2%. Taking into account the satisfactory response rate of individual branches, the satisfactory response rate from a majority of prominent and sizeable establishments, and the grossing-up of sample results based on the statistically-grounded method, it could be concluded that the survey findings presented in this report contributed to a significant level of representativeness of the sector. The response profile is shown in *Appendix 7*.

E. Manpower Projection Methodology

3.8 The Training Board adopted Adaptive Filtering Method which rested on the weighted averages of historical data for projecting manpower demand of the beauty care

and hairdressing industries. Taking consideration of the historical manpower data with heavier weighting given to the recent data, market trends in a longer term, developments of the industry and other socio-economic determinants, the Training Board decided on the manpower projection of all job levels for the period from 2021 to 2024. Details of the manpower projection methodology is shown in *Appendix 8*.

F. Limitations

3.9 Since the reference date (changed from 17 January to 1 April) and overall design of the questionnaires (including update of prominent principal job titles) were different from those of previous manpower reports, no comparison with previous manpower survey report was available.

3.10 With regard to the manpower situation of the hairdressing sector, it is relatively common for hair stylists to work as freelancers at hairdressing salons. For those respondents (hairdressing salons) which did not employ any hairdressing freelancers on the reference date (1 April), additional number of freelancers would not be included in this manpower survey report. Therefore, readers are then cautious in interpreting the total number of employees of the hairdressing sector.

3.11 Since there was a time lag between the manpower survey and the publication of the manpower survey report, the economic conditions of Hong Kong might have changed, while the beauty care and hairdressing industries might have also experienced cyclic changes. Therefore, there might be discrepancy between the results of the manpower survey and the actual conditions at the time the manpower report was released.

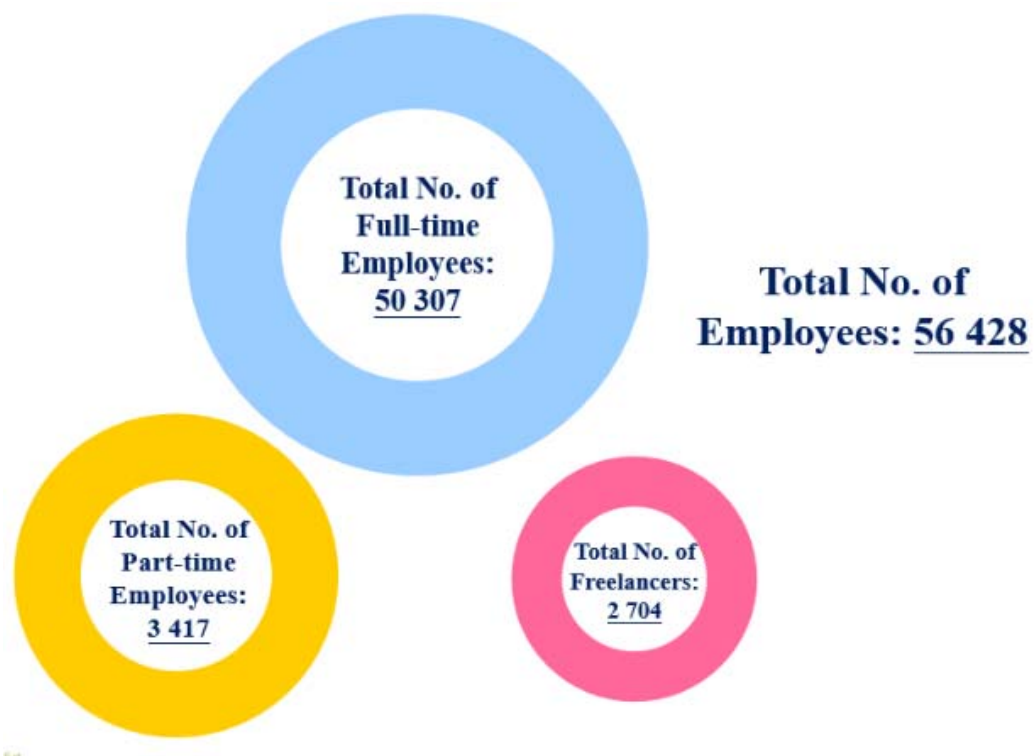
3.12 This manpower survey adopted a scientific method in sampling from the beauty care and hairdressing industries for data collection purpose. Hence, the statistics derived from the manpower survey was subject to sampling error.

IV. Findings

A. Manpower Information

4.1 At the time of the survey, there were 56 428 employees in the beauty care and hairdressing industries, including 50 307 full-time employees, 2 704 freelancers and 3 417 part-time employees.

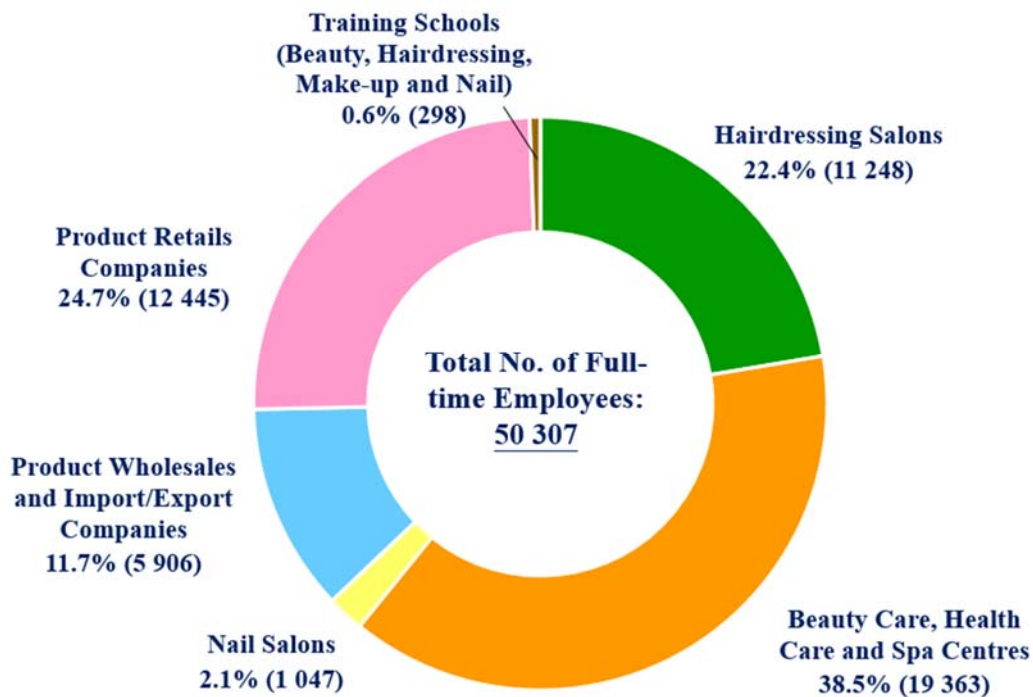
Chart 4.1 Total Number of Employees



B. Full-time Employees

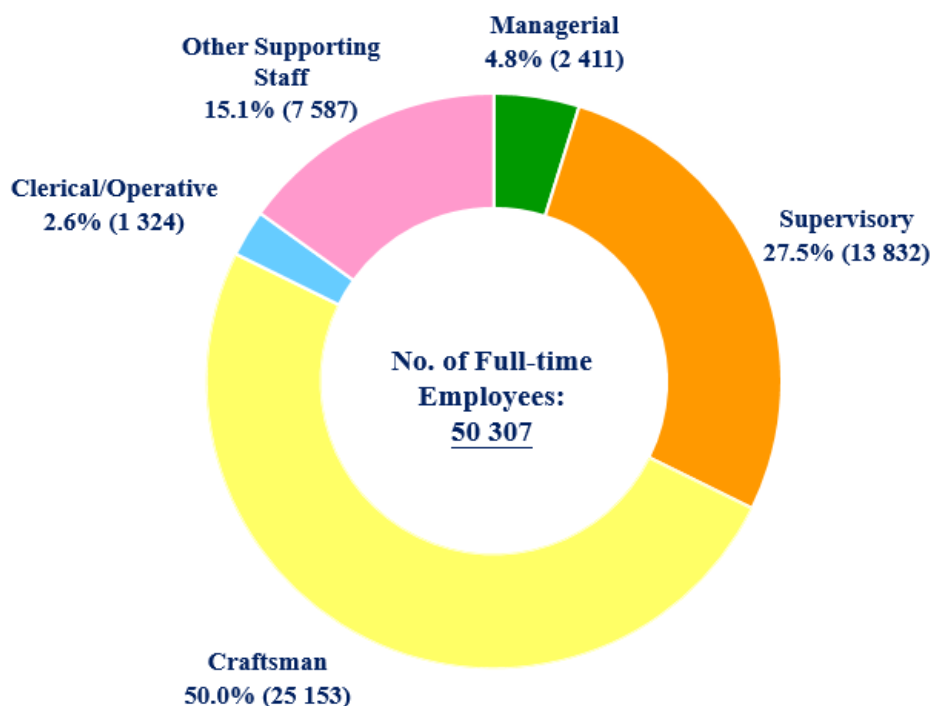
4.2. Among the 50 307 full-time employees, the majority of the employees worked for beauty care, health care and spa centres (38.5%), 24.7% in product retail companies, 11.7% in product wholesale and import/export companies, 2.1% in nail salons and 0.6% in training schools (beauty, hairdressing, make up and nail).

Chart 4.2 Distribution of Full-time Employees by Sectors



4.3 With regards to job levels, about 50% of the full-time employees were of craftsman level, 27.5% of supervisory level, 15.1% of other supporting staff level, 4.8% of managerial level and 2.6% of operative/clerical level.

Chart 4.3 Distribution of Full-time Employees by Job Level



4.4 The prominent principal jobs in the beauty care and hairdressing industries are shown in Table 4.1 below.

Table 4.1 Prominent Principal Jobs

Prominent Principal Jobs	No. of Full-time Employees	(%)	
1. Beautician / Beauty Therapist	11 592	(23.0%)	52.7% of 50 307 full-time employees
2. Hairdressing Assistant	7 874	(15.7%)	
3. Beauty Advisor (Counter)	7 060	(14%)	
Overall[#]	50 307		

4.5 The survey showed that among employees of various job levels in different sectors, over 70% full-time employees were of craftsman level, working for hairdressing salons (91.6%), nail salons (95.0%) and beauty care, health care and spa centres (71.5%). Over 60% of the full-time employees were of supervisory level, working for product retail companies (71.5%), training schools (beauty, hairdressing, make-up and nail) (67.1%) and product wholesale and import/export companies (45.5%).

**Table 4.2 Number of Full-time Employees
(by Sector and by Job Level)**

	Training Schools (Beauty, Hairdressing, Make-up and Nail)	Beauty Care, Health Care and Spa Centres	Hairdressing Salons	Product Wholesale, Import/Export Companies	Product Retail Companies	Nail Salons	Total
Managerial	49 [16.4%]	960 [5.0%]	193 [1.7%]	700 [11.9%]	499 [4.0%]	10 [1.0%]	2 411 [4.8%]
Supervisory	200 [67.1%]	1 866 [9.6%]	152 [1.4%]	2 685 [45.5%]	8 897 [71.5%]	32 [3.1%]	13 832 [27.5%]
Craftsman	- [-%]	13 849 [71.5%]	10 307 [91.6%]	- [-%]	2 [*%]	995 [95.0%]	25 153 [50.0%]
Clerical/Operative	- [-%]	279 [1.4%]	- [-%]	596 [10.1%]	449 [3.6%]	0 [0%]	1 324 [2.6%]
Other Supporting Staff	49 [16.4%]	2 409 [12.4%]	596 [5.3%]	1 925 [32.6%]	2 598 [20.9%]	10 [1.0%]	7 587 [15.7%]
Overall	298 [100.0%]	19 363 [100.0%]	11 248 [100.0%]	5 906 [100.0%]	12 445 [100.0%]	1 047 [100.0%]	50 307 [100.0%]

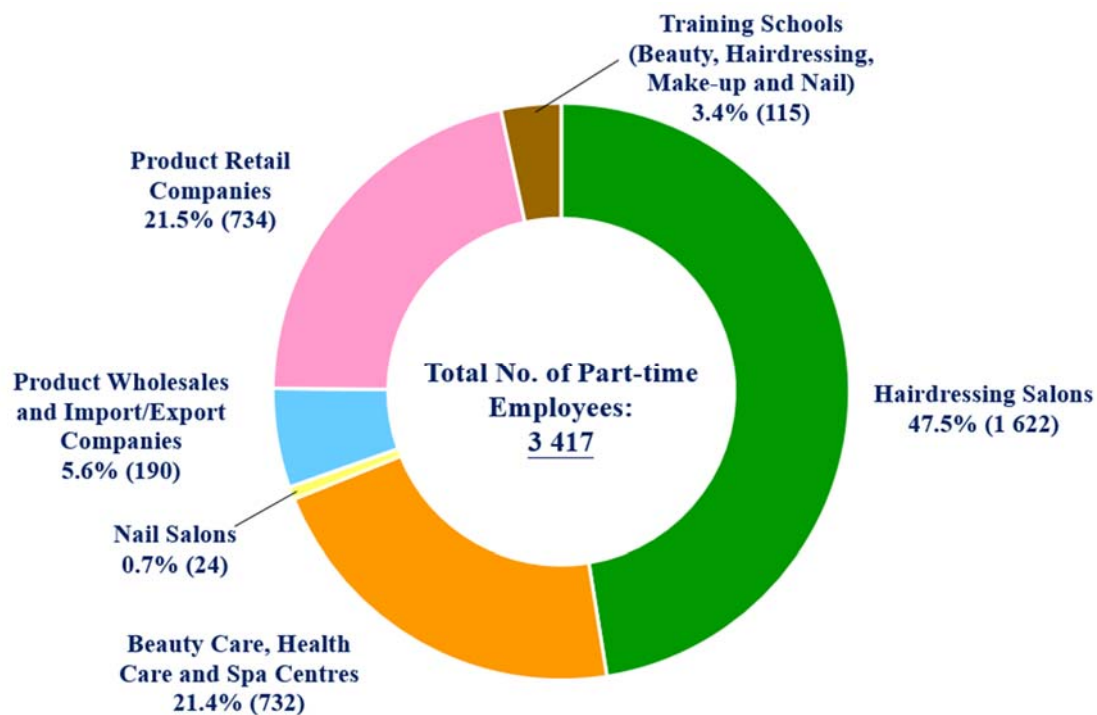
Remarks : “-” This job level is not applicable in the sector

“*” Less than 0.05%

C. Part-time Employees

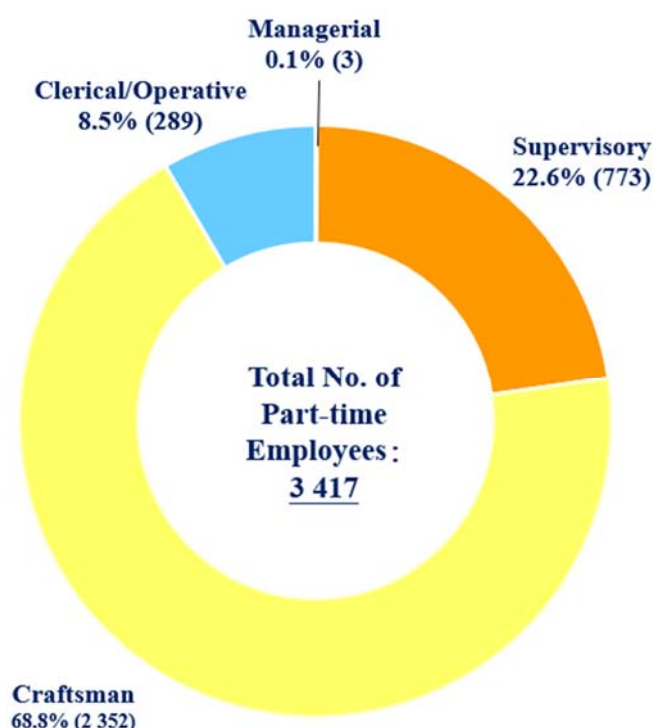
4.6 At the time of the survey, there were 3 417 part-time employees in the beauty care and hairdressing industries, of which 47.5% worked at hairdressing salons, 21.5% at product retail companies, 21.4% at beauty care, health care and spa centres, 5.6% at product wholesale and import/export companies, 3.4% at training schools (beauty, hairdressing, make up and nail) and 0.7% at nail salons.

Chart 4.4 Distribution of Part-time Employees by Industry Category



4.7 Classified by job levels, most part-time employees were of craftsman level (68.8%) followed by supervisory level (22.6%).

Chart 4.5 Distribution of Part-time Employees by Job Levels



4.8 Principal jobs with the largest number of part-time employees in the beauty care and hairdressing industries are listed in Table 4.3 below. °

Table 4.3 Principal Jobs with the Largest No. of Part-time Employees

Principal Jobs with the Largest No. of Part-time Employees	No. of Part-time Employees	(%)	
1. Hairdressing Assistant	1 186	(34.7%)	74.7% of 3 417 Part-time Employees
2. Beautician / Beauty Therapist	501	(14.7%)	
3. Beauty Advisor (Counter)	477	(14%)	
4. Hair Stylist/Hairdresser	389	(11.4%)	
Overall[#]	3 417		

Remarks: [#]Excluding other supporting staff

D. Freelancers

4.9 Among the 2 704 freelancers, the majority worked at hairdressing salons (80.8%) followed by beauty care, health care and spa centres (12.8%) and nail salons (4.0%). In addition, most of the freelancers were of craftsman level (96.8%), of which most of them were hair stylists (1 884 or 70%).

Chart 4.6 Distribution of Freelancers by Sector

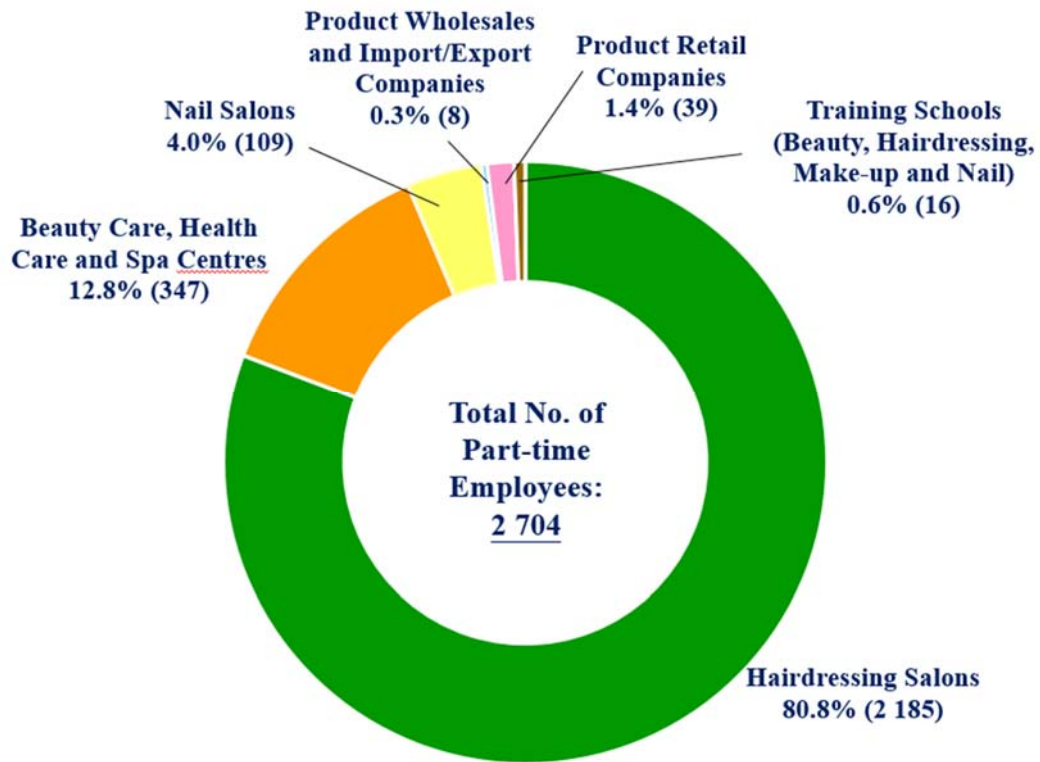
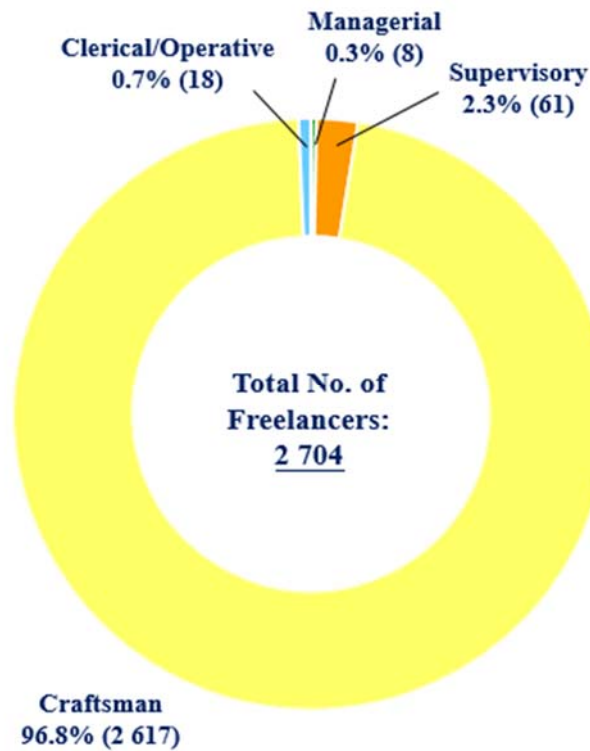


Chart 4.7 Distribution of Freelancers by Job Level



4.10 Principal jobs in the beauty care and hairdressing industries with the largest number of freelancers are listed in Table 4.4 below.

Table 1.4 Principal Jobs with the Largest No. of Freelancers

Principal Jobs with the Largest No. of Freelancers	No. of Freelancers	(%)	
1. Hair Stylist/Hairdresser	1 884	(69.7%)	91.6% of 2 704 freelancers
2. Hairdressing Assistant	246	(9.1%)	
3. Beautician/Beauty Therapist	225	(8.3%)	
4. Nail Artist/Therapist	121	(4.5%)	
Overall	2 704		

Remarks: [#]Excluding other supporting staff

E. Major Job Posts with A High Proportion

4.11 Job posts with the largest number of full-time employees, part-time employees and freelancers in the beauty care and hairdressing industries are listed in Table 4.5 below:

Table 4.5 Job Posts with the Largest Number of Employees

Sector	Job Posts with the Largest No. of Employees*	Percentage of Employees in the sectors [#]
Training Schools (Beauty, Hairdressing, Make-up and Nail)	• Training Officer/Instructor (Beauty/Make up/Nail)	65.0%
	• Training Officer/Instructor (Hairdressing)	22.1%
Beauty Care, Health Care and Spa Centres	• Beautician/Beauty Therapist	68.3%
	• Body Therapist	10.4%
Hairdressing Salons	• Hair Stylist/ Hairdressers	70.2%
	• Hairdressing Assistant	25.0%
Product Wholesale and Import/Export Companies	• Sales Representative/Executive	52.0%
	• Promoter	12.6%
Product Retail Companies	• Beauty Advisor (Counter)	68.4%
	• Shop Supervisor	12.5%
Nail Salons	• Nail Artists/Therapist	96.1%

Remarks: *Percentage is calculated on the basis of the total number of full-time employees, part-time and freelancers (excluding other supporting staff)

4.12 The prominent principal jobs in the beauty care and hairdressing industries are listed in Table 4.6 below.

Table 4.6 Prominent Principal Jobs

Prominent Principal Jobs	No. of Employees* (%)		
1. Beautician / Beauty Therapist	12 318	(25.2%)	73.8% of 48 841 employees
2. Hair Stylist/Hairdresser	10 147	(20.8%)	
3. Beauty Advisor (Counter)	7 565	(15.5%)	
4. Hairdressing Assistant	3 608	(7.4%)	
5. Sale Representative/Executive	2 394	(4.9%)	
Overall	48 841 (Excluding Other Supporting Staff)		

Remarks: *Number of employees includes the number of full-time employees, part-time employees and freelancers.

Percentage is calculated on the basis of the total number of full-time employees, part-time employees and freelancers (excluding other supporting staff).

F. Total Number of Employees

4.13 Derived from the above manpower information of the beauty care and hairdressing industries, the total number of employees (including full-time employees, part-time employees and freelancers) from different sectors are shown in Table 4.7 below:

**Table 4.7 Total Number of Employees by Sector
(Including Full-time Employees, Part-time Employees and Freelancers)**

Sector	No. of Full-time Employees (%)	No. of Part-time Employees (%)	No. of Freelancers (%)	Total No. of Employees (%)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	298	115	16	429
Beauty Care, Health Care and Spa Centres	19 363	732	347	20 442
Hairdressing Salons	11 248	1 622	2 185 [@]	15 055
Product Wholesale and Import/Export Companies	5 906	190	8	6 104
Product Retail Companies	12 445	734	39	13 218
Nail Salons	1 047	24	109	1 180
Total	50 307 (89.2%)	3 417 (6.1%)	2 704 (4.8%)	56 428 (100%) [#]

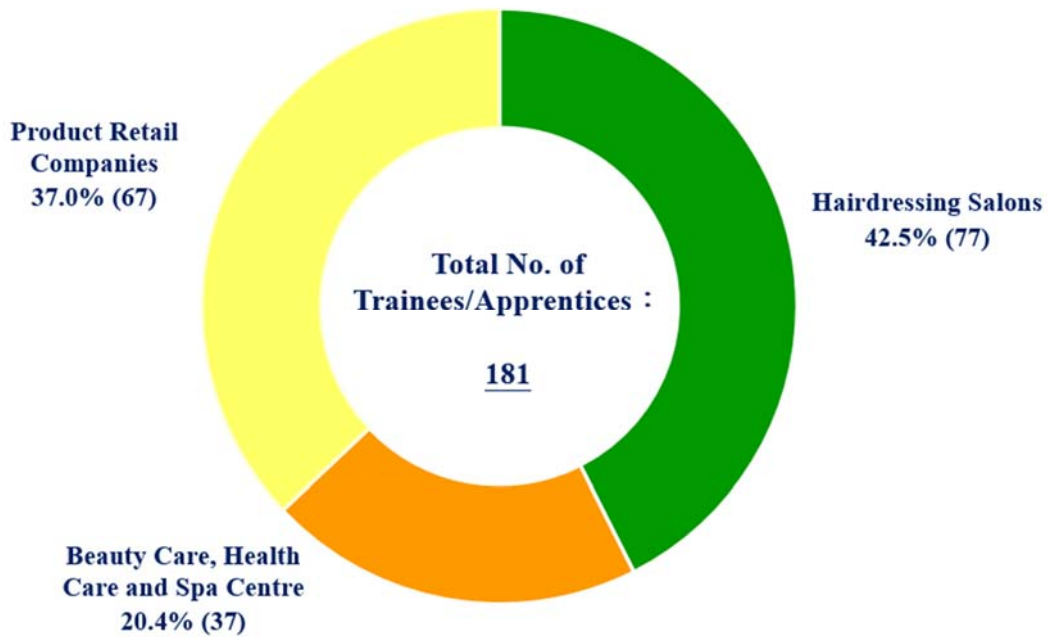
Remarks : [#] It may not be equal to 100% due to rounding of figures.

[@] If the respondent hairdressing salon did not employ any hairdressing freelancer on the reference date (1 April), it was possible that the number of other additional freelancers was not included in this survey. Please be cautious when interpreting the total number of freelancers in the hairdressing sector.

G. Trainees/Apprentices

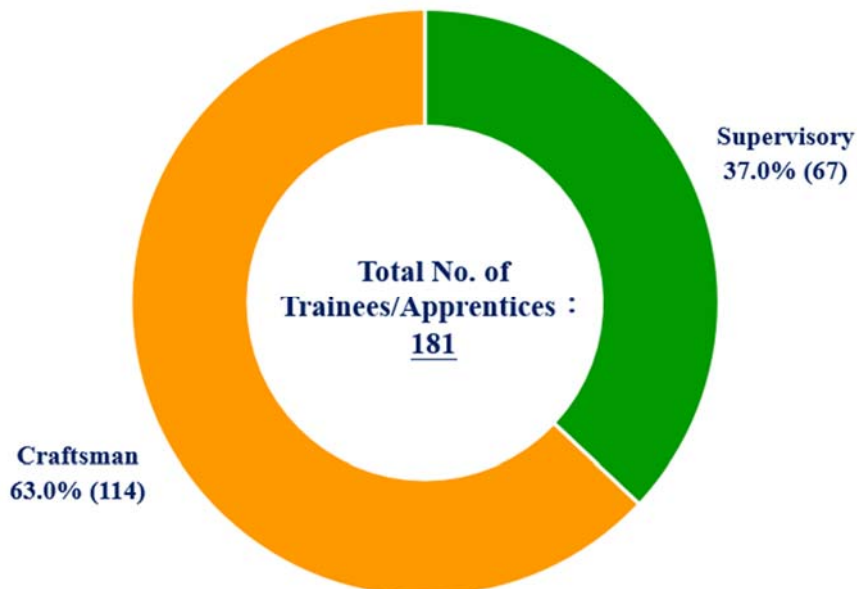
4.14 Among the 181 trainees/apprentices, the majority worked for hairdressing salons (42.5%) and product retail companies (37.0%), and next comes beauty care/health care centers and spa centres (20.4%).

Chart 4.8 Distribution of Trainees/Apprentices by Sector



4.15 By job levels, trainees/apprentices were mainly of craftsman level (63.0%), and the rest of supervisory level (37.0%).

Chart 4.9 Distribution of Trainees/Apprentices by Job Level



4.16 Principal jobs with the largest number of trainees/apprentices in the beauty care and hairdressing industries are listed in Table 4.8 below.

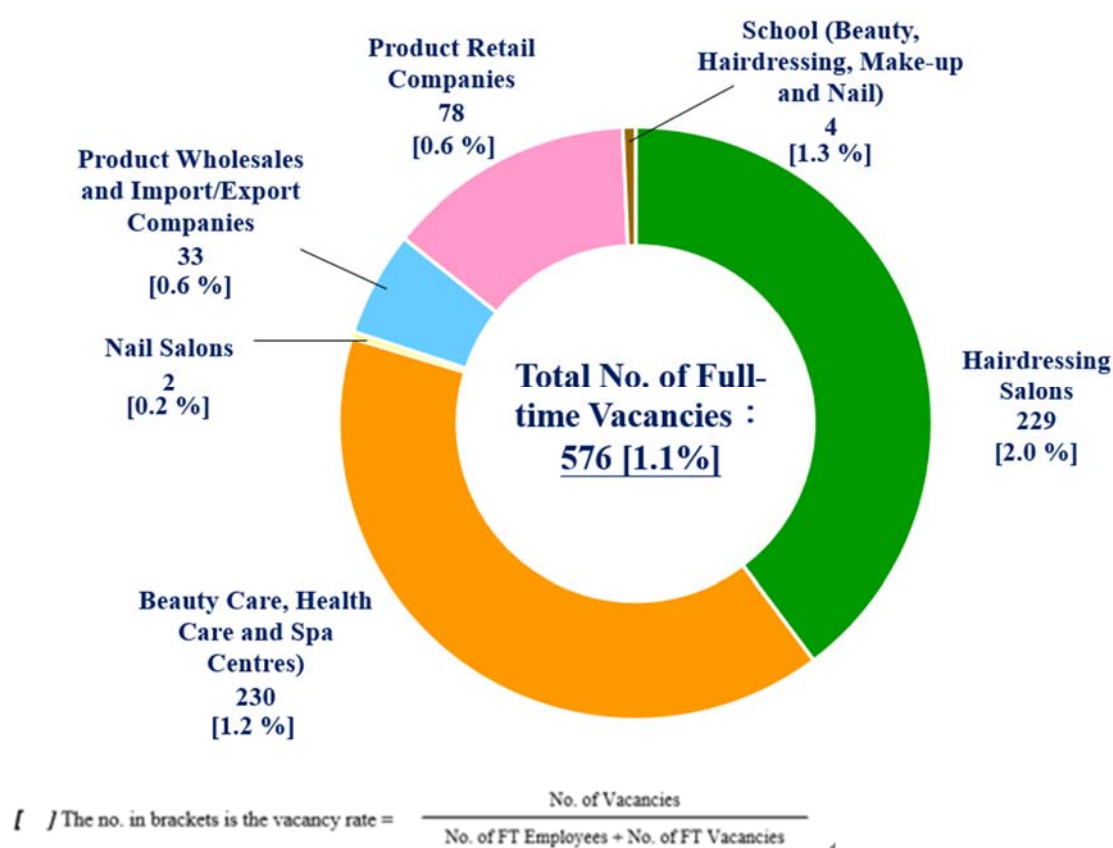
Table 4.8 Principal Jobs with the Largest No. of Trainees/Apprentices

Job Posts with the Most Number of Trainees/Apprentices	No. of Trainees/ Apprentices (%)		
1. Beauty Advisor (Counter)	67	37.0%	86.7% of 181 Trainees/Apprentices
2. Hair Stylist/Hairdresser	53	29.3%	
3. Beautician / Beauty Therapist	37	20.4%	
Overall	181		

H. Vacancies

4.17 At the time of survey, the job vacancies in the beauty care and hairdressing industries was 576, representing 1.1% of the total number of vacancies of the industries. Most of the job vacancies were found in beauty care, health care and spa centres (230) and hairdressing salons (229). The vacancy rate of hairdressing salons was relatively high (2.0%).

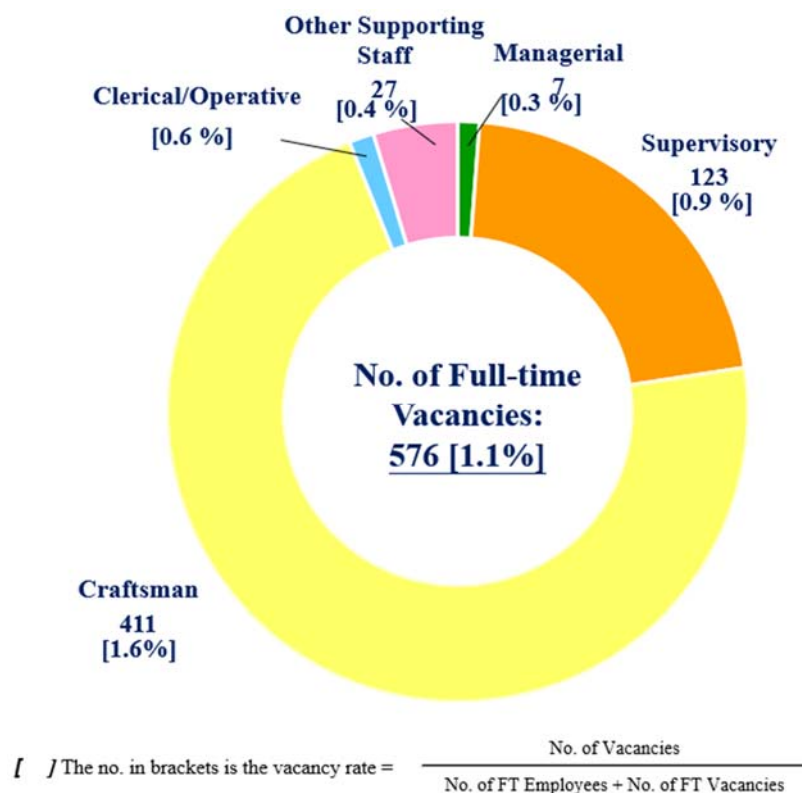
Chart 4.10 Distribution of Vacancies by Sector



Remarks: "Vacancy" refers to a vacant post available on the statistic date to be filled up immediately and was actively recruiting a replacement. The pandemic has dampened employers' desire to recruit, thus reducing the number of vacancies.

4.18 By job levels, most of the job vacancies were of craftsman level (411) and next comes supervisory level (123).

Chart 4.11 Distribution of Vacancies by Job Level



Remarks: “Vacancy” refers to a vacant post available on the statistic date to be filled up immediately and was actively recruiting a replacement. The pandemic has dampened employers’ desire to recruit, thus reducing the number of vacancies.

4.19 Job posts with most full-time vacancies in the beauty care and hairdressing industries are shown in Table 4.9 below.

Table 4.9 Job Posts with the Most Full-time Vacancies

Job Posts with Most Full-time Vacancies	Maximum Number of Full-time Vacancies (%)		
1. Beautician / Beauty Therapists	149	(25.9%)	62.8% of 576 Vacancies
2. Hairdressing Assistant	143	(24.8%)	
3. Beauty Advisor (Counter)	70	(12.2%)	
Total Number of Vacancies	576		

4.20 By sectors and job levels, the majority of vacancies was found at craftsman level in hairdressing salons (226) followed by beauty/health care centres and spa centres

(183). The remaining vacancies were of supervisory level in product retail companies (66).

I. Employers' Forecasted Manpower Demand

4.21 The employers' forecasted manpower demand for full-time jobs reflected a marginal decrease in the coming year, reducing from 50 883 posts in April 2020 to 50 786 in April 2021.

Table 4.10 Employers' Forecasted Manpower Demand for 2021

No. of Full-time Employees (a)	No. of Vacancies (b)	Total No. of Posts (c = a + b)	Forecasted Manpower Demand in 2021 (d)	Forecasted Manpower Increase/Decrease in 2021 (e = d – c)
50 307	576	50 883	50 786	-97

Remarks: Readers are alerted to interpret the manpower projection requirement with caution due to the global and local economic uncertainties imposed on the industry manpower situation as caused by the social unrest in 2019 and the outbreak of COVID-19 afterwards.

4.22 According to the manpower forecast by sectors in the coming year, there was a manpower demand a marginal decrease of 0.4% to 0.6%. in product wholesale and import/export companies and hairdressing salons respectively. No major manpower change was found in other sectors. Employers' forecasted manpower demand by sectors in 2021 is shown in Table 4.11 below.

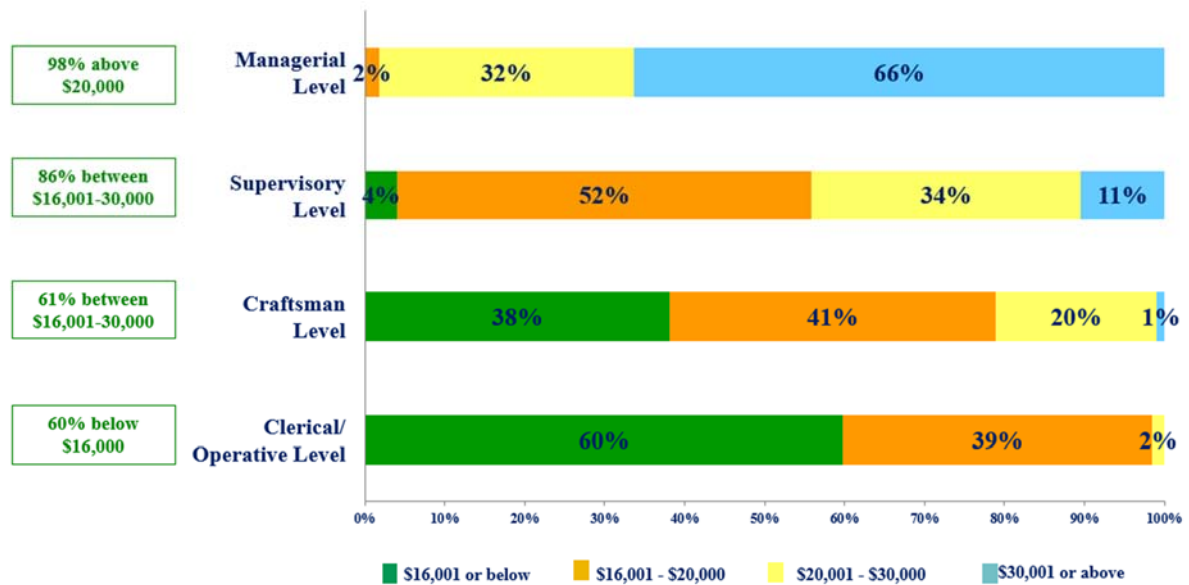
Table 4.11 Employers' Forecasted Manpower Demand for 2021 by Sector

	Training Schools (Beauty, Hairdressing, Make-up and Nail)	Beauty Care, Health Care and Spa Centres	Hair Salons	Product Wholesale, Import/Export Companies	Product Retail Companies	Nail Salons	Total
No. of Full-time Employees	298	19 363	11 248	5 906	12 445	1 047	50 307
No. of Full-time Vacancies	4	230	229	33	78	2	576
Full-time Posts	302	19 593	11 477	5 939	12 523	1 049	50 883
Forecasted No. of Full-time Employees in April 2021	302	19 580	11 425	5 902	12 528	1 049	50 786
Forecast of Increase/Decrease of Full-time Employees in April 2021	0	-13	-52	-37	5	0	-97
Estimated percentage change in the increase/decrease in the number of full-time employees in April 2021	0%	-0.07%	-0.45%	-0.62%	0.04%	0%	-0.19%

J. Monthly Income

4.23 As shown in the survey, the average monthly income generally rose with the job levels. The average monthly income of managerial employees in beauty care and hairdressing industries was \$20,000 or above; while that for supervisory and craftsman levels centralised in the range of \$16,001 to \$30,000; that for operative/clerical level was \$16,000 or below.

Chart 4.12 Average Salary of Full-time Employees by Job Levels

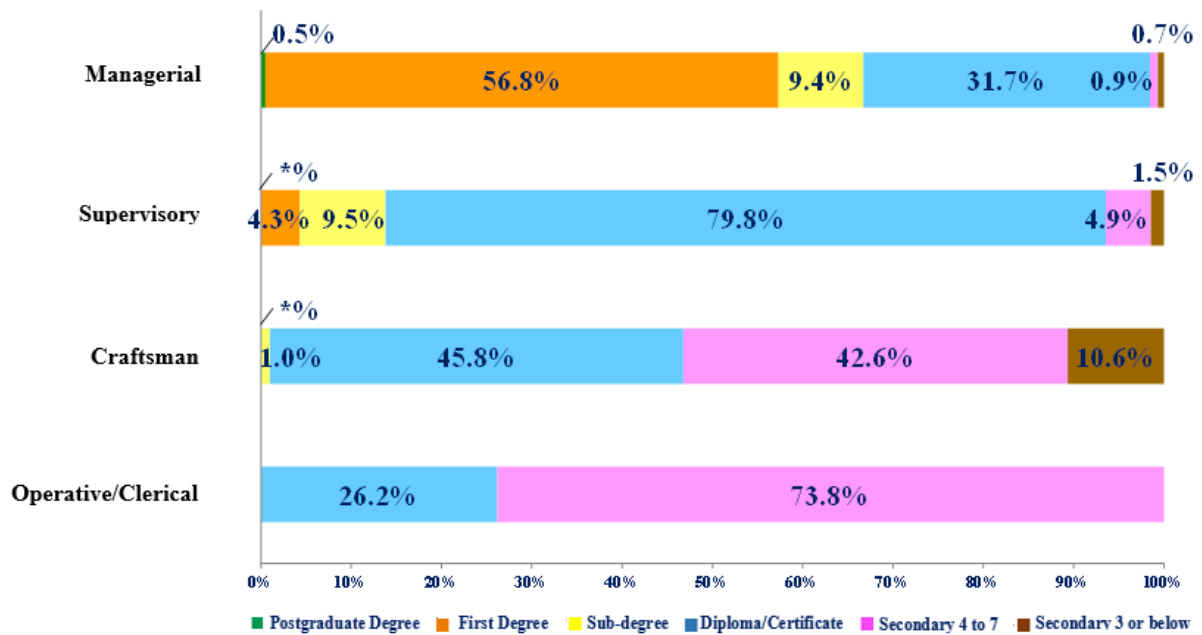


K. Preferred Education Level of Full-time Employees

4.24 The survey also showed that preferred education level of employees generally rose with the job levels. Most employers preferred employees with a first degree for managerial level in the beauty care and hairdressing industries (56.8%); those with diploma/certificate are preferred for supervisory level (79.8%); those with diploma/certificate education (45.8%) or with Form 4 to Form 7 education (42.6%) were preferred for craftsman level; and those with Form 4 to Form 7 education were preferred for operative/clerical level (73.8%).

4.25 Preferred Education Level of Full-time Employees is shown in Chart 4.13 below.

Chart 4.13 Preferred Education Level of Full-time Employees by Job Level

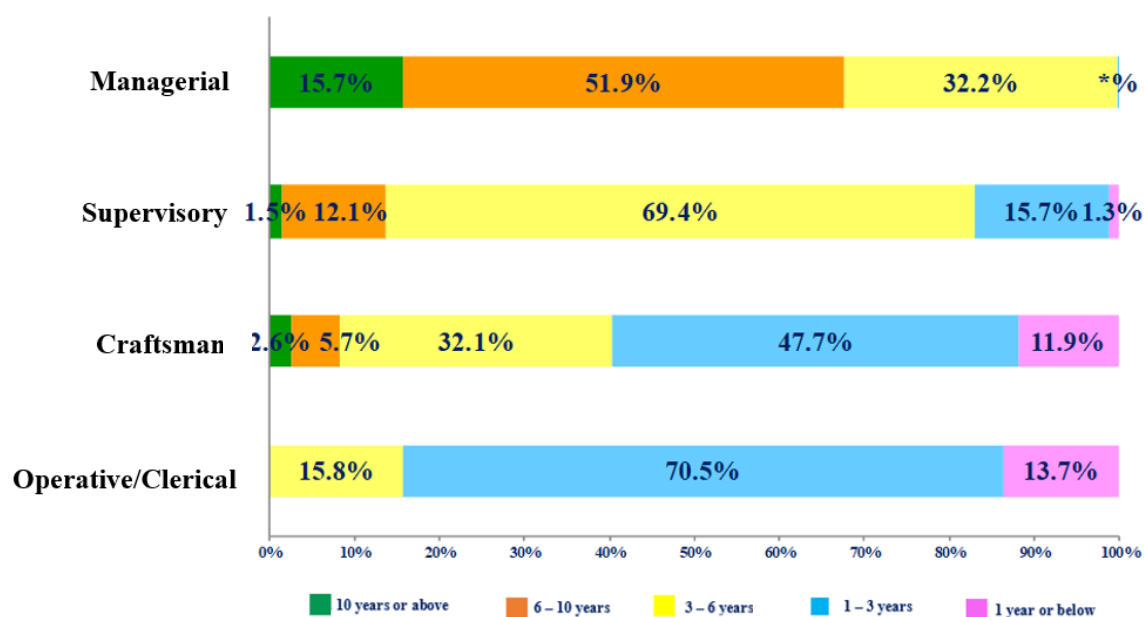


Remarks: “*” Less than 0.05%

L. Preferred Years of Experience for Full-time Employees

4.26 Similarly, the survey showed that the years of experience correlated with job levels. Most employers in the beauty care and hairdressing industries preferred employees with more than 6 years of experience for managerial level; those with more than 3 years of experience for supervisory level; those with up to 3 years of experience for craftsman level, and those with 1 to 3 years of experience at operative/clerical level.

Chart 4.14 Preferred Years of Experience for Full-time Employees by Job Level



Remarks: * Less than 0.05%

M. Vocational Qualifications for Full-time Employees

4.27 In addition to preferred education level, employers in beauty care and hairdressing industries were generally inclined to recruit employees who received vocational training or obtained vocational qualifications. The survey showed that employers preferred to recruit employees various “international recognised certification and qualification” compared to those with only Mainland or Hong Kong vocational certifications, such as employees at craftsman level (39.1%), managerial level (30.4%) and supervisory level (15.4%).

4.28 Employers preferred vocational qualifications were similar to those possessed by employees. With regard to job levels, 14.8% of employers in hairdressing sector preferred employees at craftsman level to hold “One Examination, Multiple Certification (Hairdressing Techniques)” qualification awarded by the Vocational Training Council (7.4% of employees at craftsman level possessed such qualification at the time of the survey) and 9.5% of employers in beauty care sector preferred employees at supervisory level to hold “One Examination, Multiple Certification (Beauty and Body Care)” qualification awarded by the Vocational Training Council (4.8% of employees at supervisory level possessed such qualification at the time of the survey).

4.29 Employers' preferred vocational qualifications for full-time employees of different job levels are shown in Table 4.12.

Table 4.12 Vocational Qualification of the Full-time Employees by Job Level

Vocational Qualification	Vocational Qualification Attained by Employees			Preferred Vocational Qualification of Employees		
	Managerial Level	Supervisory Level	Craftsman Level	Managerial Level	Supervisory Level	Craftsman Level
Mainland China						
(a) National Occupational Qualification (China)	0.9%	1.0%	4.4%	0.5%	1.0%	3.3%
Local						
(b) Certificates issued by the VTC: :						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification)	10.1%	4.8%	8.9%	10.5%	9.5%	8.9%
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification)	0.9%	1.1%	7.4%	3.8%	2.3%	14.8%
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator)	3.2%	2.5%	3.3%	3.7%	2.6%	3.4%
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board	3.1%	2.1%	5.3%	3.9%	6.5%	7.0%
(d) Other Local Recognised Certificates of Training Courses / Professional Qualifications	3.7%	5.6%	16.6%	3.7%	5.6%	16.6%
Overseas						
(e) Other International Recognised Certificates of Training Courses / Professional Qualifications	30.4%	15.4%	39.1%	30.4%	15.4%	39.1%
Number of companies with such level of staff	902	3 208	8 148	902	3 208	8 148

Remarks: Percentages are calculated on the basis of total number of companies with such level of staff

Examples of international recognised certificates/professional qualifications include those issued by ITEC, CIBTAC, City & Guilds, etc. of Britain.

Examples of local recognised certificates/professional qualifications include certificates/recognised professional qualifications issued by local private colleges/schools.

N. Employees Left and Recruited in the Past 12 Months

Turnover

4.30 In the past 12 months, the overall turnover rate in the beauty care and hairdressing industries was 7.0%, relatively lower than that of 19.2% turnover rate in 2016. Classified by sectors, the turnover of employees in beauty care, health care and spa centres was higher (1 427), followed by product retail companies (628) and hairdressing salons (558).

Table 4.13 Number of Full-time Employees who Left their Jobs in the Past 12 Months and Turnover Rate by Sectors

Sector	No. of Full-time Employees who Left their Job	Turnover Rate*
Training Schools (Beauty, Hairdressing, Make-up and Nail)	16	6.3%
Beauty Care, Health Care and Spa Centres	1 427	8.3%
Hairdressing Salons	558	5.1%
Product Wholesale and Import/Export Companies	362	9.0%
Product Retail Companies	628	6.3%
Nail Salons	48	46.3%
Overall#	3 039	7.0%

Remarks: *Turnover rate means the percentage represented by number of employees leaving over the total number of posts (number of full-time employees + number of full-time vacancies) in the company.

Excluding other supporting staff

4.31 By job levels, there was a higher turnover rate (11.3%) recorded for employees at the operative/clerical level, whereas a larger number of employees at craftsman level left their jobs (1 914).

**Table 4.14 Number of Full-time Employees who Left their Jobs
in the Past 12 Months and Turnover Rate by Job Level**

Job Level	Turnover of No. of Full-time Employees	Turnover Rate*
Managerial	48	2.0%
Supervisory	926	6.6%
Craftsman	1 914	7.5%
Operative / Clerical	151	11.3%
Overall#	3 039	7.0%

*Remarks: *Turnover rate means the percentage represented by number of employees leaving over the total number of posts (number of full-time employees + number of full-time vacancies) in the company.*

Excluding other supporting staff

Number of Newly Recruited Full-time Employees

4.32 In the past 12 months, there were 2 524 new recruits in beauty care and hairdressing industries, most of them for beauty care, health care and spa centres (1 283) followed by product retail companies (587). About 70% of the employers preferred to recruit employees with industry experiences (1 805).

Table 4.15 New Recruits in the Past 12 months by Sector

Sector	Number of new recruits who have been engaged in the beauty care and hairdressing industries (a)	Number of new recruits who have not been engaged in the beauty care and hairdressing industries (b)	Total No. of New Recruits (a) + (b)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	4 (66.7%)	2 (33.3%)	6 (100.0%)
Beauty Care, Health Care and Spa Centres	977 (76.1%)	306 (23.9%)	1 283 (100.0%)
Hairdressing Salons	210 (59.8%)	141 (40.1%)	351 (100.0%)
Product Wholesale and Import/Export Companies	170 (65.7%)	89 (33.6.7%)	259 (100.0%)
Product Retail Companies	406 (69.1%)	181 (30.8%)	587 (100.0%)
Nail Salons	38 (100.0%)	0 (0%)	38 (100.0%)
Overall	1 805 (71.5%)	719 (28.5%)	2 524 (100.0%)

4.33 By job levels, it was found that 2 524 new recruits at craftsman level (1 570) followed by the supervisory level (783).

Table 4.16 New Recruits in the Past 12 Months by Job Level

Job Level	Number of new recruits who have been engaged in the beauty care and hairdressing industries (a)	Number of new recruits who have not been engaged in the beauty care and hairdressing industries (b)	Total No. of New Recruits (a) + (b)
Managerial	29 (61.7%)	18 (38.3%)	47 (100.0%)
Supervisory	570 (72.8%)	213 (27.2%)	783 (100.0%)
Craftsman	1 135 (72.3%)	435 (27.7%)	1 570 (100.0%)
Operative/Clerical	71 (57.3%)	53 (42.7%)	124 (100.0%)
Overall	1 805 (71.5%)	719 (28.5%)	2 524 (100.0%)

O. Recruitment Difficulties

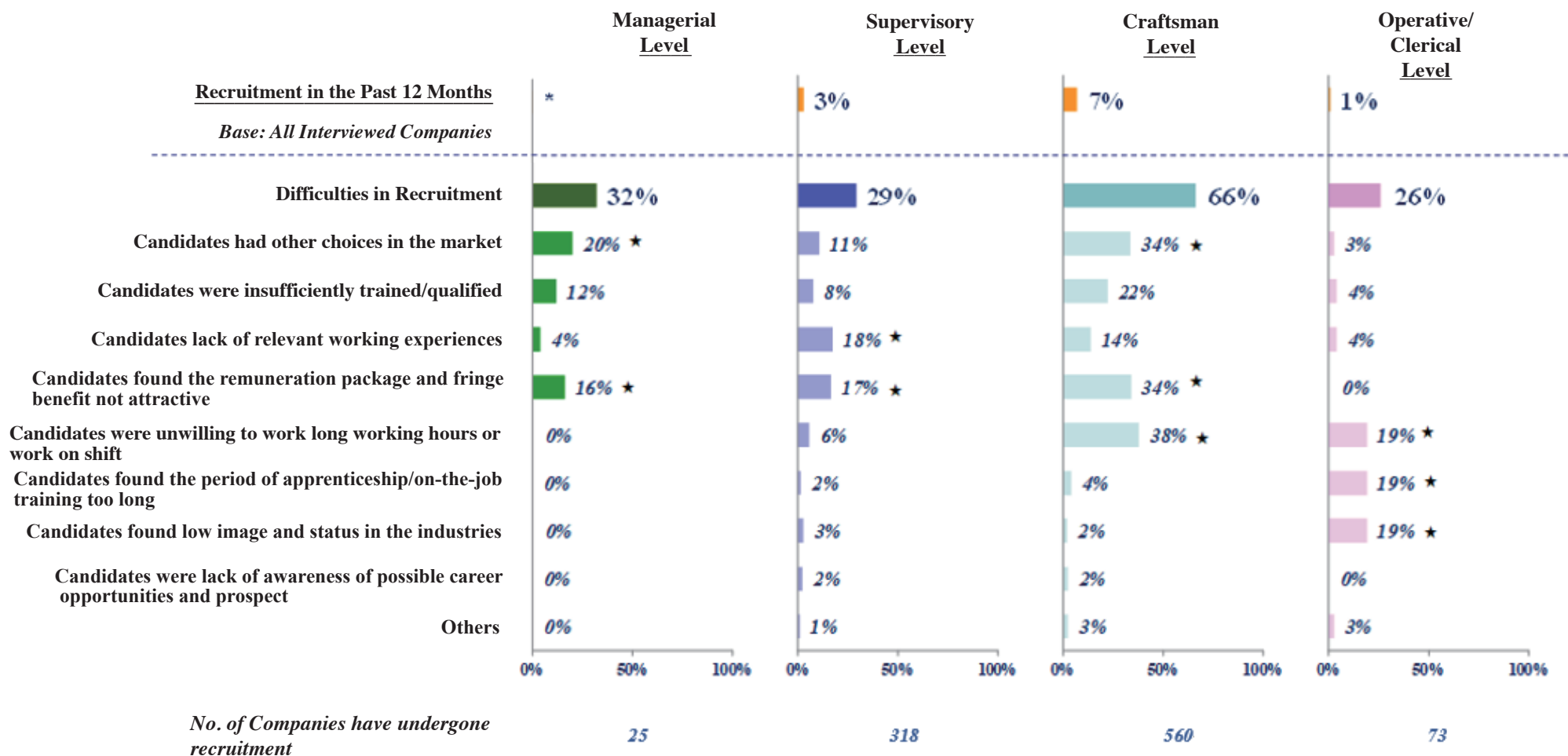
4.34 The survey showed that less than 10% companies had recruited staff of various job levels. For companies recruiting employees of relevant job levels in the past 12 months, 66% of the employers indicated that it was difficult to recruit employees at craftsman level. The main reasons were that the “candidates were unwilling to work long working hours or work on shifts” (38%), and the “candidates found the remuneration package and fringe benefits were not attractive enough” (34%).

4.35 Furthermore, 26% to 32% of employers indicated that it was difficult to recruit employees of other job levels compared to craftsman level.

4.36 Recruitment difficulties of different job levels encountered by employers are shown in Chart 4.15.

Chart 4.15 Difficulties Encountered in Recruitment in the Past 12 Months by Job Level

101



Remarks:

1. The percentage is calculated based on the number of companies that have undergone recruitment in the past twelve months.
2. Companies can choose more than one type of recruitment difficulties, and the recruitment difficulties encountered by more companies in each level are marked with “★”.

P. Training to be Provided in the Coming 12 Months

4.37 Among the job levels listed in Table 4.17, employers in the beauty care and hairdressing industries planned to provide top four types of essential training areas in the next 12 months.

**Table 4.17 Training Provided to Employees
in the Next 12 Months by Job Level**

Ranking	Managerial Level	Supervisory Level	Craftsman Level	Operative/Clerical Level
1	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Store Operations	Customers Services and Complaint Handling	
2	Facilitation skills/ People Relationship Management	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Store Operations	Beauty Care and Body Care (Product and Equipment Application)
3	Store Operations	Customers Services and Complaint Handling	Beauty Care and Body Care (Product and Equipment Application)	Store Operations
4	Customers Services and Complaint Handling	Facilitation skills/ People Relationship Management	Beauty Health Care (Product and Equipment Application)	

4.38 Top four types of essential training areas for different job levels by employers in the coming 12 months are listed in Table 4.18(a-f).

Table 4.18a Types of Training to be Provided by Training Schools (Beauty Care/Hairdressing/Make-up/Nail Care) in the Coming 12 Months

Ranking	Managerial Level	Supervisory Level
1	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Facilitation skills/ People Relationship Management
2	Facilitation skills/ People Relationship Management	Beauty Health Care (Product and Equipment Application)
3	Store Operations	Beauty Health Care (Product and Equipment Application)
4	Customers Services and Complaint Handling	Principles of management (e.g. problem solving, decision making, leadership, crisis management)

Table 4.18b Types of Training to be Provided by Beauty Care, Health Care and Spa Centres in the Coming 12 Months

Ranking	Managerial Level	Supervisory Level	Craftsman Level	Operative/Clerical/ Level
1	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Customers Services and Complaint Handling	Beauty Health Care (Product and Equipment Application)	Customers Services and Complaint Handling
2	Store Operations		Beauty Health Care (Product and Equipment Application)	Beauty Health Care (Product and Equipment Application)
3	Facilitation skills/ People Relationship Management		Customers Services and Complaint Handling	Store Operations
4	Customers Services and Complaint Handling	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Store Operations	Beauty Health Care (Product and Equipment Application)

**Table 4.18c Types of Training to be Provided by Hairdressing Salons
in the Coming 12 Months**

Ranking	Managerial Level	Supervisory Level	Craftsman Level
1	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Facilitation skills/ People Relationship Management	Hair Care and Scalp
2	Store Operations		Chemical Knowledge and Skills (e.g. Perming and Colouring)
3	Facilitation skills/ People Relationship Management	Customers Services and Complaint Handling	
4	Customers Services and Complaint Handling	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Store Operations

**Table 4.18d Types of Training to be Provided by Product Wholesale
and Import / Export Companies in the Coming 12 Months**

Ranking	Managerial Level	Supervisory Level	Operative/Clerical Level
1	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Customers Services and Complaint Handling	
2	Facilitation skills/ People Relationship Management	Store Operations	
3	Design Thinking (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyze online information)	Big Data Analysis	Beauty Health Care (Product and Equipment Application)
4	Big Data Analysis	Online to Offline Integration and Digital Marketing	Beauty Health Care (Product and Equipment Application)

**Table 4.18e Types of Training to be Provided by Product Retail Companies
in the Coming 12 Months**

Ranking	Managerial Level	Supervisory Level	Operative/Clerical Level
1	Facilitation skills/ People Relationship Management	Store Operations	Customers Services and Complaint Handling
2	Principles of management (e.g. problem solving, decision making, leadership, crisis management)	Customers Services and Complaint Handling	Beauty Health Care (Product and Equipment Application)
3	Store Operations	Beauty Health Care (Product and Equipment Application)	
4	Customers Services and Complaint Handling	Beauty Health Care (Product and Equipment Application)	Store Operations

**Table 4.18f Types of Training to be Provided by Nail Salons
in the Coming 12 Months**

Ranking	Managerial Level	Supervisory Level	Craftsman Level
1	Store Operations, Customers Services and Complaint Handling		Customers Services and Complaint Handling

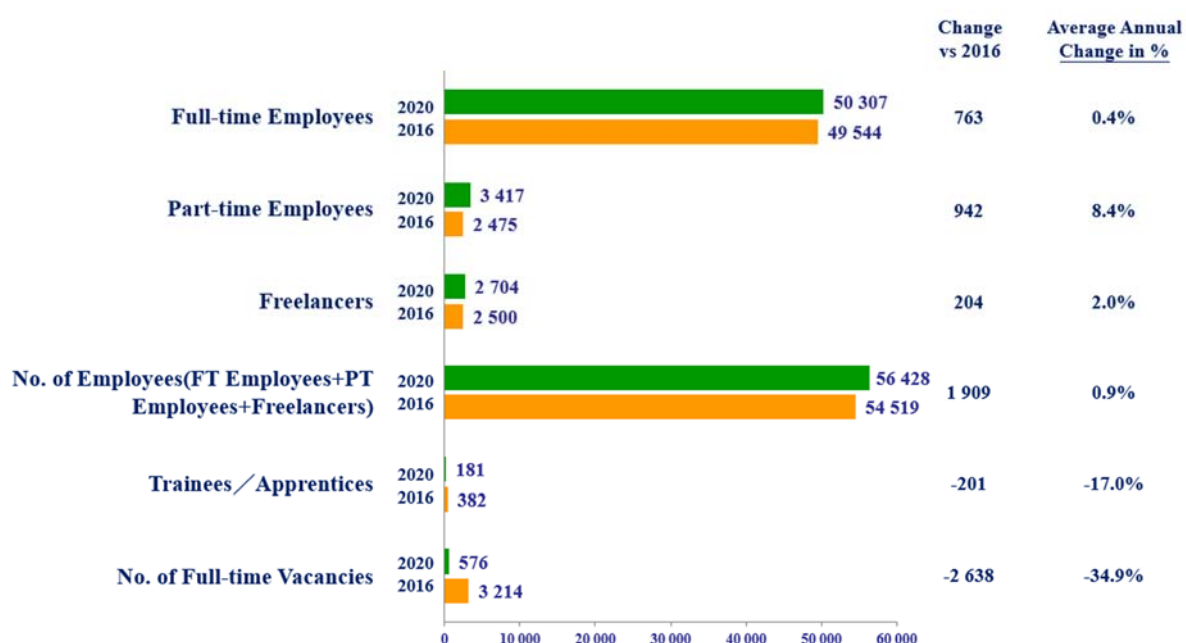
V. Manpower Analysis

A. Manpower Changes

Manpower Changes in Beauty Care and Hairdressing Industries between 2016 and 2020

5.1 The overall manpower of the beauty care and hairdressing industries rose from 54,519 employees in 2016 to 56,428 employees in 2020 (an increase of 1,909 or an average 0.9% per year) as shown on Figure 5.1. Part-time employees recorded the largest increase (average increase of 8.4% per year). On the contrary, full-time vacancies and apprentices/trainees recorded significant decrease (an average decrease of 34.9% or 17.0% respectively per year).

**Chart 1.5 Manpower Changes between 2016 and 2020
(Number of Full-time Employees, Part-time Employees,
Freelancers, Trainees/Apprentices, Vacancies)**



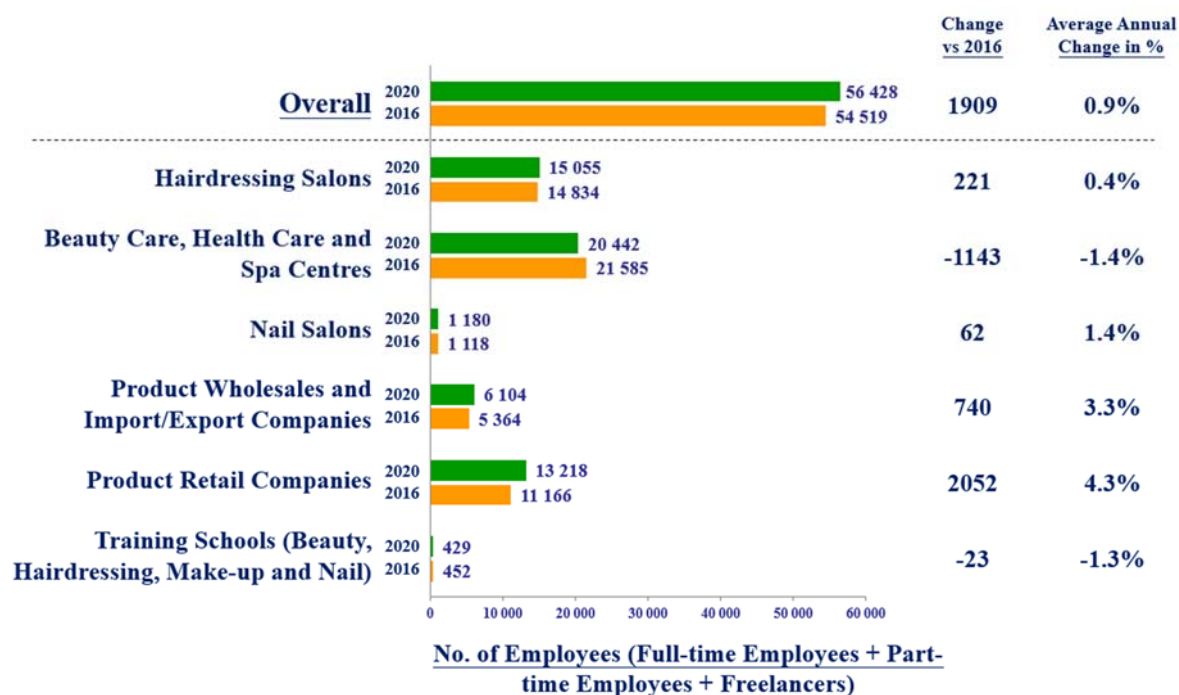
5.2 Manpower changes of different sectors are summarised in Table 5.1

**Table 5.1 Changes in Manpower by Sector
(between 2016 and 2020)**

Manpower Situation	Manpower Changes by Sector
Full-time Employees	<ul style="list-style-type: none"> • Overall increase: 763 • Recorded a significant increase: Product Retail Companies (+1 627) ; Product Wholesale and Import/Export Companies (+730) • Recorded a significant decrease: Hairdressing Salons (- 1 025) ; Beauty Care, Health Care and Spa Centres (- 758)
Part-time Employees	<ul style="list-style-type: none"> • Overall increase: 942 • Recorded a significant increase: Hairdressing Salons (+ 649) ; Product Retail Companies (+386)
Freelancers	<ul style="list-style-type: none"> • Overall increase: 204 • Recorded a significant increase: Hairdressing Salons (+597) • Recorded a significant decrease: Beauty Care, Health Care and Spa Centres (-347)
Apprentices/ Trainees	<ul style="list-style-type: none"> • Overall decrease: 201 • Recorded a significant increase: Product Retail Companies (-155)

5.3 As shown in Chart 5.2, the overall manpower in various sectors of the beauty care and hairdressing industries rose from 54,519 employees in 2016 to 56,428 employees in 2020 (an increase of 1,909 or an average of 0.9% per year). However, the number of employees at beauty care/health care and spa centres decreased by 1.4% per year (a decrease of 1,143 employees) and the number of employees at training schools (beauty, hairdressing, make-up and nail) decreased by 1.3% (a decrease of 23 employees). On the contrary, manpower at the other 4 sectors recorded an increase of 0.4% to 4.3%, particularly for product retail companies marked the highest increase (4.3% or an increase of 2,052 employees), followed by product wholesale and import/export companies (an increase of 3.3%, 740 employees).

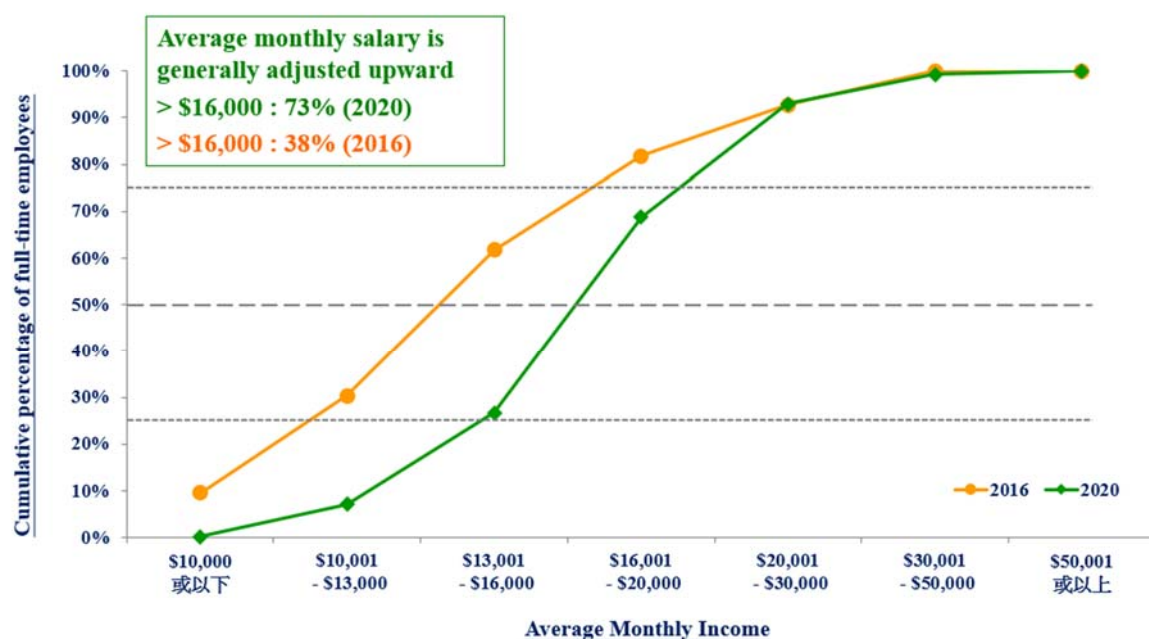
Chart 5.2 Changes in the Total Number of Employees in the Beauty Care and Hairdressing Industries by Sector between 2016 and 2020



Monthly Income

5.4 Compared with the figures in 2016, the average monthly income of full-time employees (excluding other supporting staff) in beauty care and hairdressing industries generally increased in 2020. Those with average monthly income of \$16,001 or above increased from 38% in 2016 to 73% in 2020.

Chart 5.3 Comparison of the Average Monthly Salary of Full-time Employees* between 2016 and 2020

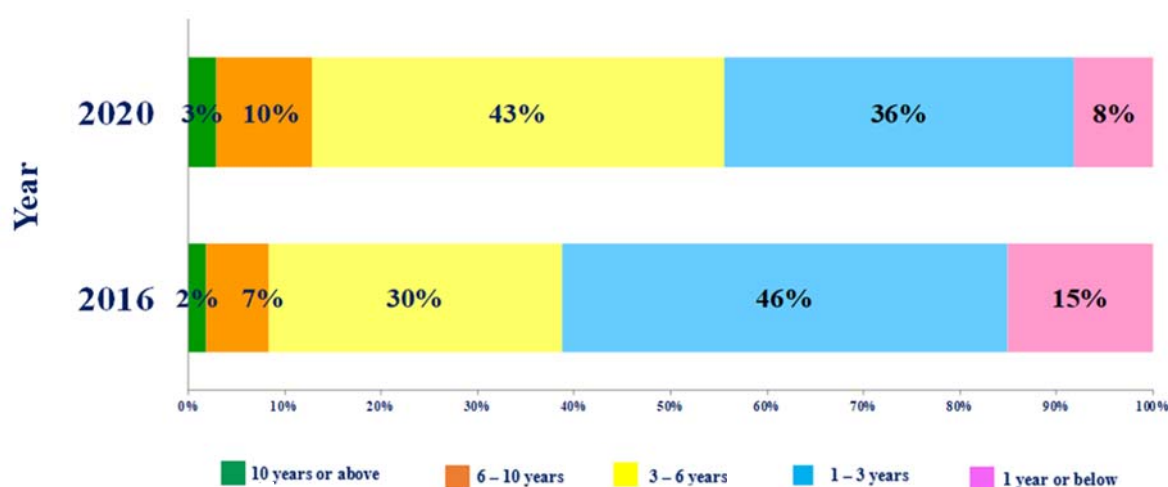


* Excluding other supporting staff

Preferred Years of Experience for Full-time Employees

5.5 Compared with the figures in 2016, more employers in beauty care and hairdressing industries preferred their employees with more than 3 years of experiences in 2020 (an increase from 39% in 2016 to 55% in 2020).

Chart 5.4 Comparison of Preferred Years' of Experience for Full-time Employees in 2016 and 2020



B. Business Outlook

5.6 Based on the manpower changes in beauty care and hairdressing industries between 2016 and 2020, the experts' views obtained through phone interviews and the Training Board, the major developments in the industries are summarised as follows:

The Impact of New Coronavirus Epidemic

5.7 Since March 2020, the new coronavirus epidemic has spread rapidly to most parts of the world, bringing a full blow to the global and local economy. According to the World Economic Outlook Report published by the International Monetary Fund, economy reboot was expected when major economies stabilised in the second quarter, strong rebound of the Chinese economy and world economic recovered faster than expected in the third quarter. The global projection growth⁵ was adjusted to -4.4%. Nevertheless, as the confirmed cases in European countries rose rapidly in the second half of the quarter, this forced the governments to re-tighten social distancing and re-imposed the lockdown measures of various levels, these posed the uncertainties to short-term global economy.

5.8 According to the "Third Quarter Economic Report 2020"⁶, the overall performance of the Hong Kong economy improved slightly. Real GDP fell by 3.5% year-on-year, which was significantly narrower than the 9.0% drop in the second

⁵ IMF World Economic Outlook Report (October 2020) (imf.org)

⁶ Third Quarter Economic Report 2020 (November 2020)

Third Quarter Economic Report 2020 (hkeconomy.gov.hk)

quarter. Domestic demand has slightly improved but stayed weak. On the other hand, the Census and Statistics Department announced earlier in September 2020, retail sales fell by 12.9% year-on-year, of which the value of sales of “pharmaceuticals and cosmetics” dropped by 45.9%⁷. Due to the worldwide spread of the pandemic, overseas visitors and cross-border travellers remained stagnant. Looking forward, the government predicted a -6.1% economic growth for 2020.

5.9 To ease the financial damages caused by the pandemic, the government set up the “Anti-Epidemic Fund” and launched the “Employment Support Scheme”, which aimed to stabilise the economy, keep workers in employment and safeguard people’s livelihood. To curb the spread of the disease, the government implemented strict measures such as “social gathering ban” and ordered thrice the closure of beauty care centres/nail salons and massage establishments. All these had disrupted personal expenditure and business sentiment. With the fourth wave of the epidemic and the suspension of the “Employment Support Scheme” in November, it is expected that enterprises might lay off employees and the labour market would further deteriorate, and the local economy is still facing the uncertainties.

“New Normal” – Industry Digitalisation

5.10 Impacted by the pandemic, a number of industries (including beauty care and hairdressing industries) began exploring new models of operation and development. Various transitional measures such as the switch to digital transformation were then taken by different sectors of the beauty care and hairdressing industries.

Product Retail

5.11 During the pandemic, the product retail sector had encountered the most severe impact, accelerated digital transformation. The new business and development model had brought some changes in product promotion, supply chain, operational costs and customer experience. Under the digital transformation, large enterprises have strengthened the use of big data to analyse and forecast customer consumption patterns, and introduced more artificial intelligence and augmented reality technologies to develop applications (Apps) so as to provide customers with different experiences and more “personalised” beauty and hairdressing product services (such as skin, hair or scalp testing services, etc.).

⁷ Provisional Statistics of Retail Sales for September 2020 (November 2020)

Press Release (2 November 2020): Provisional Statistics of Retail Sales for September 2020 (censtatd.gov.hk)

5.12 In addition, more companies had increased the use of e-commerce, social media (such as Facebook, Instagram, WhatsApp and WeChat) and online shopping platforms to promote and sell their products. Under different forms of online marketing strategies, more and more enterprises cooperated with key opinion leaders (KOL)/YouTubers to promote their products that has become a new trend. Some retailers encouraged or required their frontline staff (such as beauty consultants) to conduct regular live broadcasts or arrange videos via smartphones to introduce and promote products as well as answer enquiries in real time. This practice will not only enhance the interaction with customers, but also sustain its business growth.

Products Wholesale

5.13 Similar to their retail counterpart, the product wholesale sector also accelerated their pace of digital transformation. It caused some changes on their logistic supply chains and the business models. For instance, some enterprises had no longer kept stock and their own stores but relied on storage provided by logistic companies, so as to control stock levels more efficiently. With regard to business operation, the enterprises had increased their use of various online sales platforms. For example, they worked with online live video platforms (like Big Big Channel) to execute direct sale of their products; made use of online shopping platforms (like HKTV Mall, T-Mall, Jingdong, Alibaba, etc.) as well as considered set up online pop-up stores to promote and sell their products. As most of the product wholesale companies are small and medium enterprises, these changes would help them to further reduce their operating costs.

5.14 The pandemic caused beauty care exhibition organisers (like Cosmoprof Asia) to move their exhibitions online (e.g. Digital Week). Such new transaction mode allowed overseas buyers and exhibitors to conduct business transactions through online platforms, yet diminished physically catch-up. Product wholesalers have to face and solve technical problems to reach their potential customers through this online trading platform.

Beauty Care Centres

5.15 As beauty care centres were required to cease operations thrice by the government during the pandemic, more and more beauty care salons began to approach their customers through various channels. For instance, they start to strengthen the sales of skin care products through online platforms or websites, request their beauty consultants/beauticians to provide skin care consultation service and recommend suitable beauty care solutions through video function of smartphones. Some larger beauty chain groups even provide online appointment services for their beauty services.

Options are opened for customers on regions, designated doctors or beauticians to provide them with different beauty services.

Hairdressing Salons

5.16 Although hairdressing salons were not required to suspend the operation during the pandemic, there was a decreasing demand for various hairdressing services because of the avoidance of going out and maintaining social distancing. Therefore, it resulted a considerable impact on its business developments. Following the new mode of operation and development under the new normal, there is a continuous major trend for hairdressing practitioners (i.e. hairdressers and technicians) to take photos, do video shooting and upload their hairdressing modeling exhibits to social media platforms for publicity and promotion. In the long run, it could attract more customers and prepare for long-term business development.

Development for New Hairdressing Services

5.17 As mentioned in the 2020 Manpower Update Report of Beauty Care and Hairdressing industries, the development of hair and scalp care and anti-aging care services was expanding. The knowledge and skills (including products and application of equipment) required for these new services are different from that of traditional hairdressing services. At present, such services supported by relevant products and equipment are mainly provided by beauty care salons or beauty care groups. As the market is still in the developing stage, the public has limited knowledge about the products and services. In this connection, it has not been able to attract young people to join this sector.

A New Workforce Joining the Beauty Care Industry

5.18 The aviation industry is the hardest hit in the pandemic that caused to massive layoffs. Individual non-profit organisations in the beauty care industry had offered medical beauty professional certificate courses to affected flight attendants so that they could master new skills for career transformation. A number of flight attendants had undergone transformation and devoted themselves to the beauty care industry. For example, they purchased beauty equipment and received professional training, then start to provide beauty treatment services by renting commercial units or cooperating with beauty care salons. With the low entry barriers in the beauty care industry and good customer service skills of flight attendants, the industry members expect that it could attract more flight attendants to join the beauty care industry. This potential

new workforce would help the sustainable manpower development of the beauty care industry.

Future Manpower Demand

5.19 Generally speaking, the aforesaid transitional measures would facilitate further development of the beauty care and hairdressing industries in the digital era, Industry practitioners must keep abreast of new technologies (such as digital literacy and digital marketing) and applications. As the beauty care and hairdressing industries are service-oriented, an interpersonal interaction is essential, therefore, frontline practitioners must possess good customer service and communication skills. To support the changing scene of beauty care and hairdressing industries, a consistent supply of manpower is needed and employees are also required to equip themselves with the robust latest knowledge, skills and technology so as to cultivate a customer-oriented mindset.

C. Manpower Projection and Annual Additional Manpower Requirement

5.20 Manpower projection for 2021 to 2024 by sector are listed in Table 5.2. It is found that the projected manpower in the next three years will have a mild decrease. The manpower projection methodology is presented at **Appendix 8**.

Table 5.2 Projected Manpower Trend by Sector from 2021 to 2024

Sector	Year			
	2021	2022	2023	2024
Training Schools (Beauty, Hairdressing, Make-up and Nail)	382 (-0.6%)	380 (-0.5%)	378 (-0.4%)	377 (-0.3%)
Beauty Care, Health Care and Spa Centres	17 849 (-2.2%)	17 515 (-1.9%)	17 240 (-1.6%)	17 012 (-1.3%)
Hairdressing Salons	14 568 (-0.8%)	14 470 (-0.7%)	14 391 (-0.5%)	14 328 (-0.4%)
Product Wholesale and Import/Export Companies	4 125 (-1.9%)	4 055 (-1.7%)	4 001 (-1.3%)	3 958 (-1.1%)
Product Retail Companies	10 601 (-0.9%)	10 510 (-0.9%)	10 425 (-0.8%)	10 345 (-0.8%)
Nail Salons	1 167 (-0.4%)	1 163 (-0.3%)	1 160 (-0.3%)	1 156 (-0.3%)

Remarks : The percentage in brackets refers to the percentage of manpower changes compared with the previous year.

The manpower calculation does not include other supporting staff.

Estimated Annual Additional Manpower Requirement

5.21 To estimate the annual additional manpower requirement for the next few years, the manpower trends and the numbers of employees leaving the sectors (“wastage rate”⁸) were taken into consideration and the figures are projected by applying statistical formulae. The estimated Annual Additional Manpower Requirement of each sector is shown in Table 5.3 below. Based on the estimated results, the majority of the additional manpower demand would be in hairdressing salons followed by beauty care, health care and spa centres and product retail companies.

⁸ “Wastage rate” refers to the employees leaving the beauty care and hairdressing industries due to career change, retirement, emigration and other reasons.

**Table 5.3 Annual Additional Manpower Requirements by Sector
from 2021 to 2024**

Sector	Wastage Rate	Estimated Annual Additional Manpower Requirements [#]		
		Expected Manpower Trends (a)	Turnover (b)	Total (a) + (b)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	4.7%	-2	18	16
Beauty Care, Health Care and Spa Centres	2.6%	-309	462	153
Hairdressing Salons	3.2%	-89	464	375
Product Wholesale and Import/Export Companies	4.8%	-62	196	134
Product Retail Companies	2.2%	-88	237	149
Nail Salons	1.0%	-4	11	7
Overall	-	-554	1,388	834

Remarks : [#]Excluding other supporting staff

VI. Recommendations

6.1 Based on the survey findings and analysis of the manpower changes, having considered the factors of business outlook and manpower projection, as well as views obtained through phone interviews with industry experts and the Training Board, a list of recommendations on manpower development is drawn up for the consideration of different stakeholders of the beauty care and hairdressing industries.

Government

- (a) Assist the beauty care and hairdressing industries in reshaping the positive image of the industries and defining its direction for future development including to establish/recognise the professional qualifications and the legitimate scope of works of practitioners to facilitate implementation of quality services within beauty care and hairdressing industries.
- (b) Subsidise beauty and hairdressing practitioners to receive training new technologies such as digital literacy and artificial intelligence for skill upgrading.
- (c) Strengthen the promotion of vocational and professional education (VPET) to various stakeholders such as secondary school students, parents and teachers.
- (d) Formulate policies for recruiting, retaining and upskilling of manpower resources such as new immigrants and housewives and at the same time consider the concerns of social issues by stakeholders. For examples, it should collaborate with the industry by arranging industry seminars so as to understand latest industries developments.

Training Providers

- (e) Training institutions should strengthen the collaborations with industries by:
 - ◆ Providing more interdisciplinary internship opportunities for students to nurture their employability for future.
 - ◆ Optimising the VPET and dual-track training systems continuously and applying workplace learning and assessment to facilitate students' learning in the authentic working environments (e.g. beauty care salons, hairdressing salons, product retailers, etc.)
 - ◆ Arranging industry seminars and visits to beauty care and hairdressing

salons so as to understand the latest industries developments, exact work requirements and their expectations of the industries.

- ◆ As an additional direction for career development and equip them to become professional hair care consultants, encouraging and recruiting current hair stylists or those who have studied the hairdressing courses to join the "hair and scalp care" sector.
- (f) Apply education technology such as virtual reality (VR) and augmented reality (AR) to engage students' learning and arouse their interest to the industries in the new era of digitalization.
- (g) Provide training programmes in emerging technology covering digital literacy, digital marketing through websites, social media, mobile apps and other electronic platforms, promotion through key opinion leaders (KOL), online store operation, and photography and film production to cater for the new trend of digital transformation for the industries.
- (h) Provide flexible and creative training programs and arrangements for practitioners, such as online or bite-sized training for lifelong learning and upskilling.

Employers

- (i) Offer attractive remuneration package, enhance job satisfaction and increase job autonomy to retain and nurture the younger generation. The management should also strengthen communication with cross-generation employees through networking or team building activities in order to understand their thoughts and needs and facilitate business development and participation.
- (j) Provide young employees a clear picture of the career prospect, quick career promotion pathways and personal career development in the industries for better understanding of the working environments and career planning.
- (k) Render staff training in developing multi-dimensional skills for flexible manpower deployment under the fast-changing business environment.
- (l) Offer mentorship programmes for young employees on the importance of values, integrity and professional ethics.
- (m) Make use of the funding schemes provided by the Government such as the "Reindustrialization and Technology Training Program" for value-added

purposes of companies and employees.

Employees

- (n) Adopt an attitude of self-upgrading to acquire the latest industry knowledge (such as strengthening the understanding of customer experiences, customer service and sales technique, digital media and marketing strategy skills, scalp care knowledge and skills, etc.). To enhance their competitiveness, they should improve their communication skills with employers and customer and establish a good working attitude.
- (o) Make use of the subsidies of different schemes provided by the Government such as "Recognition of Prior Learning", "New Skills Upgrading Scheme" etc., for lifelong learning and career development.

美容及美髮業訓練委員會
委員名單

主席：

楊慧君女士

委員：

陳沅盈女士

陳玉清女士

周偉成先生

張素勤女士

蔡明峰先生

馮麗珠女士

關穎茵女士

何紹忠先生

許漢輝先生

鞠玲真女士

林樹欣先生

劉玉棠博士

李春芳女士

梁佩雯女士

李冰儀女士

勞雅麗女士

陸惠芳女士

彭鷹揚先生

王國華先生

勞工處處長 (或其代表)

消費者委員會 (或其代表)

職業訓練局執行幹事

**Membership of the
Beauty Care and Hairdressing Training Board**

Chairman

Ms YANG Hui-chun, Juliana

Members

Ms CHAN Yuen-ying, Jessica

Ms CHAN Yuk-ching

Mr CHAU Wai-shing

Ms CHEUNG Soo-kan

Mr Orpheus CHOY

Ms FUNG Lai-chu, Candy

Ms GUAN Ying-yin

Mr HO Shiu-chung, Joseph

Mr HUI Hon-fai, Charlie

Ms KUK Ling-chun, Cecilia

Mr LAM Shue-yan, Jeff

Dr LAU Yuk-tong, April

Ms LEE Chun-fong, Fanny

Ms LEUNG Pui-man

Ms Lousia LI

Ms LO Nga-lai

Ms LUK Wai-fong, Shelly

Mr Alan PANG

Mr WONG Kwok-wah, Thomas

Commissioner for Labour (or his representative)

Consumer Council (or his representative)

Executive Director of the Vocational Training Council

**美容及美髮業訓練委員會
職權範圍**

1. 確定業內的人力需求，包括收集、分析相關的人力和學生／學員統計數字，以及關於社會經濟、科技及人力市場發展的資料。
2. 評估及研究本業的人力供求是否平衡。
3. 就發展業內職業專才教育及訓練設施應付人力需求，向職業訓練局（下稱「局方」）提供意見。
4. 就相關學科的課程發展策略及質素保證，向局方提出建議。
5. 擬訂本業主要職務的工作範圍，界定所需的技能及知識，審議訓練方案，包括訂定每種技能所需的訓練期。
6. 對技術評估、技能測驗及認證制度提供意見，以確定從業員、學徒及見習員的技能水平。
7. 就本業主要行業舉辦技能比賽提供意見，以推廣職業專才教育和派員參加國際賽事。
8. 與僱主、僱主聯會、工會、專業團體、訓練及教育機構、政府部門等聯絡，共商本業職業專才教育的發展與推廣事宜。
9. 為本業舉辦有關職業專才教育的研討會和會議。
10. 就訓練委員會工作和相關職業專才教育課程之推廣宣傳，向局方提供意見。
11. 每年向局方呈交訓練委員會工作報告，以及相關學科課程發展策略建議。
12. 根據《職業訓練局條例》第 7 條，負責局方所委派的其他工作。

**Terms of Reference of the
Beauty Care and Hairdressing Training Board**

1. To determine the manpower demand of the industry, including the collection and analysis of relevant manpower and student/trainee statistics and information on socio-economic, technological and labour market developments.
2. To assess and review whether the manpower supply for the industry matches with the manpower demand.
3. To recommend to the Vocational Training Council (the Council) the development of vocational and professional education and training (VPET) facilities to meet the assessed manpower demand.
4. To advise the Council on the strategic development and quality assurance of its programmes in the relevant disciplines.
5. To prescribe job specifications for the principal jobs in the industry defining the skills and knowledge and advise on relevant training programme specifying the time a trainee needs to spend on each skill element.
6. To tender advice in respect of skill assessments, trade tests and certification for in-service workers, apprentices and trainees, for the purpose of ascertaining that the specified skill standards have been attained.
7. To advise on the conduct of skill competitions in key trades in the industry for the promotion of VPET as well as participation in international competitions.
8. To liaise with relevant bodies, including employers, employers' associations, trade unions, professional institutions, training and educational institutions and government departments, on matters pertaining to the development and promotion of VPET in the industry.
9. To organise seminars/conferences/symposia on VPET for the industry.
10. To advise on the publicity relating to the activities of the Training Board and relevant VPET programmes of the Council.
11. To submit to the Council an annual report on the Training Board's work and its recommendations on the strategies for programmes in the relevant disciplines.
12. To undertake any other functions delegated by the Council in accordance with Section 7 of the Vocational Training Council Ordinance.

美容及美髮業訓練委員會
人力調查工作小組委員名單

召集人

何紹忠先生

委員

張玲女士

蔡明峰先生

許漢輝先生

葉世雄先生

林樹欣先生

劉玉棠博士

莫碧詩博士

**Membership of the Working Party of 2020 in
Manpower Survey in
Beauty Care, Hairdressing and Cosmetics Industries**

Convenor

Mr HO Shiu-chung, Joseph

Members

Ms Elaine CHEUNG

Mr Orpheus CHOY

Mr HUI Hon-fai, Charlie

Mr IP Sai-hung, Nelson

Mr LAM Shue-yan, Jeff

Dr LAU Yuk-tong, April

Dr MOK Pik-sze, Florence

釋義

中三或以下	是指中三或以下，或同等教育程度。
中四至中七	「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
文憑／證書	「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
副學位	「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
學士學位	「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
研究生學位	「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
全職僱員	「僱員」指由同一僱主工作每月最少四週、每週不少於十八小時的受薪人員。有關僱員包括在公司人事編制內的所有僱員，不論是否有調往其他地方工作（包括中國內地）。
兼職僱員	「兼職僱員」指在機構/公司指定職位在工資名單下的兼職僱員。每星期少於 5 個工作日；或每個工作日工作少於 6 個小時；或每星期工作少於 30 小時(每星期沒有固定的工作時間)。
自由工作者	「自由工作者」指並無與僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按工作項目收取報酬。
實習生／見習員	「實習生／見習員」包括正在接受各種訓練的人士，以及已簽訂學徒合約的登記學徒。
輔助人員／文員級	「輔助人員／文員級」通常獲派擔任性質重複的工作，要求的技能較少，訓練期亦較短。

職位空缺	「職位空缺」指該職位懸空，需立刻填補而現正積極招聘人員填補。
空缺率	「空缺率」指空缺在公司職位總數中所佔的百分率。
離職率	「離職率」指僱員離職的數目在公司職位(全職僱員+全職職位空缺)總數中所佔的百分率。
流失率	「流失率」指因轉行、退休、移民及其他原因而離開美容及美髮業的僱員。

Definition of Terms

Secondary 3 or below	“Secondary 3 or below” refers to Secondary 3 or below, or equivalent.
Secondary 4 to 7	“Secondary 4 to 7” refers to Secondary 4 to 7, covering the education programmes in relation to the Hong Kong Certificates of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma YI Jin, or equivalent.
Diploma/Certificate	“Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.
Sub-degree	“Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificate, Associateship or equivalent programmes offered by local or non-local education institutions.
First Degree	“First Degree” refers to first degree(s) offered by local or non-local education institutions, or equivalent.
Postgraduate Degree	“Postgraduate Degree” refers to higher degrees (e.g. master degree) offered by local or non-local education institutions, or equivalent.
Full-time Employees	“Full-time Employees” refer to those working full-time (i.e. at least 4 weeks a month, and not less than 18 hours in each week” under the payroll of the establishment. Relevant employees include all employees in the company's personnel establishment, regardless of whether they are transferred to other places (including Mainland China).
Part-time Employees	“Part-time Employees” refer to those working part-time in an organization/a company under the payroll of the establishment and

those work less than 5 working days per week; or less than 6 working hours per working day; or less than 30 working hours per week (for without a fixed number of working days per week).

Freelancers	“Freelancers” refers to refer to those who pursues a profession without a long-term commitment to any one employer. Freelancers may be engaged on daily, hourly or project basis.
Trainees/Apprentices	“Trainees/Apprentices” refers to those undergo various trainings, as well as registered apprentices who have signed an apprenticeship contract.
Operative/Clerical Level	“Operative/Clerical Level” usually assigned to take up repetitive tasks, require fewer skills and shorter training periods
Vacancies	“Vacancies” refers to a vacant post to be filled up immediately and was actively recruiting a replacement.
Vacancy Rate	“Vacancy Rate” refers to the percentage of vacancies in the total number of positions in the company.
Turnover Rate	“Turnover Rate” refers to the percentage represented by number of employees leaving over the total number of posts (number of full-time employees + number of full-time vacancies) in the company.
Wastage Rate	“Wastage Rate” refers to the percentage of employees leaving the beauty care and hairdressing industries due to career change, retirement, emigration and other reasons, out of the total number of employees.

Headquarters (Industry Partnership) 總辦事處(行業合作)

30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong

香港九龍長沙灣長裕街10號億京廣場2期30樓

www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 (1) in BH/4/2 (2020)

Your Reference 來函檔號

執事先生／女士：



2020 年美容及美髮業人力調查

職業訓練局(VTC)屬下美容及美髮業訓練委員會(訓練委員會)由香港特別行政區行政長官委任，負責就業內人力訓練事宜提供意見。本會將於 **2020 年 4 月至 6 月** 期間進行調查，蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。謹代表訓練委員會致函，懇請 貴機構惠予合作提供相關資料，以便進行上述人力調查。

茲夾附下述文件，供 貴機構參閱及填寫：

- (1) 調查問卷；
- (2) 附註（附錄 A）；及
- (3) 主要職務工作說明（附錄 B）。

VTC已委託米奧特資料搜集中心有限公司<米奧特>協助進行是次人力調查。調查期間，米奧特的統計員將聯絡 貴機構進行訪問及解答相關問題。如有需要，統計員會造訪貴機構協助填寫並收回已填妥的問卷。貴機構亦可將完成的問卷，以傳真 (3900 1122) 或電郵 (vtc@mov.com.hk) 交回米奧特。

調查所得的資料將絕對保密，局方在發表報告時，只會公布合計數字，不會提及個別機構情況。

人力調查報告將於調查完結後上載本局網頁。如對調查有任何查詢，請於星期一至五上午九時半至下午六時聯絡以下人士：

- ✧ 如查詢有關填寫及寄回問卷事宜，請與米奧特公司陳寶儀小姐聯絡（電話：3900 1176）。
- ✧ 如希望直接與 VTC 聯絡，請致電 VTC 人力調查(統計組)陳兆銘先生（電話：3907 6716）。

美容及美髮業訓練委員會主席
(楊慧君)

二〇二〇年二月十四日
附件

Headquarters (Industry Partnership) 總辦事處(行業合作)
30F, Billion Plaza II, 10 Cheung Yue Street, Cheung Sha Wan, Kowloon, Hong Kong
香港九龍長沙灣長裕街10號億京廣場2期30樓
www.vtc.edu.hk

Telephone No 電話

Facsimile No 傳真

Our Reference 本局檔號 (1) in BH/4/2 (2020)

Your Reference 來函檔號



14 February 2020

Dear Sir/Madam,

**The 2020 Manpower Survey of the
Beauty Care and Hairdressing Industry**

The Beauty Care and Hairdressing Training Board (the Training Board) of the Vocational Training Council (VTC), appointed by the Chief Executive of the Hong Kong Special Administrative Region (HKSAR), is responsible for matters pertaining to manpower training in the industry. In order to collect the latest manpower information for formulating recommendations on future manpower training, the Training Board will conduct the captioned survey from **April to June 2020**. I am writing to enlist your help by providing the relevant information to the survey and your co-operation would be much appreciated.

I enclose the following documents for your reference and completion:

- (a) The Questionnaire;
- (b) Explanatory Notes (Appendix A); and
- (c) Job Descriptions for Principal Jobs (Appendix B).

The VTC has appointed **MOV Data Collection Center Ltd. (MOV)** to assist in conducting the above survey. During the survey period, the enumerator of MOV will contact your establishment for the survey and answer the questions you may have. If necessary, visit will be made to your establishment to assist in completing and collecting the questionnaire. Alternatively, you may return the copy of the completed questionnaire to MOV via fax (3900 1122) or email (vtc@mov.com.hk).

I wish to assure you that the information provided will be handled **in strict confidence** and published on aggregate basis without reference to individual establishments.

The Manpower Survey Report will be uploaded onto the VTC website after completion of the survey. Should you have any queries, please do not hesitate to contact the following hotline during 9:30 a.m. to 6:00 p.m. from Monday to Friday :

- ✧ For matters regarding completion and return of questionnaire(s), please contact Ms. Polly CHAN of MOV at 3900 1176.
- ✧ In case you want to approach VTC directly, please contact Mr. Edward CHAN of VTC Manpower Survey (Statistical Team) at 3907 6716.

Yours faithfully,

A handwritten signature in blue ink, appearing to read 'Juliana', is written over a faint, larger signature.

(Juliana YANG)
Chairlady

Beauty Care and Hairdressing Training Board

Encl.

CONFIDENTIAL

WHEN ENTERED WITH DATA

填入數據後即成

機密文件**VOCATIONAL TRAINING COUNCIL****職業訓練局****THE 2020 MANPOWER SURVEY OF BEAUTY CARE AND HAIRDRESSING INDUSTRIES****美容及美髮業2020年人力調查**

The 2020 Manpower Survey of the Beauty Care and Hairdressing Industry (BH) aims at collecting manpower information of the industries concerned for formulating recommendations on future manpower training. Please kindly provide the information of your establishment as at **1st April 2020** by answering the questionnaire. Thank you.

美容及美髮業2020年人力調查旨在蒐集業內人力情況的最新資料，並按此為未來人力訓練制訂適當建議。懇請貴機構根據**2020年4月1日**的人力情況填寫此問卷。多謝合作。

Establishment Information**機構資料**

(For official use)

Industry Code _____

NATURE OF BUSINESS:**業務性質**
☐ School (Beauty, Hairdressing, Make-up and Nail)
學校 (美容／美髮／化妝／美甲)

☐ Beauty Care, Health Care and Spa Centres
美容院、健康及水療中心

☐ Nail Salon
美甲中心

☐ Others, please specify
其他，請註明 _____

☐ Hairdressing Salon
髮廊

☐ Cosmetic Product Company – Wholesale, Import & Export
化妝品及個人護理產品 - 批發及出入口

☐ Cosmetic Product Company – Retail
化妝品及個人護理產品 - 零售

TOTAL NO. OF PERSONS ENGAGED: _____

僱員總人數

Details of Contact Person***聯絡人資料***

NAME OF PERSON TO CONTACT: _____

聯絡人姓名

POSITION: _____

職位

TEL. NO. : _____

電話

FAX NO. : _____

圖文傳真

E-MAIL : _____

電郵

* The information provided will be used for the purpose of this and subsequent manpower surveys.

所提供資料將用作是次及日後人力調查之用。

Part I – Manpower Information

第一部份 – 人力情況

Please complete columns 'B' to 'J' of the questionnaire according to the list of principal jobs by referring to Appendix B for job description of individual job.

請根據列表中的主要職務，並參考附錄B有關各種職務的工作說明來填寫表內各欄 'B' 至 'J'。

Part IA - School (Beauty, Hairdressing, Make-up and Nail) 學校 (美容／美髮／化妝／美甲)

Principal Jobs 主要職務

(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Full Time Employees as at Survey Reference Date (Excl. trainees/ apprentices*) 在統計日期 的全職 僱員人數 (實習生／ 見習員* 除外)	(C) No. of Trainees/ Apprentices* as at Survey Reference Date 在統計日期 的 實習生／ 見習員* 人數	(D) No. of Full Time Vacancies as at Survey Reference Date 在統計日期 的全職 空缺額	(E) Forecast Number of Full Time Employees as at April 2021 (Excl. trainees/ Apprentices*) 預計在2021 年4月的全職 僱員人數 (實習生／ 見習員* 除外)	(F) No. of Part Time Employees as at Survey Reference Date 在統計日期 的兼職 僱員人數	(G) No. of Freelancers* as at Survey Reference Date 在統計日期 的自由工作者* 人數	(H) Average Monthly Remuneration Package of Full Time Employees (Excl. trainees/ Apprentices*) 全職僱員之每月 平均薪酬 (實習生／學徒* 除外) Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$13,000 3 \$13,001 - \$16,000 4 \$16,001 - \$20,000 5 \$20,001 - \$30,000 6 \$30,001 - \$50,000 7 \$50,001 or above 或以上	(I) Preferred Level of Education of Full Time Employees 全職僱員宜有的 教育程度 Code 編號 Education Level 教育程度 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑／證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(J) Preferred Year of Experience of Full Time Employees 全職僱員宜有的 相關年資 Code 編號 Year of Experience 相關年資 1 10 years or more 十年或以上 2 6 years to less than 10 years 六年至十年以下 3 3 years to less than 6 years 三年至六年以下 4 1 year to less than 3 years 一年至三年以下 5 Less than 1 year 一年以下
Job Code 職位 編號 e.g. 例子 Job Title A (3 employees, 1 Apprentice and 2 vacancies) 職位甲(3名僱員, 1名學徒及2個空缺)	3	2	1	5	1	1	6	2	3
Managerial Level 管理人員級									
101 Director/ Principal 總監／院長									
102 Training Manager 培訓經理									
Supervisory Level 督導級									
201 Training Officer/Instructor (Beauty/Make up/Nail) 培訓主任／培訓導師 (美容護理／化妝／美甲)									
202 Training Officer/Instructor (Hairdressing) 培訓主任／培訓導師 (美髮)									
Other supporting staff 其他支援員工									
501 Receptionist 接待員									
000 (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財 務、資訊科技或行政工作之員工)									
Other Relevant Beauty Care and Hairdressing Staff 其他相關美容及美髮員工									
For Official Use									

* A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on daily, hourly or project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

"Trainees/Apprentices" refer to those employees undergoing any form of training, and includes trainees and apprentices under a contract of apprenticeship.

「實習生」／「學徒」指正在接受各種形式訓練的僱員，包括實習生及根據學徒合約受聘的學徒。

Part IB - Beauty Care, Health Care and Spa Centres and Nail Salon 美容院、健康及水療中心及美甲中心

Principal Jobs 主要職務

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Full Time Employees as at Survey Reference Date (Excl. trainees/ apprentices*) 在統計日期 的全職 僱員人數 (「實習生」/ 「見習員」 除外)	(C) No. of Trainees/ Apprentices* as at Survey Reference Date 在統計日期 的 「實習生」/ 「見習員」人數	(D) No. of Full Time Vacancies as at Survey Reference Date 在統計日期 的全職 空缺額	(E) Forecast Number of Full Time Employees as at April 2021 (Excl. trainees/ Apprentices*) 預計在2021 年4月的全職 僱員人數 (「實習生」/ 「見習員」除外)	(F) No. of Part Time Employees as at Survey Reference Date 在統計日期 的兼職 僱員人數	(G) No. of Freelancers* as at Survey Reference Date 在統計日期的 自由工作者* 人數	(H) Average Monthly Remuneration Package of Full Time Employees (Excl. trainees/ Apprentices*) 全職僱員之每月 平均薪酬 (「實習生」/「學徒」除外) Code 編號	(I) Preferred Level of Education of Full Time Employees 全職僱員宜有的 教育程度 Code 編號 Education Level 教育程度	(J) Preferred Year of Experience of Full Time Employees 全職僱員宜有的 相關年資 Code 編號 Year of Experience 相關年資
	Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。									
e.g: 例子	Job Title A (3 employees, 1 Apprentice and 2 vacancies) 職位甲(3名僱員, 1名學徒及2個空缺)	3	2	1	5	1	1	6	2	3
Managerial Level 管理人員級										
103	Director/General Manager 總監／總經理									
104	Shop/Operation Manager 分區店長／營運經理									
105	Corporate & Brand Manager 企業品牌經理									
106	Business Development/Sales Manager 業務開發／營業經理									
107	Marketing Manager 市場推廣經理									
108	Digital Marketing Manager 數碼營銷經理									
109	Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理 (美容院、健康及水療中心)									
Supervisory Level 督導級										
203	Shop Supervisor 店鋪主任／分區主任									
204	Beauty Consultant 美容顧問									
206	Hair Care Consultant/Advisor 頭髮護理顧問									
209	Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任 (美容院、健康及水療中心)									
Craftsman Level 技工級										
301	Beautician/ Beauty Therapist 美容師									
302	Body Therapist 身體護理師									
303	Make Up Artist 化妝師									
304	Nail Artist/Therapist 甲藝師									
351	Beauty Assistant 美容師助理									
354	Nail Assistant/Trainee 指甲助理									
356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)									

* A freelancer is a person who pursues a profession without a long-term commitment to any particular employer in the sector. Freelancers may be engaged on daily, hourly or project basis.

「自由工作者」指並無與任何僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬

“Trainees/Apprentices” refer to those employees undergoing any form of training, and includes trainees and apprentices under a contract of apprenticeship.

「實習生」／「學徒」指正在接受各種形式訓練的僱員，包括實習生及根據學徒合約受聘的學徒。

Part IB - Beauty Care, Health Care and Spa Centres and Nail Salon (continued) 美容院、健康及水療中心及美甲中心 (續)

	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Full Time Employees as at Survey Reference Date (Excl. trainees/ apprentices*) 在統計日期 的全職 僱員人數 (實習生/ 見習員* 除外)	(C) No. of Trainees/ Apprentices* as at Survey Reference Date 在統計日期 的 實習生/ 見習員* 人數	(D) No. of Full Time Vacancies as at Survey Reference Date 在統計日期 的全職 空缺額	(E) Forecast Number of Full Time Employees as at April 2021 (Excl. trainees/ Apprentices*) 預計在2021 年4月的全職 僱員人數 (實習生/ 見習員* 除外)	(F) No. of Part Time Employees as at Survey Reference Date 在統計日期 的兼職 僱員人數	(G) No. of Freelancers* as at Survey Reference Date 在統計日期的 自由工作者* 人數	(H) Average Monthly Remuneration Package of Full Time Employees (Excl. trainees/ Apprentices*) 全職僱員之每月 平均薪酬 (實習生/學徒* 除外) Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$13,000 3 \$13,001 - \$16,000 4 \$16,001 - \$20,000 5 \$20,001 - \$30,000 6 \$30,001 - \$50,000 7 \$50,001 or above 或以上	(I) Preferred Level of Education of Full Time Employees 全職僱員宜有的 教育程度 Code Education Level 編號 教育程度 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(J) Preferred Year of Experience of Full Time Employees 全職僱員宜有的 相關年資 Code Year of 編號 Experience 相關年資 1 10 years or more 十年或以上 2 6 years to less than 10 years 六年至十年以下 3 3 years to less than 6 years 三年至六年以下 4 1 year to less than 3 years 一年至三年以下 5 Less than 1 year 一年以下
Job Code 職位 編號	Please enter a zero '0' in the box if no employee/trainees/apprentices/vacancy. 如沒有僱員/實習生/學徒/空缺, 請在方格內 填入 '0'。									
e.g: 例子	Job Title A (3 employees, 1 Apprentice and 2 vacancies) 職位甲(3名僱員, 1名學徒及2個空缺)	3	2	1	5	1	1	6	2	3
Clerical/ Operative Level 輔助人員/文員級										
401	Marketing Assistant 市場推廣助理									
402	Promoter 推廣員									
Other supporting staff 其他支援員工										
501	Receptionist 接待員									
502	Medical Personnel (i.e. Doctor, Dietitian, registered nurse, etc) 醫護人員									
000	(e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財 務、資訊科技或行政工作之員工)									
Other Relevant Beauty Care and Hairdressing Staff 其他相關美容及美髮員工										
<i>For Official Use</i>										

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「實習生」/「學徒」指正在接受各種形式訓練的僱員, 包括實習生及根據學徒合約受聘的學徒。

Part IC - Hairdressing Salon 髮廊

Principal Jobs 主要職務

(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Full Time Employees as at Survey Reference Date (Excl. trainees/ apprentices*) 在統計日期 的全職 僱員人數 (「實習生」/ 「見習員」 除外)	(C) No. of Trainees/ Apprentices* as at Survey Reference Date 在統計日期 的 「實習生」/ 「見習員」* 人數	(D) No. of Full Time Vacancies as at Survey Reference Date 在統計日期 的全職 空缺額	(E) Forecast Number of Full Time Employees as at April 2021 (Excl. trainees/ Apprentices*) 預計在2021 年4月的全職 僱員人數 (「實習生」/ 「見習員」* 除外)	(F) No. of Part Time Employees as at Survey Reference Date 在統計日期 的兼職 僱員人數	(G) No. of Freelancers* as at Survey Reference Date 在統計日期的 自由工作者* 人數	(H) Average Monthly Remuneration Package of Full Time Employees (Excl. trainees/ Apprentices*) 全職僱員之每月 平均薪酬 (「實習生」/ 「學徒」* 除 外) Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$13,000 3 \$13,001 - \$16,000 4 \$16,001 - \$20,000 5 \$20,001 - \$30,000 6 \$30,001 - \$50,000 7 \$50,001 or above 或以上	(I) Preferred Level of Education of Full Time Employees 全職僱員宜有的 教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g.Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑／證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(J) Preferred Year of Experience of Full Time Employees 全職僱員宜有的 相關年資 Code 編號 1 10 years or more 十年或以上 2 6 years to less than 10 years 六年至十年以下 3 3 years to less than 6 years 三年至六年以下 4 1 year to less than 3 years 一年至三年以下 5 Less than 1 year 一年以下	
Please enter a zero '0' in the box if no employee /trainees/apprentices/vacancy. 如沒有僱員／實習生／學徒／空缺，請在方格內 填入 '0'。										
Job Code 職位編號 e.g. 例子	Job Title A (3 employees, 1 Apprentice and 2 vacancies) 職位甲(3名僱員, 1名學徒及2個空缺)	3	2	1	5	1	1	6	2	3
Managerial Level 管理人員級										
103	Director/General Manager 總監／總經理									
104	Shop/Operation Manager 分區店長／營運經理									
111	Art Director 髮型總監									
112	Technical Director 技術總監									
Supervisory Level 督導級										
203	Shop Supervisor 店舖主任／分區主任									
206	Hair Care Consultant/Advisor 頭髮護理顧問									
Craftsman Level 技工級										
304	Nail Artist/Therapist 甲藝師									
305	Hair Stylist/Hairdresser 髮型師									
306	Technician (perm and color) 電染技術員									
355	Hairdressing Assistant 髮型助理									
Other supporting staff 其他支援員工										
501	Receptionist 接待員									
000	(e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財 務、資訊科技或行政工作之員工)									
Other Relevant Beauty Care and Hairdressing Staff 其他相關美容及美髮員工										
For Official Use										

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Part ID - Cosmetic Product Company – Wholesale, Import & Export, Retail 化妝品及個人護理產品 - 批發, 出入口及零售

Principal Jobs 主要職務

Job Code 職位編號	(A) Principal Job 主要職務 (See Appendix B) (參閱附錄 B)	(B) No. of Full Time Employees as at Survey Reference Date (Excl. trainees/apprentices*) 在統計日期的全職僱員人數 (實習生/見習員*除外)	(C) No. of Trainees/Apprentices* as at Survey Reference Date 在統計日期的實習生/見習員*人數	(D) No. of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺額	(E) Forecast Number of Full Time Employees as at April 2021 (Excl. trainees/Apprentices*) 預計在2021年4月的全職僱員人數 (實習生/見習員*除外)	(F) No. of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	(G) No. of Freelancers* as at Survey Reference Date 在統計日期的自由工作者*人數	(H) Average Monthly Remuneration Package of Full Time Employees (Excl. trainees/Apprentices*) 全職僱員之每月平均薪酬 (實習生/學徒*除外) Code 編號 1 \$10,000 or below 或以下 2 \$10,001 - \$13,000 3 \$13,001 - \$16,000 4 \$16,001 - \$20,000 5 \$20,001 - \$30,000 6 \$30,001 - \$50,000 7 \$50,001 or above 或以上	(I) Preferred Level of Education of Full Time Employees 全職僱員宜有的教育程度 Code 編號 1 Postgraduate Degree 研究生學位 2 First Degree 學士學位 3 Sub-degree (e.g. Higher Diploma) 副學位 (例如高級文憑) 4 Diploma/Certificate 文憑/證書 5 Secondary 4 to 7 中四至中七 6 Secondary 3 or below 中三或以下	(J) Preferred Year of Experience of Full Time Employees 全職僱員宜有的相關年資 Code 編號 1 10 years or more 十年或以上 2 6 years to less than 10 years 六年至十年以下 3 3 years to less than 6 years 三年至六年以下 4 1 year to less than 3 years 一年至三年以下 5 Less than 1 year 一年以下
	Please enter a zero '0' in the box if no employee/trainees/apprentices/vacancy. 如沒有僱員/實習生/學徒/空缺, 請在方格內 填入 '0'。									
e.g. 例子	Job Title A (3 employees, 1 Apprentice and 2 vacancies) 職位甲(3名僱員, 1名學徒及2個空缺)	3	2	1	5	1	1	6	2	3
Managerial Level 管理人員級										
103	Director/General Manager 總監/總經理									
104	Shop/Operation Manager 分區店長/營運經理									
105	Corporate & Brand Manager 企業品牌經理									
107	Sales/Marketing Manager 市場推廣經理									
108	Digital Marketing Manager 數碼營銷經理									
110	Product/Technical Manager 產品/技術經理									
Supervisory Level 督導級										
203	Shop Supervisor 店舖主任/分區主任									
205	Beauty Advisor (Counter) 美容顧問 (櫃位)									
206	Hair Care Consultant/Advisor 頭髮護理顧問									
207	Buying Officer 買手									
208	Sales Representative/Executive 營業主任									
210	Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)									
Clerical / Operative Level 輔助人員/文員級										
401	Marketing Assistant 市場推廣助理									
402	Promoter 推廣員									
Other supporting staff 其他支援員工										
501	Receptionist 接待員									
000	(e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)									
Other Relevant Beauty Care and Hairdressing Staff 其他相關美容及美髮員工										
For Official Use										

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Part II
第二部份

Vocational Qualifications
職業資格

1. Please provide information on the vocational qualification(s) of the **full-time employees** of your establishment (you may wish to tick more than 1 box for each job level).
請提供貴機構內各職級的全職僱員有關職業資格的資料 (每職級可選擇一項或以上)。

	(i) <u>Already possessed</u> by employees 僱員 已獲得 的職業資格			(ii) <u>Preferred</u> to be possessed by employees 僱員 宜有的 職業資格		
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
<u>Mainland China 中國</u>						
(a) National Occupational Qualification (China) 國家職業資格(中國)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Local 本地</u>						
(b) Certificates issued by the VTC: 由職業訓練局頒發之證書						
(i) <i>Competency Certificate in Beauty and Body Care</i> (One Examination, Multiple Certification) 美容及美體護理「一試多證」	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) <i>Competency Certificate in Hairdressing Techniques</i> (One Examination, Multiple Certification) 美髮技術「一試多證」	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) <i>Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator)</i> 技能測驗證書(強烈脈衝光儀器操作員)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board 新技能提升課程證書／僱員再培訓局課程證書	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications (please specify): 其他本地認可課程證書 / 專業資格 (請列明): <hr/> <i>(e.g. Recognition of Prior Learning under Hong Kong Qualifications Framework)</i> (例如: 於資歷架構下的過往資歷認可)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<u>Overseas 海外</u>						
(e) Other International Certificates of Recognised Training Courses / Professional Qualifications (please specify): 其他國際性認可課程證書/ 專業資格 (請列明): <hr/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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New Recruitment**新聘僱員**

2. Number of full-time employees **newly recruited** in the past 12 months.

過去十二個月內，貴機構**新招聘**的全職僱員人數。

	<u>Managerial Level</u> 管理人員級	<u>Supervisory Level</u> 督導級	<u>Craftsman Level</u> 技工級	<u>Clerical/ Operative Level</u> 輔助人員／文員級
(a) Total new recruits 新招聘總人數				
(b) Number of new recruits who have performed beauty care and hairdressing services before joining the establishment 新招聘僱員中，於入職前從事美容及美髮業的人數				

Employees Leaving the Establishment**僱員離職**

3. Number of full-time employees left in the past 12 months:

過去十二個月內離職的全職僱員人數：

- (a) Managerial Level
管理人員級

- (b) Supervisory Level
督導級

- (c) Craftsman Level
技工級

- (d) Clerical/ Operative Level
輔助人員／文員級

Major Difficulties Encountered in Recruitment**主要招聘困難**

4. Please indicate the difficulties encountered in recruitment of full-time employees of your establishment in the past 12 months.
請指出 貴機構在過去十二個月招聘全職僱員時所遇到的困難。

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
(a) No recruitment was taken place 沒有招聘	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and the difficulties encountered were: (You may tick "✓" one or more options.) 有招聘，所遇到的困難是：（可剔“✓”選多於一項。）				
(i) Candidates had other choices in the market 應徵者在市場上有很多選擇	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Candidates were insufficiently trained/qualified 應徵者缺乏相關訓練或資歷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Candidates lack of relevant working experiences 應徵者缺乏相關經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Candidates were unwilling to work long working hours or work on shift 應徵者不願意長時間或輪班工作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Candidates found the period of apprenticeship/on-the-job training too long 應徵者認為學藝或在職培訓時間太長	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Candidates found low image and status in the industries 應徵者認為行業形象及地位低	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Candidates were lack of awareness of possible career opportunities and prospect 應徵者不了解行業的就業及發展機會	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Others (please specify): 其他 (請說明)：	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<hr/>				
(x) Did not encounter difficulties 沒有遇上困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Manpower Training and Development

人力培訓及發展

5. What type of training do you think the full-time personnel in the beauty care and hairdressing industries needs to enhance their skills in the next 12 months (You may wish to tick “✓” more than 1 training for each job level).

在未來十二個月內，閣下認為全職美容及美髮從業員須接受以下哪類培訓？

（按培訓種類劃分）（每職級可剔“✓”選多個課程）。

Training 培訓	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／ 文員級
A. General Management Skills 一般管理技能				
(i) Principles of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Facilitation skills/ People Relationship Management 引導技能／人際關係管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
B. Trade Specific Skills 業內專業技能				
(i) Beauty Care and Body Care (Product and Equipment Application) 美容及身體護理(產品及儀器應用)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Chemical Knowledge and Skills (e.g. Perming and Colouring) 化學療程(例如電髮、染髮)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Hair Care and Scalp 頭髮及頭皮護理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
C. Generic Skills 通用技能				
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Store Operations 店舖營運	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Big Data Analysis 大數據分析	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Digital Literacy (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼素養(運用電腦處理預約安排，創建和編輯文檔，評估及分析線上資料)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Design Thinking (i.e. begin with empathetic understanding of a problem and find out the creative solutions) 設計思維 (設身處地考慮使用者的經驗，找出創新解決方案)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Others (please specify) 其他 (請說明)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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End of Questionnaire. Thank You for Your Co-operation.

問卷完，多謝合作。

2020 Manpower Survey of the Beauty Care and Hairdressing Industries

美容及美髮業 2020 年人力調查

Explanatory Notes

附註

1. Principal Jobs - Column 'A'

主要職務——‘A’欄

- (a) Please go through column 'A' and mark those principal jobs applicable to your establishment. For detailed job descriptions for principal jobs, please refer to Appendix B.
請瀏覽‘A’欄，選取適用於貴機構的主要職務。有關詳細的工作說明，請參閱附錄 B。
- (b) Please note that some of the job titles may not be the same as those used in your establishment. Please classify an employee according to his/her major duty and supply the required information if the jobs have similar or related functions.
調查表內部分職稱可能有別於貴機構所採用。請根據僱員的主要職責分類。若員工職責與表內某職務的職責相近，可視作相同職務，請提供所需資料。
- (c) In the event where an employee's duties in your establishment are split between two or more job titles, please use the job title that best describes his/her principal responsibility.
如貴機構有員工身兼多項職責，請選用最能反映其主要職責的職稱。
- (d) Please add in column 'A' titles of any principal jobs not mentioned in job descriptions (Appendix B); briefly describe them in respect of the appropriate job categories.
如貴機構另有美容及美髮的主要職務未載於工作說明（附錄 B），請一併填入‘A’欄內，並簡述其所屬的職務類別及等級。

2. Number of Full Time Employees as at Survey Reference Date (Excl. trainees/ apprentices) - Column 'B'

在統計日期的全職僱員人數（實習生／見習員除外）——‘B’欄

For each principal job, please fill in the total number of full time employees (excluding trainees/apprentices) as at survey reference date.

“Full Time Employees” refer to those working full-time (i.e. at least 4 weeks a month, and not less than 18 hours in each week) under the payroll of the establishment. These include proprietors and partners working full-time for the establishment. These definitions also apply to ‘full-time employee(s)’ appearing in other parts of the questionnaire. 請填寫貴機構於統計日期僱用的每個主要職務的全職僱員總數（實習生／見習員除外）。

「全職僱員」指在貴機構內全職工作（即每月最少四週、每週不少於十八小時）的受薪人員，其中包括在機構內全職工作的東主及合夥人。調查表內所出現的「全職僱員」等詞，定義亦同。

3. Number of Trainees/Apprentices as at Survey Reference Date – Column 'C'

在統計日期的實習生／見習員人數——‘C’欄

Please fill in the total number of employees undergoing any form of training. This includes trainees and apprentices under a contract of apprenticeship.

請填寫正在接受各種形式訓練的僱員總數，包括實習生及根據見習員合約受聘的見習員。

4. Number of Full Time Vacancies as at Survey Reference Date - Column 'D'

在統計日期的全職空缺額 ——‘D’欄

Please fill in the number of existing full time vacancies as at Survey Reference Date. ‘Existing Vacancies’ refer to those unfilled, immediately available job openings for which the establishment is actively trying to recruit personnel as at survey reference date.

請填上在統計日期每一主要職務的全職空缺額。「空缺額」是指該職位於統計參考日期仍懸空，須立刻填補，而現正積極招聘人員填補。

5. Forecast Number of Full Time Employees as at April 2021 (Excl. trainees/ Apprentices) - Column 'E'

預計在 2021 年 4 月的全職僱員人數（實習生／見習員 除外）——‘E’欄

The forecast number of full time employees means the number of full time employees you will be employing as at April 2021. The number given could be more / less than that in column ‘B’ if an expansion / a contraction is expected.

預計全職僱員人數指 貴機構在 2021 年 4 月的全職僱員人數。如估計業務屆時可能擴張／收縮，此欄所填的數字應多於／少於‘B’欄。

6. Number of Part Time Employees as at Survey Reference Date - Column 'F'

在統計日期的兼職僱員人數 ——‘F’欄

For each principal job, please fill the total number of part time employees as at survey reference date.

請填寫 貴機構於統計日期每個主要職務的兼職僱員人數。

“Part Time Employees” refer to those working part-time under the payroll of the establishment and those work:

「兼職僱員」指在 貴機構內兼職工作的受薪人員及他們工作：

- less than 5 working days per week; or
每周少於 5 工作天；或
- less than 6 working hours per working day; or
每個工作天少於 6 工作小時；或
- less than 30 working hours per week (for without a fixed number of working days per week)
每周少於 30 工作小時 (適用於每周沒有固定工作日數)

7. Number of Freelancers as at Survey Reference Date - Column 'G'

在統計日期的自由工作者人數 ——‘G’欄

For each principal job, please fill in the total number of freelancers as at survey reference date. A freelancer is a person who pursues a profession without a long-term commitment to any one employer in the beauty care and hairdressing industries. Freelancers may be engaged on daily, hourly or project basis.

請填寫 貴機構於統計日期每個主要職務僱用的自由工作者總數。「自由工作者」指並無與美容及美髮業僱主建立長期僱傭關係的人士。自由工作者可以日薪、時薪或按項目收取報酬。

8. Average Monthly Income of Full Time Employees (Excl. trainees/Apprentices) - Column 'H'

全職僱員之每月平均薪酬（實習生／見習員 除外）——‘H’欄

Please enter the code of average monthly income during the past 12 months for each principal job of full time employee(s). This should include basic salary, overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance, commission and bonus. If you have more than one employee doing the same job, please enter the average range.

請在‘H’欄填入每個主要職務的全職僱員過去 12 個月每月平均薪酬的編號。這包括底薪、逾時工作津貼、生活津貼、膳食津貼、房屋津貼、旅行津貼、佣金及花紅。如 貴機構有多於一名僱員擔任同一主要職務，則請取平均收入。

9. Preferred Level of Education of Full Time Employees - Column 'I'

全職僱員宜有的教育程度 —— 'I' 欄

Please enter the code of preferred level of education for each principal job of full time employees.

請在 'I' 欄填入 貴機構認為每個主要職務全職僱員宜有的教育程度編號。

Definition of Preferred Level of Education:

宜有的教育程度的定義：

- ◆ “Postgraduate Degree” refers to higher degrees (e.g. master degrees) offered by local or non-local education institutions, or equivalent.
「研究生學位」是指本地或非本地教育機構提供的高等學位（如碩士學位），或同等教育程度。
- ◆ “First Degree” refers to First degrees offered by local or non-local education institutions, or equivalent.
「學士學位」是指本地或非本地教育機構提供的學士學位，或同等教育程度。
- ◆ “Sub-degree” refers to Associate Degrees, Higher Diplomas, Professional Diplomas, Higher Certificates, Endorsement Certificates, Associateship or equivalent programmes offered by local or non-local education institutions.
「副學位」是指本地或非本地教育機構提供的副學士、高級文憑、專業文憑、高級證書、增修證書、院士銜或同等課程。
- ◆ “Diploma/Certificate” refers to technical and vocational education programmes including Diploma/Certificate courses, Diploma of Foundation Studies, Diploma of Vocational Education and programmes at the craft level, or equivalent.
「文憑／證書」是指技術及職業教育課程之文憑／證書、基礎課程文憑、職專文憑及技工程度的課程，或同等教育程度。
- ◆ “Secondary 4 to 7” refers to Secondary 4-7, covering the education programmes in relation to the Hong Kong Certificate of Education Examination (HKCEE), the Hong Kong Diploma of Secondary Education (HKDSE) Examination, Diploma Yi Jin, or equivalent.
「中四至中七」是指中四至中七（包括與香港中學會考、香港中學文憑考試、毅進文憑等相關的教育課程）或同等教育程度。
- ◆ “Secondary 3 or below” refers to Secondary 3 or below, or equivalent.
「中三或以下」是指中三或以下，或同等教育程度。

10. Preferred Year of Experience of Full Time Employees - Column 'J'

全職僱員宜有的相關年資 —— 'J' 欄

Please enter the code of preferred years of relevant experience which your establishment requires each principal job employees to have.

請在 'J' 欄填入 貴機構認為每個主要職務宜有的相關年資編號。

2020 Manpower Survey of the Beauty Care and Hairdressing Industries
美容及美髮業 2020 年人力調查

Description for the Principal Jobs
Schools (beauty, hairdressing, make-up and nail)
主要職務的工作說明
學校 (美容 / 美髮 / 化妝 / 美甲)

Code 編號	Principal Job 主要職務	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
101	Director/ Principal 總監／院長	Takes charge of the overall operations and managements of training academies or schools. 負責培訓機構／學校的日常營運及管理事宜。
102	Training Manager 培訓經理	Develops and administers training plans. Provide advices and suggestions of teaching techniques to training officer/instructors. Develops training manual and reviews the effectiveness of training plans. 制定和管理培訓計劃。就導師的教學技巧提供建議及意見。制定培訓手冊及檢視培訓計劃的成效。
SUPERVISORY LEVEL 督導級		
201	Training Officer/Instructor (Beauty/Make up/Nail) 培訓主任／培訓導師 (美容護理／化妝／美甲)	Implements the training plans. Conducts the training courses in beauty care or make-up or nail care. Supervises students' learning progress and evaluates students' performance. Maintains the training records and arranges for training administration. 推行培訓計劃。教授美容護理／化妝／美甲課程。督導學員的學習進度及評核學員表現。保存訓練記錄，以及安排有關行政工作。
202	Training Officer/Instructor (Hairdressing) 培訓主任／培訓導師 (美髮)	Implements the training plans. Conducts the training courses in hairdressing. Supervises students' learning progress and evaluates students' performance. Maintains the training records and arranges for training administration. 推行培訓計劃。教授美髮課程。督導學員的學習進度及評核學員表現。保存訓練記錄，以及安排有關行政工作。
OTHER SUPPORTING STAFF 其他支援員工		
501	Receptionist 接待員	Handles telephone enquiries and appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話諮詢及接受預約安排。接待顧客及提供相關資訊，與顧客保持聯繫。
000	Other supporting staff e.g. human resources, finance IT, and administrative works as well as pantry services. 其他支援員工，例如參與人力資源、財務、資訊科技或其他行政工作和茶水服務。	

2020 Manpower Survey of the Beauty Care and Hairdressing Industries
美容及美髮業 2020 年人力調查

Description for the Principal Jobs
Beauty Care, Health Care and Spa Centres and Nail Salons
主要職務的工作說明
美容院、健康中心及水療中心及美甲中心

Code 編號	Principal Job 主要職務	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
103	Director/General Manager 總監／總經理	Formulates and implements the policies of company. Oversees and manages the overall operations of all departmental and branches. 策劃及執行公司政策。監督及管理各部門及分公司的整體營運及管理事宜。
104	Shop/Operation Manager 分區店長／營運經理	Takes charge of the overall operations and managements of beauty care centres/ nail care salons. 負責美容院／指甲中心的日常營運及管理事宜。
105	Corporate & Brand Manager 企業品牌經理	Develops and establishes company's brand images and brand promotion strategies. Analyses brand positioning and consumer insights. Formulates branding strategies for respective beauty products or services. 制定和建立公司的品牌形象及品牌推廣策略。就品牌及消費者定位進行分析。制定建立美容產品及服務的品牌策略。
106	Business Development/Sales Manager 業務開發／營業經理	Manages new business development. Develops sales plans and meet sales targets. Identifies potential opportunities in order to increase business volume and market share. Arranges sales conventions and seminars. Prepares sales reports and reviews sales strategies. 管理新業務發展。策劃與監管銷售工作，制定並實現銷售目標。尋找潛在機會，以拓展業務和提高市場佔有率。安排業務會議及研討會。制定銷售報告及檢討銷售策略。
107	Marketing Manager 市場推廣經理	Develops, implements and executes strategic marketing plans in order to attract prospective customers and retain existing ones. Manages and coordinates marketing team, leads market research efforts to establish and maintain a competitive edge for business, and liaises closely with media organisations and advertising agencies. 制定、實施和執行策略性市場推廣計劃，以吸引潛在客戶並保留現有客戶。管理和協調其工作團隊，引領市場研究，建立及保持業務的競爭優勢，並且與媒體組織和廣告代理商緊密聯絡。
108	Digital Marketing Manager 數碼營銷經理	Develops, implements and executes online marketing campaign to help company expand sales volume and public awareness. 制定、實施和執行策略性在線營銷活動，協助幫助公司擴大銷售量和吸引公眾關注。

Code 編號	Principal Job 主要職務	Job Description 工作說明
MANAGERIAL LEVEL (Continued) 管理人員級 (續)		
109	Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理 (美容院、健康及水療中心)	Develops and administers training plans for employees, assess training and development needs for companies. Helps individuals and groups develop skills and knowledge. Develops training manual and reviews the effectiveness of training plans. 制定和管理員工的培訓計劃。評估培訓和發展需求，幫助個人和團體發展技能和知識。制定培訓手冊及檢視培訓計劃的成效。
SUPERVISORY LEVEL 督導級		
203	Shop Supervisor 店鋪主任／分區主任	Supervises the operations in beauty care centres/ nail care salons. Supervises and co-ordinates the work of the staff in beauty care centres/ nail care salons. 監督美容院／指甲中心的日常營運。督導及統籌美容院／指甲中心員工的工作。
204	Beauty Consultant 美容顧問	Provides analysis of skin and health conditions as well as its problems. Recommends proper skin and body care treatments and/or advises customers to establish appropriate life style, suitable diets and skin care concepts. 就皮膚及身體狀況及問題進行分析，建議合適的美容及身體護理護理療程，及指導顧客建立正確的護膚和生活飲食概念。
206	Hair Care Consultant/Advisor 頭髮護理顧問	Provides analysis of hair and scalp conditions and problems. Recommends proper hair care treatments or products and advises customers to establish appropriate life style and hair care concepts. 就頭髮及頭皮狀況和問題進行分析，建議合適的頭髮護理療程或產品，及指導顧客建立正確的生活和頭髮護理概念。
209	Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任 (美容院、健康及水療中心)	Implements the training plans. Conducts the training courses in beauty care and equipment operation. Supervises students' learning progress and evaluates students' performance. Maintains the training records and arranges for training administration. 推行培訓計劃。教授美容護理及其儀器應用課程。督導學員的學習進度及評核學員表現。保存訓練記錄，以及安排有關行政工作。
CRAFTSMAN LEVEL 技工級		
301	Beautician/ Beauty Therapist 美容師	Analyses skin types of customers and provides beauty care treatments services including facial, body treatments and other related beauty treatments by using electronic equipment as well as waxing, and eyelash extension services. 分析顧客的皮膚狀況，提供美容護理療程服務包括面部護理、身體護理、與電子儀器有關的美容療程、修甲、脫毛及眼睫毛延長服務等。
302	Body Therapist 身體護理師	Provides massage and body care treatments services. 提供按摩及身體護理療程服務。
303	Make Up Artist 化妝師	Provides make up services. 提供化妝服務。

Code 編號	Principal Job 主要職務	Job Description 工作說明
CRAFTSMAN LEVEL (Continued) 技工級 (續)		
304	Nail Artist/Therapist 甲藝師	Provides nail care services including manicure and pedicure, hand and foot care treatments. Perform nail shape improvements and extensions or refill service by using artificial nail techniques such as acrylic and UV gel. Applies nail drawing and painting. Recommends appropriate hand and foot care products for home uses. 提供美甲服務包括修甲、手足護理療程。透過各種植甲技術如水晶及樹脂植甲去改善及延長或修補甲形。提供甲藝服務。建議合適的手足護理產品作家居護理之用。
351	Beauty Assistant 美容師助理	Assists beauticians/beauty therapists in providing beauty care treatment services. Receives on-the-job training to meet the requirements of services. 協助美容師提供美容護理療程服務。接受在職培訓以達到服務要求。
354	Nail Assistant/Trainee 指甲助理	Assists nail artists/therapists in providing nail care treatment services. Performs duties as assigned and instructed by nail artists/therapists. Receives on-the-job training to meet services requirements. 協助甲藝師提供手足護理療程服務。執行甲藝師委派及指導之職務。接受在職培訓以達到服務要求。
356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	Assists medical practitioners in supporting different cosmetics light treatments. Provide beauty care services. 協助醫護人員進行不同與光學儀器有關的療程。提供美容護理服務。
CLERICAL/OPERATIVE LEVEL 輔助人員／文員級		
401	Marketing Assistant 市場推廣助理	Assist in supporting marketing plans as well as promotional activities and preparing sales reports. 就公司業務及推廣活動提供支援，協助編製銷售報告。
402	Promoter 推廣員	Participates in promotion activities. Sells products to customers or visitors. 參與公司的推廣活動，向顧客或訪客銷售產品。
OTHER SUPPORTING STAFF 其他支援員工		
501	Receptionist 接待員	Handles telephone enquiries and appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話諮詢及接受預約安排。接待顧客及提供相關資訊，與顧客保持聯繫。
502	Medical Personnel (i.e. Doctor, Dietitian, registered nurse, etc) 醫護人員	Includes Doctor, Dietitian, registered nurses and other personnel under the Supplementary Medical Profession Ordinance. 包括西醫、營養師、註冊護士和其他根據輔助醫療業條例而註冊的有關人士。
000	Other supporting staff e.g. human resources, finance IT, and administrative works as well as pantry services. 其他支援員工，例如參與人力資源、財務、資訊科技或其他行政工作和茶水服務。	

2020 Manpower Survey of the Beauty Care and Hairdressing Industries
美容及美髮業 2020 年人力調查

Description for the Principal Jobs
Hairdressing Salon
主要職務的工作說明
髮廊

Code 編號	Principal Job 主要職務	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
103	Director/General Manager 總監／總經理	Formulates and implements the policies of company. Oversees and manages the overall operations of all departmental and branches. 策劃及執行公司政策。監督及管理各部門及分公司的整體營運及管理事宜。
104	Shop/Operation Manager 分區店長／營運經理	Takes charge of the overall operations and managements of hairdressing salons. 負責髮廊的日常營運及管理事宜。
111	Art Director 髮型總監	Advises appropriate hairstyles and/or designs tailor-made hairstyles to customers for specified occasions. Provides different hairdressing services. Supervises and provides relevant training to hairstylists/hairdresser. 為顧客設計合適的髮型款式，或就指定場合／活動中設計出特制的髮型款式。提供各種美髮服務。督導髮型師工作及提供相關培訓。
112	Technical Director 技術總監	Works closely with hairstylists/hairdressers to provide different chemical services including perming and colouring to customers. Supervise and conduct relevant trainings to technicians. 與髮型師緊密合作，為顧客提供各種化學療程包括電髮、染髮服務。指導電染技術員及提供相關培訓。
SUPERVISORY LEVEL 督導級		
203	Shop Supervisor 店鋪主任／分區主任	Supervises the operations in hairdressing salon. Supervises and co-ordinates the work of the staff in hairdressing salon. 監督髮廊的日常營運。督導及統籌髮廊員工的工作。
206	Hair Care Consultant/Advisor 頭髮護理顧問	Provides analysis of hair and scalp conditions and problems. Recommends proper hair care treatments or products and advises customers to establish appropriate life style and hair care concepts. 就頭髮及頭皮狀況和問題進行分析，建議合適的頭髮護理療程或產品，及指導顧客建立正確的生活和頭髮護膚概念。

Code 編號	Principal Job 主要職務	Job Description 工作說明
CRAFTSMAN LEVEL 技工級		
305	Hair Stylist/Hairdresser 髮型師	Provides hairdressing services. 提供美髮服務。
306	Technician (perm and color) 電染技術員	Provides chemical services (e.g. including perming and colouring) to customers. 為顧客提供各種化學療程包括電髮、染髮服務。
304	Nail Therapist/Artist 甲藝師	Provides nail care services including manicure and pedicure, hand and foot care treatments. Perform nail shape improvements and extensions or refill service by using artificial nail techniques such as acrylic and UV gel. Applies nail drawing and painting. Recommends appropriate hand and foot care products for home uses. 提供美甲服務包括修甲、手足護理療程。透過各種植甲技術如水晶及樹脂植甲去改善及延長或修補甲形。提供甲藝服務。建議合適的手足護理產品作家居護理之用。
355	Hairdressing Assistant 髮型助理	Assists in hairstylists/hairdressers in providing basic hairdressing services (including shampooing) to customers. Receives on-the-job training to meet services requirements. 協助髮型師提供基本美髮服務(包括洗頭服務)。接受在職培訓以達到服務要求。
OTHER SUPPORTING STAFF 其他支援員工		
501	Receptionist 接待員	Handles telephone enquiries and appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話諮詢及接受預約安排。接待顧客及提供相關資訊，與顧客保持聯繫。
000	Other supporting staff e.g. human resources, finance IT, and administrative works as well as pantry services. 其他支援員工，例如參與人力資源、財務、資訊科技或其他行政工作和茶水服務。	

2020 Manpower Survey of the Beauty Care and Hairdressing Industries
美容及美髮業 2020 年人力調查

Description for the Principal Jobs
Cosmetics Product Companies – Retail, wholesales, import and export trades
主要職務的工作說明
化妝品及個人護理產品公司 – 零售、批發及出入口

Code 編號	Principal Job 主要職務	Job Description 工作說明
MANAGERIAL LEVEL 管理人員級		
103	Director/General Manager 總監／總經理	Formulates and implements the policies of company. Oversees and manages the overall operations of all departmental and branches. 策劃及執行公司政策。監督及管理各部門及分公司的整體營運及管理事宜。
104	Shop/Operation Manager 分區店長／營運經理	Takes charge of the overall operations and managements of retail stores. 負責零售店舖的日常營運及管理事宜。
105	Corporate & Brand Manager 企業品牌經理	Develops and establishes company's brand images and brand promotion strategies. Analyses brand positioning and consumer insights. Formulates branding strategies for respective beauty products or services. 制定和建立公司的品牌形象及品牌推廣策略。就品牌及消費者定位進行分析。制定建立美容產品及服務的品牌策略。
107	Sales/Marketing Manager 市場推廣經理	Implements and coordinates marketing activities and launches promotion campaigns. Conducts market research. Liaises with advertising agencies for preparation of promotion kits. Provides services to sales force. 執行及協調市場推廣工作，並舉辦推銷活動。進行市場研究。與廣告公司聯絡，製備宣傳套件。為營業人員提供服務。
108	Digital Marketing Manager 數碼營銷經理	Develop, implement and execute online marketing campaign to help company to expand sales volume and public awareness. 制定、實施和執行策略性在線營銷活動，協助幫助公司擴大銷售量和吸引公眾關注。
110	Product/Technical Manager 產品／技術經理	Takes charge of the overall stock of products. Gives technical advice on the quality and application of, and provides appropriate after-sales services. Oversees and follows up buyers' or sales orders and product deliveries to sales stations. 負責公司一切有關產品及存放事務，就產品之素質、應用及適當之售後服務提供意見。統籌及處理買手／銷售訂單，確保產品能準時傳送至銷售點。
SUPERVISORY LEVEL 督導級		
203	Shop Supervisor 店舖主任／分區主任	Supervises and manages the sales in a store/outlet. Checks and study sales figures, stock and customers' preferences and make subsequent recommendations. Supervises a team of beauty advisers (counter). 監督及管理店舖／經銷店的銷售情況。查核和研究銷售數字、貨品存貨及顧客要求，然後提出建議。督導美容顧問的銷售團隊的工作。

Code 編號	Principal Job 主要職務	Job Description 工作說明
SUPERVISORY LEVEL (Continued) 督導級 (續)		
210	Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	Organises training courses/workshops of the application of products and/or beauty equipment. Provide technical advices on the quality and its application of products/equipment. Assists in preparing technical manuals of equipment operations. 就產品及美容儀器應用提供培訓課程／講座。對某類產品的素質及儀器應用提供技術意見。協助制定相關儀器的應用手冊。
207	Buying Officer 買手	Keeps eyes on the latest design and quality requirements of new and existing products. Collects samples and asks for quotations from suppliers/manufacturers to place orders. Negotiates with suppliers/manufacturers and follows up the progress of product delivery. 密切留意市場最新及現有產品的設計及素質要求。向供應商／生產商收集樣辦及報價以便訂購。與供應商／生產商商談及留意付運進度。
205	Beauty Advisor (Counter) 美容顧問 (櫃位)	Analyses skin types and recommends proper skin care and/or make up products. Sells beauty care products. Gives advices on other skin care and beauty services. 分析皮膚，建議美容護理或化妝產品及銷售產品。提供其他美容護理服務及意見。
206	Hair Care Consultant/Advisor 頭髮護理顧問	Provides analysis of hair and scalp conditions and problems. Recommends proper hair care treatments or products and advises customers to establish appropriate life style and hair care concepts. 就頭髮及頭皮狀況和問題進行分析，建議合適的頭髮護理療程或產品，及指導顧客建立正確的生活和頭髮護膚概念。
208	Sales Representative/Executive 營業主任	Identifies potential customers to promote products and beauty equipment. Provides supporting services to existing customers. 確定有潛力的客戶去銷售產品及美容儀器，及為現有客戶提供相關支援。
CLERICAL/ OPERATIVE LEVEL 輔助人員／文員級		
401	Marketing Assistant 市場推廣助理	Assists in supporting marketing plans as well as promotional activities and preparing sales reports. 就公司業務及推廣活動提供支援，協助編製銷售報告。
402	Promoter 推廣員	Participates in promotion activities. Sells products to customers or visitors. 參與公司的推廣活動，向顧客或訪客銷售產品。
OTHER SUPPORTING STAFF 其他支援員工		
501	Receptionist 接待員	Handles telephone enquiries and appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers. 接聽電話諮詢及接受預約安排。接待顧客及提供相關資訊，與顧客保持聯繫。
000	Other supporting staff e.g. human resources, finance IT, and administrative works as well as pantry services. 其他支援員工，例如參與人力資源、財務、資訊科技或其他行政工作和茶水服務。	

質素控制措施

實地調查前的準備工作

- 向受訪問公司收集其聯絡資料
- 將相同業務的受訪問公司分組在一起

實地調查員的培訓工作坊

- 就調查目的、問卷內容、操作程序和行業知識為調查人員提供簡介及工作坊

監察實地調查的執行工作

- 委派訓練有素及有經驗的調查人員進行實地調查訪問
- 調查主管緊貼監察實地調查訪問的進度
- 定期為調查人員舉行匯報會議，以確保調查訪問順利進行
- VTC 進行實地考察，確保調查訪問的質素運作能順利進行

提高回覆率的措施

- VTC 定期分析及通知調查人員有關其調查訪問的重點及有效的調查回覆方法
- 尋求訓練委員會及業界商會的協助，鼓勵受訪問公司積極參與人力調查

核對已回覆的調查問卷

- 質素保證獨立小組將抽查已回覆的調查問卷
- VTC 就已回覆的調查問卷進行 100% 審查

雙重數據輸入及檢測收集所得的數據

- 採用雙重數據輸入系統，減少錯誤輸入數據的機會
- 透過電腦計程序和系統去確認所有收集的數據

VTC 進行數據分析

- 參考相關人力數據及／或與上一屆的人力數據進行比較，分析所收集的人力數據。

Quality Control Measures

Prior to Fieldwork Preparation

- Collect contact information of the sampled establishments
- Group sampled establishments by business sectors

Industry Briefing Workshop for Fieldwork Staff

- Provide enumerators with briefing and workshop sessions on objectives of the survey, contents of the questionnaires and industry know-how.

Monitoring of the Fieldwork Execution

- Well-trained enumerators who are experienced in conducting establishment surveys
- Closely monitor fieldwork progress by survey supervisors
- Regular debriefing sessions for enumerators to ensure smooth execution of the survey
- Field visits by VTC to ensure quality and smooth execution of the survey

Measures to increase the response rate

- Regular analysis by VTC and enumerators are notified of the focus of survey and way to secure effective responses
- Seek assistance from the Training Board and trade associations, and encourage sampled establishments to actively take part in the manpower survey

Checking of the completed questionnaires

- Sample check of completed questionnaires by an independent team of QC checkers
- 100% vetting of the completed questionnaires by VTC

Double data entry and data validation

- Adopt double data entry system to eliminate chance of incorrect data input
- Validation of collected data via computer programming and systems

Data analysis by VTC

- Benchmarking with relevant manpower information and/or comparison of survey findings with data from last survey to analyse manpower data collected

回覆問卷調查的機構概況

行業類別	有效樣本數目* (a)	成功訪問的 公司數目 (b)	回覆率 (b)/(a)
培訓學校 (美容／美髮／化妝／ 美甲) (補充樣本)	42	39	92.9%
美容院、健康、水療中心及 美甲中心	263	238	90.5%
髮廊	239	234	97.9%
產品批發及出入口公司	96	88	91.7%
產品零售公司	113	103	91.2%
整體回覆率	753	702	93.2%

備註：*無效個案包括那些已停止營運、搬遷等情況的公司

Response Profile

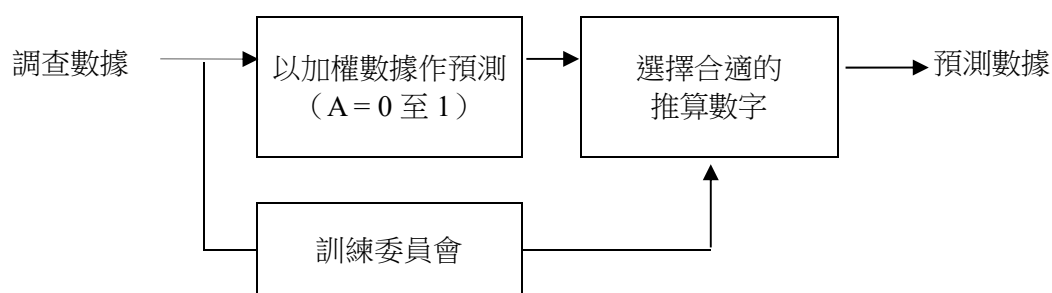
Business Sector	No. of Valid Cases* (a)	No. of Establishments Successfully Enumerated (b)	Effective Response Rate (b)/(a)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	42	39	92.9%
Beauty Care, Health Care and Spa Centres	263	238	90.5%
Hairdressing Salons	239	234	97.9%
Product Wholesale and Import/Export Companies	96	88	91.7%
Product Retail Companies	113	103	91.2%
Overall Response Rate	753	702	93.2%

Remarks: *Invalid cases were referred as those establishments which had been ceased operation, closed, and so on.

人力預測方法

調節過濾預測法 [Adaptive Filtering Method, AFM]

1. 調節過濾預測法是一種基於“加權平均數”的預測方法。在這種方法中，通過調整加權因子（A）來改變過往數據的權重，而“A”的值越高，最新數據的權重就越大。一般來說，較新的數據會有較重的加權，以致預測更多取決於最近的人力數據。
2. 訓練委員會並根據市場趨勢、技術發展、社經因素及未來期望等數據優化未來人力需求的預測。圖一顯示調節過濾預測法的推算過程。



Manpower Projection Methodology

Adaptive Filtering Method

1. The Adaptive Filtering Method (AFM) is a projection method rested on the principle of “Weighted Exponential Smoothing”. In this method, weighted factors (A) are adjusted to change the weight of historic data. The weighting of the recent data increases with the value of “A”. In general, heavier weighting is given to more recent data, thus the projection relies more on the latest manpower data.

2. The Training Board took into consideration of market trends, technological developments and other socio-economic determinants to optimize the future manpower demand projection. The projection flow of the Adaptive Filtering Method is illustrated on Figure 1.

Figure 1 Adaptive Filtering Method

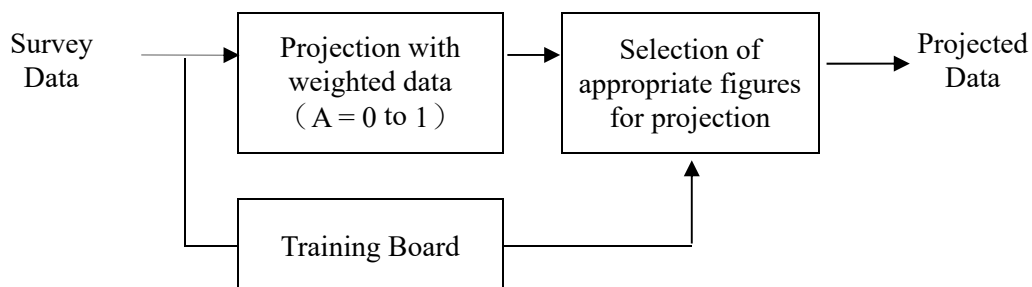


Table 1 (a) : Manpower Statistics by principal job
表 1 (a) : 按主要職務劃分的人力統計

Overall
所有行業

Job Level 職級	Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人數	Number of Trainees/Apprentices as at Survey Reference Date 在統計日期的實習生／見習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者人數
Managerial Level 管理人員級	101 Director/ Principal 總監／院長	26	0	2	28	0	0
	102 Training Manager 培訓經理	23	0	0	23	0	0
	103 Director/General Manager 總監／總經理	443	0	2	445	0	0
	104 Shop/Operation Manager 分區店長／營運經理	896	0	3	899	0	0
	105 Corporate & Brand Manager 企業品牌經理	96	0	0	96	0	0
	106 Business Development/Sales Manager 業務開發／營業經理	95	0	0	95	0	4
	107 Marketing Manager 市場推廣經理	396	0	0	396	3	4
	108 Digital Marketing Manager 數碼營銷經理	137	0	0		0	0
	109 Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理 (美容院、健康及水療中心)	15	0	0	15	0	0
	110 Product/Technical Manager 產品／技術經理	206	0	0	206	0	0
	111 Art Director 髮型總監	66	0	0	66	0	0
	112 Technical Director 技術總監	12	0	0	12	0	0
	Sub-total 小計	2,411	0	7	2,281	3	8
Supervisory Level 督導級	201 Training Officer/Instructor (Beauty/Make up/Nail) 培訓主任／培訓導師 (美容護理／化妝／美甲)	141	0	1	142	97	9
	202 Training Officer/Instructor (Hairdressing) 培訓主任／培訓導師 (美髮)	59	0	1	60	18	7
	203 Shop Supervisor 店鋪主任／分區主任	2041	0	8	2051	0	4
	204 Beauty Consultant 美容顧問	1337	0	30	1365	0	8
	205 Beauty Advisor (Counter) 美容顧問 (櫃位)	7060	67	70	7131	477	28
	206 Hair Care Consultant/Advisor 頭髮護理顧問	385	0	0	385	17	1
	207 Buying Officer 買手	476	0	0	476	0	0
	208 Sales Representative/Executive 營業主任	2230	0	11	2206	164	0
	209 Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任 (美容院、健康及水療中心)	23	0	0	23	0	4
	210 Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	73	0	2	73	0	0
	Marketing Officer 市場主任	7	0	0	7	0	0
	Sub-total 小計	13,832	67	123	13,919	773	61

Table 1 (a) : Manpower Statistics by principal job

表 1 (a) : 按主要職務劃分的人力統計

Overall
所有行業

Job Level 職級	Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者人數
Craftsman Level 技工級	301 Beautician/ Beauty Therapist 美容師	11592	37	149	11730	501	225
	302 Body Therapist 身體護理師	1667	0	34	1701	184	18
	303 Make Up Artist 化妝師	22	0	0	22	12	80
	304 Nail Artist/Therapist 甲藝師	1228	0	1	1229	26	121
	305 Hair Stylist/Hairdresser 髮型師	7874	53	61	7930	389	1884
	306 Technician (perm and color) 電染技術員	220	10	22	232	43	43
	351 Beauty Assistant 美容師助理	251	0	0	251	11	0
	354 Nail Assistant/Trainee 指甲助理	20	0	1	21	0	0
	355 Hairdressing Assistant 髮型助理	2176	14	143	2286	1186	246
	356 Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	103	0	0	103	0	0
	Sub-total 小計	25,153	114	411	25,505	2,352	2,617
Clerical/ Operative Level 輔助人員／文員級	401 Marketing Assistant 市場推廣助理	220	0	0	220	6	0
	402 Promoter 推廣員	1,104	0	8	1,112	283	18
	Sub-total 小計	1,324	0	8	1,332	289	18
Other supporting staff 其他支援員工	501 Receptionist 接待員	1612	0	19	1631	0	0
	502 Medical Personnel (i.e. Doctor, Dietitian, registered nurse, etc.) 醫護人員	100	0	0	100	0	0
	000 Other supporting staff (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)	5875	0	8	5881	0	0
	Sub-total 小計	7,587	0	27	7,612	0	0
Total 總數		50,307	181	576	50,649	3,417	2,704

Table 1 (b) : Manpower Statistics by sector by principal job
表 1 (b) : 按行業及主要職務劃分的人力統計

(a) Hairdressing Salon
 髮廊

Job Level 職級			Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Managerial Level 管理人員級	103		Director/General Manager 總監／總經理	31	0	0	31	0	0
	104		Shop/Operation Manager 分區店長／營運經理	84	0	0	84	0	0
	111		Art Director 髮型總監	66	0	0	66	0	0
	112		Technical Director 技術總監	12	0	0	12	0	0
			Sub-total 小計	193	0	0	193	0	0
Supervisory Level 督導級	203		Shop Supervisor 店鋪主任／分區主任	147	0	0	147	0	0
	206		Hair Care Consultant/Advisor 頭髮護理顧問	5	0	0	5	0	0
			Sub-total 小計	152	0	0	152	0	0
Craftsman Level 技工級	304		Nail Artist/Therapist 甲藝師	37	0	0	37	4	12
	305		Hair Stylist/Hairdresser 髮型師	7874	53	61	7930	389	1884
	306		Technician (perm and color) 電染技術員	220	10	22	232	43	43
	355		Hairdressing Assistant 髮型助理	2176	14	143	2286	1186	246
			Sub-total 小計	10,307	77	226	10,485	1,622	2,185
Other supporting staff 其他支援員工	501		Receptionist 接待員	372	0	3	375	0	0
	000		Other supporting staff (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)	224	0	0	220	0	0
			Sub-total 小計	596	0	3	595	0	0
Total 總數				11,248	77	229	11,425	1,622	2,185

Table 1 (b) : Manpower Statistics by sector by principal job

表 1 (b) : 按行業及主要職務劃分的人力統計

(b) Beauty Care, Health Care and Spa Centres

美容院、健康及水療中心

Job Level 職級		Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Managerial Level 管理人員級	103	Director/General Manager 總監／總經理	99	0	0	99	0	0
	104	Shop/Operation Manager 分區店長／營運經理	653	0	1	654	0	0
	105	Corporate & Brand Manager 企業品牌經理	20	0	0	20	0	0
	106	Business Development/Sales Manager 業務開發／營業經理	95	0	0	95	0	4
	107	Marketing Manager 市場推廣經理	57	0	0	57	3	4
	108	Digital Marketing Manager 數碼營銷經理	21	0	0	21	0	0
	109	Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理 (美容院、健康及水療中心)	15	0	0	15	0	0
		Sub-total 小計	960	0	1	961	3	8
Supervisory Level 督導級	203	Shop Supervisor 店鋪主任／分區主任	476	0	0	476	0	4
	204	Beauty Consultant 美容顧問	1337	0	30	1365	0	8
	206	Hair Care Consultant/Advisor 頭髮護理顧問	30	0	0	30	0	0
	209	Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任 (美容院、健康及水療中心)	23	0	0	23	0	4
		Sub-total 小計	1,866	0	30	1,894	0	16

Table 1 (b) : Manpower Statistics by sector by principal job

表 1 (b) : 按行業及主要職務劃分的人力統計

Job Level 職級		Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Craftsman Level 技工級	301	Beautician/ Beauty Therapist 美容師	11592	37	149	11730	501	225
	302	Body Therapist 身體護理師	1667	0	34	1701	184	18
	303	Make Up Artist 化妝師	18	0	0	18	10	80
	304	Nail Artist/Therapist 甲藝師	198	0	0	198	0	0
	351	Beauty Assistant 美容師助理	251	0	0	251	11	0
	354	Nail Assistant/Trainee 指甲助理	20	0	0	20	0	0
	356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	103	0	0	103	0	0
		Sub-total 小計	13,849	37	183	14,021	706	323
Clerical/ Operative Level 輔助人員／文 員級	401	Marketing Assistant 市場推廣助理	44	0	0	44	6	0
	402	Promoter 推廣員	235	0	0	235	17	0
		Sub-total 小計	279	0	0	279	23	0
Other supporting staff 其他支援員工	501	Receptionist 接待員	1115	0	16	1131	0	0
	502	Medical Personnel (i.e. Doctor, Dietitian, registered nurse, etc.) 醫護人員	100	0	0	100	0	0
	000	Other supporting staff (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)	1194	0	0	1194	0	0
		Sub-total 小計	2,409	0	16	2,425	0	0
Total 總數			19,363	37	230	19,580	732	347

Table 1 (b) : Manpower Statistics by sector by principal job

表 1 (b) : 按行業及主要職務劃分的人力統計

(c) Nail Salon

美甲中心

Job Level 職級	Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Managerial Level 管理人員級	103 Director/General Manager 總監／總經理	5	0	0	5	0	0
	104 Shop/Operation Manager 分區店長／營運經理	5	0	0	5	0	0
	105 Corporate & Brand Manager 企業品牌經理	0	0	0	0	0	0
	106 Business Development/Sales Manager 業務開發／營業經理	0	0	0	0	0	0
	107 Marketing Manager 市場推廣經理	0	0	0	0	0	0
	108 Digital Marketing Manager 數碼營銷經理	0	0	0	0	0	0
	109 Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理 (美容院、健康及水療中心)	0	0	0	0	0	0
	Sub-total 小計	10	0	0	10	0	0
Supervisory Level 督導級	203 Shop Supervisor 店舖主任／分區主任	32	0	0	32	0	0
	204 Beauty Consultant 美容顧問	0	0	0	0	0	0
	206 Hair Care Consultant/Advisor 頭髮護理顧問	0	0	0	0	0	0
	209 Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任 (美容院、健康及水療中心)	0	0	0	0	0	0
	Sub-total 小計	32	0	0	32	0	0

Table 1 (b) : Manpower Statistics by sector by principal job

表 1 (b) : 按行業及主要職務劃分的人力統計

Job Level 職級	Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Craftsman Level 技工級	301 Beautician/ Beauty Therapist 美容師	0	0	0	0	0	0
	302 Body Therapist 身體護理師	0	0	0	0	0	0
	303 Make Up Artist 化妝師	2	0	0	2	2	0
	304 Nail Artist/Therapist 甲藝師	993	0	1	994	22	109
	351 Beauty Assistant 美容師助理	0	0	0	0	0	0
	354 Nail Assistant/Trainee 指甲助理	0	0	1	1	0	0
	356 Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	0	0	0	0	0	0
	Sub-total 小計	995	0	2	997	24	109
Clerical/ Operative Level 輔助人員／文 員級	401 Marketing Assistant 市場推廣助理	0	0	0	0	0	0
	402 Promoter 推廣員	0	0	0	0	0	0
	Sub-total 小計	0	0	0	0	0	0
Other supporting staff 其他支援員工	501 Receptionist 接待員	5	0	0	5	0	0
	502 Medical Personnel (i.e. Doctor, Dietitian, registered nurse, etc.) 醫護人員	0	0	0	0	0	0
	000 Other supporting staff (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)	5	0	0	5	0	0
	Sub-total 小計	10	0	0	10	0	0
Total 總數		1,047	0	2	1,049	24	109

Table 1 (b) : Manpower Statistics by sector by principal job
表 1 (b) : 按行業及主要職務劃分的人力統計

(d) Cosmetic Product Company – Wholesale, Import & Export
 化妝品及個人護理產品 - 批發及出入口

Job Level 職級	Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Managerial Level 管理人員級	103 Director/General Manager 總監／總經理	205	0	0	205	0	0
	104 Shop/Operation Manager 分區店長／營運經理	27	0	0	27	0	0
	105 Corporate & Brand Manager 企業品牌經理	56	0	0	56	0	0
	107 Marketing Manager 市場推廣經理	214	0	0	214	0	0
	108 Digital Marketing Manager 數碼營銷經理	65	0	0	65	0	0
	110 Product/Technical Manager 產品／技術經理	133	0	0	133	0	0
	Sub-total 小計	700	0	0	700	0	0
Supervisory Level 督導級	203 Shop Supervisor 店鋪主任／分區主任	58	0	8	66	0	0
	205 Beauty Advisor (Counter) 美容顧問 (櫃位)	281	0	4	285	9	8
	206 Hair Care Consultant/Advisor 頭髮護理顧問	5	0	0	5	0	0
	207 Buying Officer 買手	278	0	0	278	0	0
	208 Sales Representative/Executive 營業主任	2026	0	11	2002	147	0
	210 Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	30	0	2	30	0	0
	Marketing Officer 市場主任	7	0	0	7	0	0
	Sub-total 小計	2,685	0	25	2,673	156	8

Table 1 (b) : Manpower Statistics by sector by principal job

表 1 (b) : 按行業及主要職務劃分的人力統計

Job Level 職級			Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Clerical/ Operative Level 輔助人員／文 員級	401		Marketing Assistant 市場推廣助理	103	0	0	103	0	0
	402		Promoter 推廣員	493	0	0	493	34	0
			Sub-total 小計	596	0	0	596	34	0
Other supporting staff 其他支援員工	501		Receptionist 接待員	40	0	0	40	0	0
	000		Other supporting staff (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)	1885	0	8	1893	0	0
			Sub-total 小計	1,925	0	8	1,933	0	0
Total 總數				5,906	0	33	5,902	190	8

Table 1 (b) : Manpower Statistics by sector by principal job
表 1 (b) : 按行業及主要職務劃分的人力統計

(e) Cosmetic Product Company – Retail
化妝品及個人護理產品 - 零售

Job Level 職級		Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Managerial Level 管理人員級	103	Director/General Manager 總監／總經理	103	0	2	105	0	0
	104	Shop/Operation Manager 分區店長／營運經理	127	0	2	129	0	0
	105	Corporate & Brand Manager 企業品牌經理	20	0	0	20	0	0
	107	Marketing Manager 市場推廣經理	125	0	0	125	0	0
	108	Digital Marketing Manager 數碼營銷經理	51	0	0	51	0	0
	110	Product/Technical Manager 產品／技術經理	73	0	0	73	0	0
		Sub-total 小計	499	0	4	503	0	0
Supervisory Level 督導級	203	Shop Supervisor 店鋪主任／分區主任	1328	0	0	1330	0	0
	205	Beauty Advisor (Counter) 美容顧問 (櫃位)	6779	67	66	6846	468	20
	206	Hair Care Consultant/Advisor 頭髮護理顧問	345	0	0	345	17	1
	207	Buying Officer 買手	198	0	0	198	0	0
	208	Sales Representative/Executive 營業主任	204	0	0	204	17	0
	210	Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	43	0	0	43	0	0
		Sub-total 小計	8,897	67	66	8,966	502	21
Craftsman Level 技工級	303	Make Up Artist 化妝師	2	0	0	2	0	0
		Sub-total 小計	2	0	0	2	0	0

Table 1 (b) : Manpower Statistics by sector by principal job

表 1 (b) : 按行業及主要職務劃分的人力統計

Job Level 職級		Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Clerical/ Operative Level 輔助人員／文 員級	401	Marketing Assistant 市場推廣助理	73	0	0	73	0	0
	402	Promoter 推廣員	376	0	8	384	232	18
		Sub-total 小計	449	0	8	457	232	18
Other supporting staff 其他支援員工	501	Receptionist 接待員	66	0	0	66	0	0
	000	Other supporting staff (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)	2532	0	0	2534	0	0
		Sub-total 小計	2,598	0	0	2,600	0	0
Total 總數			12,443	67	78	12,526	734	39

Table 1 (b) : Manpower Statistics by sector by principal job
表 1 (b) : 按行業及主要職務劃分的人力統計

(f) School (Beauty, Hairdressing, Make-up and Nail)
 學校 (美容／美髮／化妝／美甲)

Job Level 職級		Principal Job 主要職務	Number of Full Time Employees as at Survey Reference Date 在統計日期的全職僱員人 數	Number of Trainees/ Apprentices as at Survey Reference Date 在統計日期的實習生／見 習員人數	Number of Full Time Vacancies as at Survey Reference Date 在統計日期的全職空缺數 目	Forecast Number of Full Time Employees as at April 2021 預計在2021年4月的全職僱 員人數	Number of Part Time Employees as at Survey Reference Date 在統計日期兼職僱員人 數	Number of Freelancers as at Survey Reference Date 在統計日期的自由工作者 人數
Managerial Level 管理人員級	101	Director/ Principal 總監／院長	26	0	2	28	0	0
	102	Training Manager 培訓經理	23	0	0	23	0	0
		Sub-total 小計	49	0	2	51	0	0
Supervisory Level 督導級	201	Training Officer/Instructor (Beauty/Make up/Nail) 培訓主任／培訓導師 (美容護理／化妝／美甲)	141	0	1	142	97	9
	202	Training Officer/Instructor (Hairdressing) 培訓主任／培訓導師 (美髮)	59	0	1	60	18	7
		Sub-total 小計	200	0	2	202	115	16
Other supporting staff 其他支援員工	501	Receptionist 接待員	14	0	0	14	0	0
	000	Other supporting staff (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)	35	0	0	35	0	0
		Sub-total 小計	49	0	0	49	0	0
Total 總數			298	0	4	302	115	16

Table 2 : Number of full-time employees at time of survey by sector by principal job
表 2 : 按行業及主要職務劃分的全職僱員人數

Job Level 職級		Principal Job 主要職務	Sector 行業						
			Overall 總數	Hairdressing Salon 髮廊	Beauty Care, Health Care and Spa Centres 美容院、健康 及水療中心	Nail Salon 美甲中心	Cosmetic Product Company – Wholesale, Import & Export 化妝品及個人 護理產品 - 批 發及出入口	Cosmetic Product Company – Retail 化妝品及個人 護理產品 - 零 售	School (Beauty, Hairdressing, Make-up and Nail) 學校 (美容/ 美髮/化妝/ 美甲)
Managerial Level 管理人員級	101	Director/ Principal 總監/院長	26	0	0	0	0	0	26
	102	Training Manager 培訓經理	23	0	0	0	0	0	23
	103	Director/General Manager 總監/總經理	443	31	99	5	205	103	0
	104	Shop/Operation Manager 分區店長/營運經理	896	84	653	5	27	127	0
	105	Corporate & Brand Manager 企業品牌經理	96	0	20	0	56	20	0
	106	Business Development/Sales Manager 業務開發/營業經理	95	0	95	0	0	0	0
	107	Marketing Manager 市場推廣經理	396	0	57	0	214	125	0
	108	Digital Marketing Manager 數碼營銷經理	137	0	21	0	65	51	0
	109	Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理 (美容院、健康及水療中心)	15	0	15	0	0	0	0
	110	Product/Technical Manager 產品/技術經理	206	0	0	0	133	73	0
	111	Art Director 髮型總監	66	66	0	0	0	0	0
	112	Technical Director 技術總監	12	12	0	0	0	0	0
		Sub-total 小計	2411	193	960	10	700	499	49
Supervisory Level 督導級	201	Training Officer/Instructor (Beauty/Make up/Nail) 培訓主任/培訓導師 (美容護理/化妝/美甲)	141	0	0	0	0	0	141
	202	Training Officer/Instructor (Hairdressing) 培訓主任/培訓導師 (美髮)	59	0	0	0	0	0	59
	203	Shop Supervisor 店舖主任/分區主任	2041	147	476	32	58	1328	0
	204	Beauty Consultant 美容顧問	1337	0	1337	0	0	0	0
	205	Beauty Advisor (Counter) 美容顧問 (櫃位)	7060	0	0	0	281	6779	0
	206	Hair Care Consultant/Advisor 頭髮護理顧問	385	5	30	0	5	345	0
	207	Buying Officer 買手	476	0	0	0	278	198	0
	208	Sales Representative/Executive 營業主任	2230	0	0	0	2026	204	0
	209	Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任 (美容院、健康及水療中心)	23	0	23	0	0	0	0
	210	Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	73	0	0	0	30	43	0
		Marketing Officer 市場主任	7	0	0	0	7	0	0
		Sub-total 小計	13832	152	1,866	32	2,685	8,897	200

Table 2 : Number of full-time employees at time of survey by sector by principal job

表 2 : 按行業及主要職務劃分的全職僱員人數

			Sector 行業						
			Overall 總數	Hairdressing Salon 髮廊	Beauty Care, Health Care and Spa Centres 美容院、健康 及水療中心	Nail Salon 美甲中心	Cosmetic Product Company – Wholesale, Import & Export 化妝品及個人 護理產品 - 批 發及出入口	Cosmetic Product Company – Retail 化妝品及個人 護理產品 - 零 售	School (Beauty, Hairdressing, Make-up and Nail) 學校 (美容／ 美髮／化妝／ 美甲)
Job Level 職級	Principal Job 主要職務								
Craftsman Level 技工級	301	Beautician/ Beauty Therapist 美容師	11592	0	11592	0	0	0	0
	302	Body Therapist 身體護理師	1667	0	1667	0	0	0	0
	303	Make Up Artist 化妝師	22	0	18	2	0	2	0
	304	Nail Artist/Therapist 甲藝師	1228	37	198	993	0	0	0
	305	Hair Stylist/Hairdresser 髮型師	7874	7874	0	0	0	0	0
	306	Technician (perm and color) 電染技術員	220	220	0	0	0	0	0
	351	Beauty Assistant 美容師助理	251	0	251	0	0	0	0
	354	Nail Assistant/Trainee 指甲助理	20	0	20	0	0	0	0
	355	Hairdressing Assistant 髮型助理	2176	2176	0	0	0	0	0
	356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	103	0	103	0	0	0	0
		Sub-total 小計	25153	10,307	13,849	995	0	2	0
Clerical/ Operative Level 輔助人員／文 員級	401	Marketing Assistant 市場推廣助理	220	0	44	0	103	73	0
	402	Promoter 推廣員	1104	0	235	0	493	376	0
		Sub-total 小計	1324	0	279	0	596	449	0
Other supporting staff 其他支援員工	501	Receptionist 接待員	1612	372	1,115	5	40	66	14
	502	Medical Personnel (i.e. Doctor, Dietitian, registered nurse, etc.) 醫護人員	100	0	100	0	0	0	0
	000	Other supporting staff (e.g. human resources, finance, IT, and administrative works) 其他支援員工 (例如參與人力資源、財務、資訊科技或行政工作之員工)	5875	224	1,194	5	1885	2532	35
		Sub-total 小計	7587	596	2,409	10	1,925	2,598	49
Total 總數			50307	11,248	19,363	1,047	5,906	12,445	298

Table 3 : Percentage distribution of average monthly remuneration package of full-time employees by principal job

表 3 : 按主要職務劃分的全職僱員之每月平均薪酬的百分比

Job Level 職級Principal Job 主要職務			Total no. of full-time employees 全職僱員人數	Average Monthly Remuneration Package 每月平均薪酬							
				\$10,000 or below 或以下	\$10,001 - \$13,000	\$13,001 - \$16,000	\$16,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 or above 或以上	Overall 總數
Managerial Level 管理人員級	101	Director/ Principal 總監／院長	26	0.0%	0.0%	0.0%	0.0%	25.0%	65.0%	10.0%	100.0%
	102	Training Manager 培訓經理	23	0.0%	0.0%	0.0%	14.3%	64.3%	21.4%	0.0%	100.0%
	103	Director/General Manager 總監／總經理	443	0.0%	0.0%	0.0%	1.4%	32.0%	38.8%	27.8%	100.0%
	104	Shop/Operation Manager 分區店長／營運經理	896	0.0%	0.0%	0.0%	0.3%	24.3%	61.0%	14.4%	100.0%
	105	Corporate & Brand Manager 企業品牌經理	96	0.0%	0.0%	0.0%	0.0%	12.2%	82.4%	5.4%	100.0%
	106	Business Development/Sales Manager 業務開發／營業經理	95	0.0%	0.0%	0.0%	0.0%	44.3%	42.9%	12.9%	100.0%
	107	Marketing Manager 市場推廣經理	396	0.0%	0.0%	0.0%	7.9%	53.0%	29.7%	9.4%	100.0%
	108	Digital Marketing Manager 數碼營銷經理	137	0.0%	0.0%	0.0%	0.0%	13.4%	77.3%	9.3%	100.0%
	109	Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理 (美容院、健康及水療中心)	15	0.0%	0.0%	0.0%	0.0%	15.4%	84.6%	0.0%	100.0%
	110	Product/Technical Manager 產品／技術經理	206	0.0%	0.0%	0.0%	0.0%	35.6%	55.5%	8.9%	100.0%
	111	Art Director 髮型總監	66	0.0%	0.0%	0.0%	0.0%	33.3%	63.6%	3.0%	100.0%
	112	Technical Director 技術總監	12	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
	Sub-total 小計	2411	0.0%	0.0%	0.0%	1.7%	31.9%	52.3%	14.1%	100.0%	

Table 3 : Percentage distribution of average monthly remuneration package of full-time employees by principal job

表 3 : 按主要職務劃分的全職僱員之每月平均薪酬的百分比

Job Level 職級		Principal Job 主要職務	Total no. of full-time employees 全職僱員人數	Average Monthly Remuneration Package 每月平均薪酬							Overall 總數
				\$10,000 or below 或以下	\$10,001 - \$13,000	\$13,001 - \$16,000	\$16,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 or above 或以上	
Supervisory Level 督導級	201	Training Officer/Instructor (Beauty/Make up/Nail) 培訓主任／培訓導師 (美容護理／化妝／美甲)	141	0.0%	2.8%	0.0%	14.7%	46.8%	35.8%	0.0%	100.0%
	202	Training Officer/Instructor (Hairdressing) 培訓主任／培訓導師 (美髮)	59	0.0%	0.0%	0.0%	9.1%	47.7%	43.2%	0.0%	100.0%
	203	Shop Supervisor 店鋪主任／分區主任	2041	0.0%	0.0%	0.0%	31.8%	35.5%	32.7%	0.0%	100.0%
	204	Beauty Consultant 美容顧問	1337	0.0%	0.0%	0.0%	3.6%	62.4%	32.5%	1.4%	100.0%
	205	Beauty Advisor (Counter) 美容顧問 (櫃位)	7060	0.0%	0.3%	5.7%	62.8%	28.5%	2.7%	0.0%	100.0%
	206	Hair Care Consultant/Advisor 頭髮護理顧問	385	0.0%	0.0%	0.0%	97.9%	2.1%	0.0%	0.0%	100.0%
	207	Buying Officer 買手	476	0.0%	0.0%	0.0%	84.9%	14.3%	0.8%	0.0%	100.0%
	208	Sales Representative/Executive 營業主任	2230	0.1%	0.0%	6.1%	51.0%	39.9%	2.9%	0.0%	100.0%
	209	Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任 (美容院、健康及水療中心)	23	0.0%	0.0%	0.0%	42.9%	57.1%	0.0%	0.0%	100.0%
	210	Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	73	0.0%	0.0%	0.0%	12.3%	73.7%	10.5%	3.5%	100.0%
		Marketing Officer 市場主任	7	-	-	-	-	-	-	-	-
		Sub-total 小計	13832	0.0%	0.2%	3.8%	51.8%	33.6%	10.4%	0.2%	100.0%

Table 3 : Percentage distribution of average monthly remuneration package of full-time employees by principal job

表 3 : 按主要職務劃分的全職僱員之每月平均薪酬的百分比

Job Level 職級Principal Job 主要職務			Total no. of full-time employees 全職僱員人數	Average Monthly Remuneration Package 每月平均薪酬							
				\$10,000 or below 或以下	\$10,001 - \$13,000	\$13,001 - \$16,000	\$16,001 - \$20,000	\$20,001 - \$30,000	\$30,001 - \$50,000	\$50,001 or above 或以上	Overall 總數
Craftsman Level 技工級	301	Beautician/ Beauty Therapist 美容師	11592	0.0%	2.9%	21.8%	52.7%	20.9%	1.6%	0.0%	100.0%
	302	Body Therapist 身體護理師	1667	0.0%	3.7%	20.0%	42.9%	30.6%	2.8%	0.0%	100.0%
	303	Make Up Artist 化妝師	22	0.0%	0.0%	33.3%	50.0%	16.7%	0.0%	0.0%	100.0%
	304	Nail Artist/Therapist 甲藝師	1228	0.3%	2.9%	31.3%	45.1%	20.0%	0.3%	0.0%	100.0%
	305	Hair Stylist/Hairdresser 髮型師	7874	0.1%	9.3%	32.3%	34.1%	24.1%	0.0%	0.1%	100.0%
	306	Technician (perm and color) 電染技術員	220	0.0%	29.8%	24.2%	44.7%	0.0%	0.0%	1.2%	100.0%
	351	Beauty Assistant 美容師助理	251	0.0%	29.7%	42.6%	27.7%	0.0%	0.0%	0.0%	100.0%
	354	Nail Assistant/Trainee 指甲助理	20	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	355	Hairdressing Assistant 髮型助理	2176	3.5%	50.5%	41.1%	4.9%	0.0%	0.0%	0.0%	100.0%
	356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	103	0.0%	0.0%	11.7%	39.0%	49.4%	0.0%	0.0%	100.0%
	Sub-total 小計	25153	0.5%	10.0%	27.7%	40.7%	20.2%	0.9%	0.1%	100.0%	
Clerical/ Operative Level 輔助人員／文 員級	401	Marketing Assistant 市場推廣助理	220	0.0%	23.1%	17.5%	49.4%	10.0%	0.0%	0.0%	100.0%
	402	Promoter 推廣員	1104	0.0%	18.9%	44.6%	36.6%	0.0%	0.0%	0.0%	100.0%
		Sub-total 小計	1324	0.0%	19.5%	40.3%	38.6%	1.6%	0.0%	0.0%	100.0%
Total (except other supporting staff) 總數 (其他支援員工除外)			42720	0.3%	6.9%	19.6%	42.0%	24.3%	6.2%	0.8%	100.0%

Table 4 : Percentage distribution of preferred education level of full-time employees by principal job

表 4 : 按主要職務劃分的全職僱員宜有的教育程度的百分比

Job Level 職級			Total no. of full-time employees 全職僱員人數	Education level 教育程度						
				Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree 副學位	Diploma/ Certificate 文憑／證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Overall 總計
Managerial Level 管理人員級	101	Director/ Principal 總監／院長	26	15.0%	70.0%	10.0%	5.0%	0.0%	0.0%	100.0%
	102	Training Manager 培訓經理	23	21.4%	64.3%	7.1%	7.1%	0.0%	0.0%	100.0%
	103	Director/General Manager 總監／總經理	443	0.3%	75.5%	4.0%	18.0%	2.2%	0.0%	100.0%
	104	Shop/Operation Manager 分區店長／營運經理	896	0.1%	30.6%	14.5%	51.6%	1.4%	1.8%	100.0%
	105	Corporate & Brand Manager 企業品牌經理	96	0.0%	84.6%	5.1%	10.3%	0.0%	0.0%	100.0%
	106	Business Development/Sales Manager 業務開發／營業經理	95	0.0%	38.4%	1.2%	60.5%	0.0%	0.0%	100.0%
	107	Marketing Manager 市場推廣經理	396	0.6%	72.7%	6.6%	20.2%	0.0%	0.0%	100.0%
	108	Digital Marketing Manager 數碼營銷經理	137	0.0%	85.7%	1.0%	13.3%	0.0%	0.0%	100.0%
	109	Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理 (美容院、健康及水療中心)	15	0.0%	40.0%	0.0%	60.0%	0.0%	0.0%	100.0%
	110	Product/Technical Manager 產品／技術經理	206	0.0%	95.3%	0.7%	4.0%	0.0%	0.0%	100.0%
	111	Art Director 髮型總監	66	0.0%	11.9%	54.8%	33.3%	0.0%	0.0%	100.0%
	112	Technical Director 技術總監	12	0.0%	33.3%	50.0%	16.7%	0.0%	0.0%	100.0%
Sub-total 小計			2411	0.5%	56.8%	9.4%	31.7%	0.9%	0.7%	100.0%

Table 4 : Percentage distribution of preferred education level of full-time employees by principal job

表 4 : 按主要職務劃分的全職僱員宜有的教育程度的百分比

			Total no. of full-time employees 全職僱員人數	Education level 教育程度						
				Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree 副學位	Diploma/ Certificate 文憑／證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	Overall 總計
Job Level 職級	Principal Job 主要職務									
Supervisory Level 督導級	201	Training Officer/Instructor (Beauty/Make up/Nail) 培訓主任／培訓導師 (美容護理／化妝／美甲)	141	0.9%	46.4%	23.2%	29.5%	0.0%	0.0%	100.0%
	202	Training Officer/Instructor (Hairdressing) 培訓主任／培訓導師 (美髮)	59	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
	203	Shop Supervisor 店鋪主任／分區主任	2041	0.0%	10.9%	14.1%	71.2%	3.7%	0.1%	100.0%
	204	Beauty Consultant 美容顧問	1337	0.0%	11.2%	10.5%	71.2%	2.6%	4.4%	100.0%
	205	Beauty Advisor (Counter) 美容顧問 (櫃位)	7060	0.0%	0.3%	6.8%	87.0%	3.9%	2.0%	100.0%
	206	Hair Care Consultant/Advisor 頭髮護理顧問	385	0.0%	0.0%	2.1%	65.2%	32.7%	0.0%	100.0%
	207	Buying Officer 買手	476	0.7%	1.0%	9.5%	88.8%	0.0%	0.0%	100.0%
	208	Sales Representative/Executive 營業主任	2230	0.0%	1.4%	12.5%	79.7%	6.4%	0.0%	100.0%
	209	Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任 (美容院、健康及水療中心)	23	0.0%	8.7%	0.0%	91.3%	0.0%	0.0%	100.0%
	210	Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	73	0.0%	21.8%	49.1%	29.1%	0.0%	0.0%	100.0%
		Marketing Officer 市場主任	7	-	-	-	-	-	-	-
	Sub-total 小計	13832	0.0%	4.3%	9.5%	79.8%	4.9%	1.5%	100.0%	

Table 4 : Percentage distribution of preferred education level of full-time employees by principal job

表 4 : 按主要職務劃分的全職僱員宜有的教育程度的百分比

Job Level 職級		Principal Job 主要職務	Total no. of full-time employees 全職僱員人數	Education level 教育程度						Overall 總計
				Postgraduate Degree 研究生學位	First Degree 學士學位	Sub-degree 副學位	Diploma/ Certificate 文憑／證書	Secondary 4 to 7 中四至中七	Secondary 3 or below 中三或以下	
Craftsman Level 技工級	301	Beautician/ Beauty Therapist 美容師	11592	0.0%	0.0%	1.6%	63.4%	31.8%	3.2%	100.0%
	302	Body Therapist 身體護理師	1667	0.0%	0.0%	0.0%	77.0%	20.2%	2.8%	100.0%
	303	Make Up Artist 化妝師	22	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
	304	Nail Artist/Therapist 甲藝師	1228	0.0%	0.0%	0.0%	36.4%	54.8%	8.8%	100.0%
	305	Hair Stylist/Hairdresser 髮型師	7874	0.0%	0.0%	0.5%	23.5%	60.5%	15.5%	100.0%
	306	Technician (perm and color) 電染技術員	220	0.0%	0.0%	0.0%	39.7%	26.8%	33.5%	100.0%
	351	Beauty Assistant 美容師助理	251	0.0%	0.0%	0.0%	73.7%	24.1%	2.2%	100.0%
	354	Nail Assistant/Trainee 指甲助理	20	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
	355	Hairdressing Assistant 髮型助理	2176	0.0%	0.0%	0.0%	15.3%	47.5%	37.2%	100.0%
	356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	103	0.0%	5.0%	19.8%	68.3%	6.9%	0.0%	100.0%
		Sub-total 小計	25153	0.0%	0.0%	1.0%	45.8%	42.6%	10.6%	100.0%
Clerical/ Operative Level 輔助人員／文 員級	401	Marketing Assistant 市場推廣助理	220	0.0%	0.0%	0.0%	54.4%	45.6%	0.0%	100.0%
	402	Promoter 推廣員	1104	0.0%	0.0%	0.0%	20.6%	79.4%	0.0%	100.0%
		Sub-total 小計	1324	0.0%	0.0%	0.0%	26.2%	73.8%	0.0%	100.0%
Total (except other supporting staff) 總數 (其他支援員工除外)			42720	0.0%	4.3%	3.9%	54.5%	30.2%	7.0%	100.0%

Table 5 : Percentage distribution of preferred years of experience for full-time employees by principal job
表 5 : 按主要職務劃分的全職僱員宜有的相關年資的百分比

Job Level 職級	Principal Job 主要職務	Total no. of full-time employees 全職僱員人數	Year of Experience 年資					Overall 總數
			10 years or above 十年或以上	6 years - less than 10 years 六年至十年以下	3 years - less than 6 years 三年至六年以下	1 year - less than 3 years 一年至三年以下	Less than 1 year 一年以下	
Managerial Level 管理人員級	101 Director/ Principal 總監／院長	26	47.6%	28.6%	23.8%	0.0%	0.0%	100.0%
	102 Training Manager 培訓經理	23	42.9%	57.1%	0.0%	0.0%	0.0%	100.0%
	103 Director/General Manager 總監／總經理	443	40.8%	48.3%	10.9%	0.0%	0.0%	100.0%
	104 Shop/Operation Manager 分區店長／營運經理	896	14.8%	46.2%	39.0%	0.0%	0.0%	100.0%
	105 Corporate & Brand Manager 企業品牌經理	96	6.4%	32.1%	61.5%	0.0%	0.0%	100.0%
	106 Business Development/Sales Manager 業務開發／營業經理	95	0.0%	79.1%	20.9%	0.0%	0.0%	100.0%
	107 Marketing Manager 市場推廣經理	396	2.5%	56.9%	39.5%	1.1%	0.0%	100.0%
	108 Digital Marketing Manager 數碼營銷經理	137	9.5%	62.9%	27.6%	0.0%	0.0%	100.0%
	109 Training Manager (Beauty Care, Health Care and Spa Centres) 培訓經理(美容院、健康及水療中心)	15	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
	110 Product/Technical Manager 產品／技術經理	206	14.7%	55.3%	30.0%	0.0%	0.0%	100.0%
	111 Art Director 髮型總監	66	7.1%	71.4%	21.4%	0.0%	0.0%	100.0%
	112 Technical Director 技術總監	12	0.0%	41.7%	58.3%	0.0%	0.0%	100.0%
	Sub-total 小計	2411	15.7%	51.9%	32.2%	0.2%	0.0%	100.0%
Supervisory Level 督導級	201 Training Officer/Instructor (Beauty/Make up/Nail) 培訓主任／培訓導師(美容護理／化妝／美甲)	141	4.5%	31.3%	64.3%	0.0%	0.0%	100.0%
	202 Training Officer/Instructor (Hairdressing) 培訓主任／培訓導師(美髮)	59	0.0%	43.2%	56.8%	0.0%	0.0%	100.0%
	203 Shop Supervisor 店舖主任／分區主任	2041	2.1%	35.5%	57.8%	4.5%	0.1%	100.0%
	204 Beauty Consultant 美容顧問	1337	2.1%	29.0%	59.1%	9.7%	0.0%	100.0%
	205 Beauty Advisor (Counter) 美容顧問(櫃位)	7060	0.0%	1.0%	76.8%	22.0%	0.2%	100.0%
	206 Hair Care Consultant/Advisor 頭髮護理顧問	385	0.0%	3.4%	63.9%	0.0%	32.7%	100.0%
	207 Buying Officer 買手	476	0.0%	12.4%	83.3%	4.2%	0.0%	100.0%
	208 Sales Representative/Executive 營業主任	2230	5.5%	10.2%	64.9%	19.3%	0.1%	100.0%
	209 Training Officer (Beauty Care, Health Care and Spa Centres) 培訓主任(美容院、健康及水療中心)	23	4.3%	47.8%	47.8%	0.0%	0.0%	100.0%
	210 Trainer (beauty products / equipment) 培訓主任(美容產品 / 儀器)	73	0.0%	65.5%	34.5%	0.0%	0.0%	100.0%
	Marketing Officer 市場主任	7	-	-	-	-	-	-
	Sub-total 小計	13832	1.5%	12.1%	69.4%	15.7%	1.3%	100.0%
Craftsman Level 技工級	301 Beautician/ Beauty Therapist 美容師	11592	2.6%	4.4%	35.3%	53.9%	3.7%	100.0%
	302 Body Therapist 身體護理師	1667	0.0%	0.0%	57.2%	39.6%	3.2%	100.0%
	303 Make Up Artist 化妝師	22	0.0%	0.0%	33.3%	66.7%	0.0%	100.0%
	304 Nail Artist/Therapist 甲藝師	1228	0.0%	2.9%	33.7%	53.8%	9.6%	100.0%
	305 Hair Stylist/Hairdresser 髮型師	7874	4.0%	10.3%	30.1%	44.8%	10.8%	100.0%
	306 Technician (perm and color) 電染技術員	220	0.0%	0.0%	34.1%	60.3%	5.6%	100.0%
	351 Beauty Assistant 美容師助理	251	0.0%	0.0%	13.8%	22.3%	63.8%	100.0%
	354 Nail Assistant/Trainee 指甲助理	20	0.0%	0.0%	0.0%	100.0%	0.0%	100.0%
	355 Hairdressing Assistant 髮型助理	2176	1.3%	2.2%	7.2%	29.4%	59.9%	100.0%
	356 Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	103	0.0%	20.8%	39.6%	39.6%	0.0%	100.0%
	Sub-total 小計	25153	2.6%	5.7%	32.1%	47.7%	11.9%	100.0%
Clerical/ Operative Level 輔助人員／文員級	401 Marketing Assistant 市場推廣助理	220	0.0%	0.0%	3.6%	74.1%	22.3%	100.0%
	402 Promoter 推廣員	1104	0.0%	0.0%	18.2%	69.8%	12.0%	100.0%
	Sub-total 小計	1324	0.0%	0.0%	15.8%	70.5%	13.7%	100.0%
Total (except other supporting staff) 總數(其他支援員工除外)		42720	2.9%	9.9%	42.7%	36.4%	8.2%	100.0%

Table 6 : Percentage distribution of full-time employees possessed / preferred vocational qualification(s) by sector by job level

表 6 : 按行業及技能等級劃分的全職僱員已獲得／宜有相關職業資格的百分比

(a) Overall 總數

Vocational Qualification 職業資格	Already possessed by employees 僱員已獲得的職業資格			Preferred to be possessed by employees 僱員宜有的職業資格		
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Mainland China 中國						
(a) National Occupational Qualification (China) 國家職業資格(中國)	0.9%	1.0%	4.4%	0.5%	1.0%	3.3%
Local 本地						
(b) Certificates issued by the VTC: 由職業訓練局頒發之證書						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	10.1%	4.8%	8.9%	10.5%	9.5%	8.9%
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	0.9%	1.1%	7.4%	3.8%	2.3%	14.8%
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator) 技能測驗證書(強烈脈衝光儀器操作員)	3.2%	2.5%	3.3%	3.7%	2.6%	3.4%
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board 新技能提升課程證書／僱員再培訓局課程證書	3.1%	2.1%	5.3%	3.9%	6.5%	7.0%
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書／專業資格	3.7%	5.6%	16.6%	3.7%	5.6%	16.6%
Overseas 海外						
(e) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書／專業資格	30.4%	15.4%	39.1%	30.4%	15.4%	39.1%
Number of companies with such level of staff 有相關技能等級的員工的公司數目	902	3208	8148	902	3208	8148

(b) Hairdressing Salon 髮廊

Vocational Qualification 職業資格	Already possessed by employees 僱員已獲得的職業資格			Preferred to be possessed by employees 僱員宜有的職業資格		
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Mainland China 中國						
(a) National Occupational Qualification (China) 國家職業資格(中國)	0.0%	5.7%	2.5%	0.0%	5.7%	1.7%
Local 本地						
(b) Certificates issued by the VTC: 由職業訓練局頒發之證書						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	9.6%	10.5%	17.3%	36.1%	17.1%	35.0%
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator) 技能測驗證書(強烈脈衝光儀器操作員)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board 新技能提升課程證書／僱員再培訓局課程證書	4.8%	5.7%	1.8%	10.8%	6.7%	3.8%
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書／專業資格	8.4%	5.7%	11.2%	8.4%	5.7%	11.2%
Overseas 海外						
(e) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書／專業資格	28.9%	27.6%	19.1%	28.9%	27.6%	19.1%
Number of companies with such level of staff 有相關技能等級的員工的公司數目	85	105	3415	85	105	3415

Table 6 : Percentage distribution of full-time employees possessed / preferred vocational qualification(s) by sector by job level

表 6 : 按行業及技能等級劃分的全職僱員已獲得／宜有相關職業資格的百分比

(c) Beauty Care, Health Care and Spa Centres 美容院、健康及水療中心

Vocational Qualification 職業資格	Already possessed by employees 僱員已獲得的職業資格			Preferred to be possessed by employees 僱員宜有的職業資格		
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Mainland China 中國						
(a) National Occupational Qualification (China) 國家職業資格(中國)	0.4%	2.4%	5.1%	0.0%	2.4%	3.5%
Local 本地						
(b) Certificates issued by the VTC: 由職業訓練局頒發之證書						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	14.0%	11.2%	16.8%	14.3%	11.9%	16.8%
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator) 技能測驗證書(強烈脈衝光儀器操作員)	8.6%	7.8%	6.4%	8.6%	7.8%	6.5%
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board 新技能提升課程證書／僱員再培訓局課程證書	6.5%	3.9%	7.9%	6.5%	3.9%	9.5%
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書／專業資格	5.4%	21.6%	20.3%	5.4%	21.6%	20.3%
Overseas 海外						
(e) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書／專業資格	67.7%	65.6%	58.6%	67.7%	65.6%	58.6%
Number of companies with such level of staff 有相關技能等級的員工的公司數目	307	560	4271	307	560	4271

(d) Nail Salon 美甲中心

Vocational Qualification 職業資格	Already possessed by employees 僱員已獲得的職業資格			Preferred to be possessed by employees 僱員宜有的職業資格		
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Mainland China 中國						
(a) National Occupational Qualification (China) 國家職業資格(中國)	0.0%	0.0%	12.2%	0.0%	0.0%	12.2%
Local 本地						
(b) Certificates issued by the VTC: 由職業訓練局頒發之證書						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	0.0%	0.0%	2.2%	0.0%	0.0%	2.2%
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator) 技能測驗證書(強烈脈衝光儀器操作員)	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board 新技能提升課程證書／僱員再培訓局課程證書	0.0%	0.0%	7.2%	0.0%	0.0%	7.2%
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書／專業資格	42.9%	0.0%	22.4%	42.9%	0.0%	22.4%
Overseas 海外						
(e) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書／專業資格	0.0%	3.6%	7.8%	0.0%	3.6%	7.8%
Number of companies with such level of staff 有相關技能等級的員工的公司數目	8	28	461	8	28	461

Table 6 : Percentage distribution of full-time employees possessed / preferred vocational qualification(s) by sector by job level

表 6：按行業及技能等級劃分的全職僱員已獲得／宜有相關職業資格的百分比

(e) Cosmetic Product Company – Wholesale, Import & Export 化妝品及個人護理產品 - 批發及出入口

Vocational Qualification 職業資格	Already possessed by employees 僱員已獲得的職業資格			Preferred to be possessed by employees 僱員宜有的職業資格		
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Mainland China 中國						
(a) National Occupational Qualification (China) 國家職業資格(中國)	0.0%	0.3%		0.0%	0.4%	
Local 本地						
(b) Certificates issued by the VTC: 由職業訓練局頒發之證書						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	8.9%	2.3%		9.5%	2.0%	
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	0.0%	0.0%		0.6%	0.0%	
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator) 技能測驗證書(強烈脈衝光儀器操作員)	0.0%	0.0%		0.6%	0.0%	
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board 新技能提升課程證書／僱員再培訓局課程證書	0.0%	0.1%		0.0%	0.2%	
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	0.0%	0.0%		0.0%	0.0%	
Overseas 海外						
(e) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書/ 專業資格	0.3%	0.4%		0.3%	0.4%	
Number of companies with such level of staff 有相關技能等級的員工的公司數目	327	1435		327	1435	

(f) Cosmetic Product Company – Retail 化妝品及個人護理產品 - 零售

Vocational Qualification 職業資格	Already possessed by employees 僱員已獲得的職業資格			Preferred to be possessed by employees 僱員宜有的職業資格		
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Mainland China 中國						
(a) National Occupational Qualification (China) 國家職業資格(中國)	0.0%	0.0%		0.0%	0.0%	
Local 本地						
(b) Certificates issued by the VTC: 由職業訓練局頒發之證書						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	10.3%	4.9%		11.0%	19.5%	
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	0.0%	1.6%		0.0%	4.9%	
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator) 技能測驗證書(強烈脈衝光儀器操作員)	0.0%	3.2%		0.0%	3.2%	
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board 新技能提升課程證書／僱員再培訓局課程證書	0.0%	3.2%		0.0%	16.1%	
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	0.0%	4.8%		0.0%	4.8%	
Overseas 海外						
(e) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書/ 專業資格	17.6%	6.6%		17.6%	6.6%	
Number of companies with such level of staff 有相關技能等級的員工的公司數目	145	1034		145	1034	

Table 6 : Percentage distribution of full-time employees possessed / preferred vocational qualification(s) by sector by job level

表 6 : 按行業及技能等級劃分的全職僱員已獲得／宜有相關職業資格的百分比

(g) School (Beauty, Hairdressing, Make-up and Nail) 學校 (美容／美髮／化妝／美甲)

Vocational Qualification 職業資格	Already possessed by employees 僱員已獲得的職業資格			Preferred to be possessed by employees 僱員宜有的職業資格		
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Mainland China 中國						
(a) National Occupational Qualification (China) 國家職業資格(中國)	25.0%	20.0%		14.3%	15.0%	
Local 本地						
(b) Certificates issued by the VTC: 由職業訓練局頒發之證書						
(i) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	17.9%	22.5%		14.3%	25.0%	
(ii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	0.0%	17.5%		0.0%	15.0%	
(iii) Certificates of Trade Tests (Intense Pulsed Light (IPL) Equipment Operator) 技能測驗證書(強烈脈衝光儀器操作員)	10.7%	12.5%		17.9%	20.0%	
(c) Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board 新技能提升課程證書／僱員再培訓局課程證書	14.3%	15.0%		21.4%	30.0%	
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	21.4%	17.5%		21.4%	17.5%	
Overseas 海外						
(e) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書/ 專業資格	71.4%	72.5%		71.4%	72.5%	
Number of companies with such level of staff 有相關技能等級的員工的公司數目	30	46		30	46	

Notes:

(1) A particular company may engage in more than one sector.

(2) Percentages are calculated on the basis of total number of companies with such level of staff

註：

(1) 有個別公司的業務會涉及多於一個行業。

(2) 百分比是以有相關技能等級的員工的公司數目為基準計算

Table 7 : Percentage distribution and ranking of training provided to employees in the next 12 months by sector by job level

表 7：按行業及技能等級劃分的在未來十二個月內將會提供培訓給僱員的公司百分比及排名

(a) Overall 總數

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級
A. General Management Skills 一般管理技能								
(i) Principles of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	88.2%	52.0%	1.2%	0.7%	1	2	12	10
(ii) Facilitation skills/ People Relationship Management 引導技能／人際關係管理	78.1%	39.1%	2.5%	4.6%	2	4	11	5
B. Trade Specific Skills 業內專業技能								
(i) Beauty Care and Body Care (Product and Equipment Application) 美容及身體護理(產品及儀器應用)	21.7%	33.0%	48.5%	29.9%	9	6	3	2
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	22.3%	33.6%	43.1%	25.7%	8	5	4	4
(iii) Chemical Knowledge and Skills (e.g. Perming and Colouring) 化學療程(例如電髮、染髮)	4.7%	2.4%	27.0%	1.4%	12	12	6	7
(iv) Hair Care and Scalp 頭髮及頭皮護理	5.4%	4.2%	34.8%	1.4%	11	11	5	7
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	52.9%	51.2%	64.9%	60.9%	4	3	1	1
(ii) Store Operations 店舖營運	58.4%	53.1%	49.7%	29.2%	3	1	2	3
(iii) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	27.2%	19.5%	3.7%	1.4%	6	7	7	7
(iv) Big Data Analysis 大數據分析	30.0%	17.6%	3.4%	0.4%	5	8	8	11
(v) Digital Literacy (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼素養(運用電腦處理預約安排，創建和編輯文檔，評估及分析線上資料)	15.4%	15.2%	2.6%	2.5%	10	9	10	6
(vi) Design Thinking (i.e. begin with empathetic understanding of a problem and find out the creative solutions) 設計思維(設身處地考慮使用者的經驗，找出創新解決方案)	22.6%	12.2%	2.7%	0.0%	7	10	9	-
Others 其他	0.0%	0.0%	0.0%	0.0%				
Number of companies with such level of staff 具有此技能等級員工的公司數量	902	3208	8148	308				

Table 7 : Percentage distribution and ranking of training provided to employees in the next 12 months by sector by job level

表 7：按行業及技能等級劃分的在未來十二個月內將會提供培訓給僱員的公司百分比及排名

(b) Hairdressing Salon 髮廊

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／ 文員級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／ 文員級
A. General Management Skills 一般管理技能								
(i) Principles of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	92.8%	75.2%	2.6%		1	4	10	
(ii) Facilitation skills/ People Relationship Management 引導技能／人際關係管理	79.5%	87.6%	5.5%		3	1	6	
B. Trade Specific Skills 業內專業技能								
(i) Beauty Care and Body Care (Product and Equipment Application) 美容及身體護理(產品及儀器應用)	0.0%	0.0%	0.0%		-	-	11	
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	0.0%	0.0%	0.0%		-	-	-	
(iii) Chemical Knowledge and Skills (e.g. Perming and Colouring) 化學療程(例如電髮、染髮)	42.2%	42.9%	64.1%		6	6	2	
(iv) Hair Care and Scalp 頭髮及頭皮護理	47.0%	47.6%	81.4%		5	5	1	
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	75.9%	77.1%	62.8%		4	3	3	
(ii) Store Operations 店舖營運	89.2%	81.0%	40.8%		2	2	4	
(iii) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	37.3%	18.1%	5.3%		7	7	7	
(iv) Big Data Analysis 大數據分析	27.7%	14.3%	7.7%		8	8	5	
(v) Digital Literacy (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼素養(運用電腦處理預約安排，創建和編輯文檔，評估及分析線上資料)	16.9%	9.5%	2.8%		10	10	9	
(vi) Design Thinking (i.e. begin with empathetic understanding of a problem and find out the creative solutions) 設計思維(設身處地考慮使用者的經驗，找出創新解決方案)	19.3%	12.4%	4.4%		9	9	8	
Others 其他	0.0%	0.0%	0.0%					
Number of companies with such level of staff 具有此技能等級員工的公司數量	85	105	3415					

Table 7 : Percentage distribution and ranking of training provided to employees in the next 12 months by sector by job level
表 7：按行業及技能等級劃分的在未來十二個月內將會提供培訓給僱員的公司百分比及排名

(c) Beauty Care, Health Care and Spa Centres 美容院、健康及水療中心

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級
A. General Management Skills 一般管理技能								
(i) Principles of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	87.1%	55.9%	0.2%	0.0%	1	4	11	-
(ii) Facilitation skills/ People Relationship Management 引導技能／人際關係管理	79.2%	62.1%	0.4%	0.0%	3	3	9	-
B. Trade Specific Skills 業內專業技能								
(i) Beauty Care and Body Care (Product and Equipment Application) 美容及身體護理(產品及儀器應用)	42.7%	55.2%	87.6%	33.6%	5	5	1	2
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	39.1%	53.3%	79.8%	25.5%	7	6	2	4
(iii) Chemical Knowledge and Skills (e.g. Perming and Colouring) 化學療程(例如電髮、染髮)	0.0%	0.0%	0.0%	0.0%	-	-	12	-
(iv) Hair Care and Scalp 頭髮及頭皮護理	0.0%	0.0%	1.0%	0.0%	-	-	8	-
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	73.8%	72.3%	65.3%	89.1%	4	1	3	1
(ii) Store Operations 店舖營運	81.7%	70.3%	57.2%	27.3%	2	2	4	3
(iii) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	40.1%	25.3%	2.8%	0.0%	6	7	5	-
(iv) Big Data Analysis 大數據分析	35.1%	15.4%	0.2%	0.0%	8	10	10	-
(v) Digital Literacy (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼素養(運用電腦處理預約安排，創建和編輯文檔，評估及分析線上資料)	22.6%	16.4%	2.6%	0.0%	10	9	6	-
(vi) Design Thinking (i.e. begin with empathetic understanding of a problem and find out the creative solutions) 設計思維(設身處地考慮使用者的經驗，找出創新解決方案)	26.5%	21.0%	1.6%	0.0%	9	8	7	-
Others 其他	0.0%	0.2%	0.0%	0.0%				
Number of companies with such level of staff 具有此技能等級員工的公司數量	307	560	4271	112				

Table 7 : Percentage distribution and ranking of training provided to employees in the next 12 months by sector by job level
表 7：按行業及技能等級劃分的在未來十二個月內將會提供培訓給僱員的公司百分比及排名

(d) Nail Salon 美甲中心

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級
A. General Management Skills 一般管理技能								
(i) Principles of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	62.5%	39.3%	0.0%		3	3	-	
(ii) Facilitation skills/ People Relationship Management 引導技能／人際關係管理	62.5%	39.3%	0.2%		3	3	6	
B. Trade Specific Skills 業內專業技能								
(i) Beauty Care and Body Care (Product and Equipment Application) 美容及身體護理(產品及儀器應用)	0.0%	39.3%	47.4%		-	3	2	
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	0.0%	39.3%	25.4%		-	3	4	
(iii) Chemical Knowledge and Skills (e.g. Perming and Colouring) 化學療程(例如電髮、染髮)	0.0%	0.0%	0.0%		-	-	-	
(iv) Hair Care and Scalp 頭髮及頭皮護理	0.0%	0.0%	0.0%		-	-	-	
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	87.5%	75.0%	77.0%		1	1	1	
(ii) Store Operations 店舖營運	87.5%	75.0%	47.4%		1	1	2	
(iii) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	0.0%	0.0%	0.0%		-	-	-	
(iv) Big Data Analysis 大數據分析	0.0%	0.0%	0.7%		-	-	5	
(v) Digital Literacy (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼素養(運用電腦處理預約安排，創建和編輯文檔，評估及分析線上資料)	0.0%	0.0%	0.2%		-	-	6	
(vi) Design Thinking (i.e. begin with empathetic understanding of a problem and find out the creative solutions) 設計思維(設身處地考慮使用者的經驗，找出創新解決方案)	0.0%	0.0%	0.2%		-	-	6	
Others 其他	0.0%	0.0%	0.0%					
Number of companies with such level of staff 具有此技能等級員工的公司數量	8	28	461					

Table 7 : Percentage distribution and ranking of training provided to employees in the next 12 months by sector by job level

表 7：按行業及技能等級劃分的在未來十二個月內將會提供培訓給僱員的公司百分比及排名

(e) Cosmetic Product Company – Wholesale, Import & Export 化妝品及個人護理產品 - 批發及出入口

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級
A. General Management Skills 一般管理技能								
(i) Principles of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	87.0%	49.7%		1.7%	1	1		9
(ii) Facilitation skills/ People Relationship Management 引導技能／人際關係管理	69.2%	21.5%		11.3%	2	6		5
B. Trade Specific Skills 業內專業技能								
(i) Beauty Care and Body Care (Product and Equipment Application) 美容及身體護理(產品及儀器應用)	10.5%	10.4%		20.9%	8	10		3
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	11.4%	13.5%		17.4%	7	9		4
(iii) Chemical Knowledge and Skills (e.g. Perming and Colouring) 化學療程(例如電髮、染髮)	0.6%	0.3%		3.5%	11	12		6
(iv) Hair Care and Scalp 頭髮及頭皮護理	0.6%	0.4%		3.5%	11	11		6
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	20.6%	27.5%		40.0%	6	5		1
(ii) Store Operations 店舖營運	21.9%	32.3%		37.4%	5	2		2
(iii) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	9.5%	28.2%		0.0%	9	4		-
(iv) Big Data Analysis 大數據分析	24.1%	28.3%		0.0%	4	3		-
(v) Digital Literacy (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼素養(運用電腦處理預約安排，創建和編輯文檔，評估及分析線上資料)	8.3%	21.1%		3.5%	10	7		6
(vi) Design Thinking (i.e. begin with empathetic understanding of a problem and find out the creative solutions) 設計思維(設身處地考慮使用者的經驗，找出創新解決方案)	24.4%	17.1%		0.0%	3	8		-
Others 其他	0.0%	0.0%		0.0%				
Number of companies with such level of staff 具有此技能等級員工的公司數量	327	1435		118				

Table 7 : Percentage distribution and ranking of training provided to employees in the next 12 months by sector by job level
表 7：按行業及技能等級劃分的在未來十二個月內將會提供培訓給僱員的公司百分比及排名

(f) Cosmetic Product Company – Retail 化妝品及個人護理產品 - 零售

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員/ 文員級
A. General Management Skills 一般管理技能								
(i) Principles of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	91.2%	51.1%		0.0%	2	5		-
(ii) Facilitation skills/ People Relationship Management 引導技能／人際關係管理	94.1%	45.7%		0.0%	1	6		-
B. Trade Specific Skills 業內專業技能								
(i) Beauty Care and Body Care (Product and Equipment Application) 美容及身體護理(產品及儀器應用)	16.2%	55.5%		40.7%	8	3		3
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	25.0%	54.1%		42.4%	7	4		2
(iii) Chemical Knowledge and Skills (e.g. Perming and Colouring) 化學療程(例如電髮、染髮)	0.0%	2.2%		0.0%	-	11		-
(iv) Hair Care and Scalp 頭髮及頭皮護理	1.5%	7.2%		0.0%	11	8		-
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	69.1%	70.2%		49.2%	4	2		1
(ii) Store Operations 店舖營運	73.5%	70.3%		16.9%	3	1		4
(iii) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	34.6%	4.7%		6.8%	5	9		5
(iv) Big Data Analysis 大數據分析	33.8%	4.6%		1.7%	6	10		7
(v) Digital Literacy (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼素養(運用電腦處理預約安排，創建和編輯文檔，評估及分析線上資料)	14.7%	7.5%		5.1%	9	7		6
(vi) Design Thinking (i.e. begin with empathetic understanding of a problem and find out the creative solutions) 設計思維(設身處地考慮使用者的經驗，找出創新解決方案)	11.0%	0.8%		0.0%	10	12		-
Others 其他	0.0%	0.0%		0.0%				
Number of companies with such level of staff 具有此技能等級員工的公司數量	145	1034		78				

Table 7 : Percentage distribution and ranking of training provided to employees in the next 12 months by sector by job level
表 7：按行業及技能等級劃分的在未來十二個月內將會提供培訓給僱員的公司百分比及排名

(g) School (Beauty, Hairdressing, Make-up and Nail) 學校 (美容／美髮／化妝／美甲)

Training 培訓	Percentage 百分比				Ranking 排名			
	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／ 文員級	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／ 文員級
A. General Management Skills 一般管理技能								
(i) Principles of management (e.g. problem solving, decision making, leadership, crisis management) 管理技能 (如解決問題、決策、領導才能及危機管理)	92.9%	50.0%			1	4		
(ii) Facilitation skills/ People Relationship Management 引導技能／人際關係管理	89.3%	62.5%			2	1		
B. Trade Specific Skills 業內專業技能								
(i) Beauty Care and Body Care (Product and Equipment Application) 美容及身體護理(產品及儀器應用)	35.7%	57.5%			7	2		
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	35.7%	52.5%			7	3		
(iii) Chemical Knowledge and Skills (e.g. Perming and Colouring) 化學療程(例如電髮、染髮)	10.7%	12.5%			11	10		
(iv) Hair Care and Scalp 頭髮及頭皮護理	10.7%	12.5%			11	10		
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	50.0%	50.0%			4	4		
(ii) Store Operations 店舖營運	64.3%	45.0%			3	6		
(iii) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	39.3%	25.0%			6	7		
(iv) Big Data Analysis 大數據分析	42.9%	17.5%			5	8		
(v) Digital Literacy (i.e. to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼素養(運用電腦處理預約安排，創建和編輯文檔，評估及分析線上資料)	28.6%	10.0%			10	12		
(vi) Design Thinking (i.e. begin with empathetic understanding of a problem and find out the creative solutions) 設計思維(設身處地考慮使用者的經驗，找出創新解決方案)	35.7%	17.5%			7	8		
Others 其他	0.0%	0.0%						
Number of companies with such level of staff 具有此技能等級員工的公司數量	30	46						

Notes:

(1) A particular company may engage in more than one sector.

(2) Percentages are calculated on the basis of total number of companies with such level of staff

註：

(1) 有個別公司的業務會涉及多於一個行業。

(2) 百分比是以有相關技能等級的員工的公司數目為基準計算

Table 8 : Percentage distribution of encountered difficulties in recruitment in the past 12 months by sector by job level

表 8：按行業及技能等級劃分的在過去十二個月內招聘全職僱員時所遇到的困難的百分比

Overall
所有行業

(i) Recruitment
招聘

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
No recruitment was taken place 沒有招聘	99.8%	97.0%	93.2%	99.0%
Recruitment was taken place 有招聘	0.2%	3.0%	6.8%	1.0%
Encountered difficulties in recruitment 在招聘中遇上困難	32.0%	29.2%	66.3%	26.0%
No encountered difficulties in recruitment 在招聘中沒有遇上困難	68.0%	70.8%	33.8%	74.0%

(ii) Recruitment difficulties
招聘困難

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
Percentage of company which encountered difficulties in recruitment 在招聘中遇上困難的公司數目百分比	32.0%	29.2%	66.3%	26.0%
Candidates had other choices in the market 應徵者在市場上有很多選擇	20.0%	10.7%	33.8%	2.7%
Candidates were insufficiently trained/qualified 應徵者缺乏相關訓練或資歷	12.0%	7.9%	22.1%	4.1%
Candidates lack of relevant working experiences 應徵者缺乏相關經驗	4.0%	17.6%	13.8%	4.1%
Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	16.0%	16.7%	33.9%	0.0%
Candidates were unwilling to work long working hours or work on shift 應徵者不願意長時間或輪班工作	0.0%	5.7%	38.0%	19.2%
Candidates found the period of apprenticeship/on-the-job training too long 應徵者認為學藝或在職培訓時間太長	0.0%	1.6%	3.9%	19.2%
Candidates found low image and status in the industries 應徵者認為行業形象及地位低	0.0%	2.8%	2.0%	19.2%
Candidates were lack of awareness of possible career opportunities and prospect 應徵者不了解行業的就業及發展機會	0.0%	2.2%	2.3%	0.0%
Others 其他	0.0%	0.9%	2.5%	2.7%
Number of company - recruitment was taken place 有進行招聘的公司數目	25	318	560	73

Table 8 : Percentage distribution of encountered difficulties in recruitment in the past 12 months by sector by job level
表 8 : 按行業及技能等級劃分的在過去十二個月內招聘全職僱員時所遇到的困難的百分比

(a) Hairdressing Salon
髮廊

(i) Recruitment
招聘

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
No recruitment was taken place 沒有招聘	100.0%	99.9%	93.1%	
Recruitment was taken place 有招聘	0.0%	0.1%	6.9%	
Encountered difficulties in recruitment 在招聘中遇上困難	-	100.0%	73.0%	
No encountered difficulties in recruitment 在招聘中沒有遇上困難	-	0.0%	27.0%	

(ii) Recruitment difficulties
招聘困難

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
Percentage of company which encountered difficulties in recruitment 在招聘中遇上困難的公司數目百分比	-	100.0%	73.0%	
Candidates had other choices in the market 應徵者在市場上有很多選擇	-	100.0%	34.6%	
Candidates were insufficiently trained/qualified 應徵者缺乏相關訓練或資歷	-	100.0%	4.6%	
Candidates lack of relevant working experiences 應徵者缺乏相關經驗	-	100.0%	7.2%	
Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	-	0.0%	41.4%	
Candidates were unwilling to work long working hours or work on shift 應徵者不願意長時間或輪班工作	-	0.0%	45.1%	
Candidates found the period of apprenticeship/on-the-job training too long 應徵者認為學藝或在職培訓時間太長	-	0.0%	3.0%	
Candidates found low image and status in the industries 應徵者認為行業形象及地位低	-	0.0%	3.0%	
Candidates were lack of awareness of possible career opportunities and prospect 應徵者不了解行業的就業及發展機會	-	0.0%	5.5%	
Others 其他	-	0.0%	4.6%	
Number of company - recruitment was taken place 有進行招聘的公司數目	0	2	237	

Table 8 : Percentage distribution of encountered difficulties in recruitment in the past 12 months by sector by job level
表 8 : 按行業及技能等級劃分的在過去十二個月內招聘全職僱員時所遇到的困難的百分比

(b) Beauty Care, Health Care and Spa Centres
美容院、健康及水療中心

(i) Recruitment
招聘

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
No recruitment was taken place 沒有招聘	99.8%	98.6%	92.7%	99.9%
Recruitment was taken place 有招聘	0.2%	1.4%	7.3%	0.1%
Encountered difficulties in recruitment 在招聘中遇上困難	0.0%	75.9%	60.3%	0.0%
No encountered difficulties in recruitment 在招聘中沒有遇上困難	100.0%	24.1%	39.7%	100.0%

(ii) Recruitment difficulties
招聘困難

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
Percentage of company which encountered difficulties in recruitment 在招聘中遇上困難的公司數目百分比	0.0%	75.9%	60.3%	0.0%
Candidates had other choices in the market 應徵者在市場上有很多選擇	0.0%	17.2%	33.7%	0.0%
Candidates were insufficiently trained/qualified 應徵者缺乏相關訓練或資歷	0.0%	5.2%	35.9%	0.0%
Candidates lack of relevant working experiences 應徵者缺乏相關經驗	0.0%	50.0%	17.8%	0.0%
Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	0.0%	67.2%	28.3%	0.0%
Candidates were unwilling to work long working hours or work on shift 應徵者不願意長時間或輪班工作	0.0%	0.0%	33.7%	0.0%
Candidates found the period of apprenticeship/on-the-job training too long 應徵者認為學藝或在職培訓時間太長	0.0%	0.0%	4.8%	0.0%
Candidates found low image and status in the industries 應徵者認為行業形象及地位低	0.0%	0.0%	1.3%	0.0%
Candidates were lack of awareness of possible career opportunities and prospect 應徵者不了解行業的就業及發展機會	0.0%	0.0%	0.0%	0.0%
Others 其他	0.0%	0.0%	1.0%	0.0%
Number of company - recruitment was taken place 有進行招聘的公司數目	10	58	315	3

Table 8 : Percentage distribution of encountered difficulties in recruitment in the past 12 months by sector by job level
表 8 : 按行業及技能等級劃分的在過去十二個月內招聘全職僱員時所遇到的困難的百分比

(c) Nail Salon
美甲中心

(i) Recruitment
招聘

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
No recruitment was taken place 沒有招聘	100.0%	100.0%	98.3%	100.0%
Recruitment was taken place 有招聘	0.0%	0.0%	1.7%	0.0%
Encountered difficulties in recruitment 在招聘中遇上困難	-	-	100.0%	-
No encountered difficulties in recruitment 在招聘中沒有遇上困難	-	-	0.0%	-

(ii) Recruitment difficulties
招聘困難

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
Percentage of company which encountered difficulties in recruitment 在招聘中遇上困難的公司數目百分比	-	-	100.0%	-
Candidates had other choices in the market 應徵者在市場上有很多選擇	-	-	12.5%	-
Candidates were insufficiently trained/qualified 應徵者缺乏相關訓練或資歷	-	-	0.0%	-
Candidates lack of relevant working experiences 應徵者缺乏相關經驗	-	-	50.0%	-
Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	-	-	37.5%	-
Candidates were unwilling to work long working hours or work on shift 應徵者不願意長時間或輪班工作	-	-	0.0%	-
Candidates found the period of apprenticeship/on-the-job training too long 應徵者認為學藝或在職培訓時間太長	-	-	0.0%	-
Candidates found low image and status in the industries 應徵者認為行業形象及地位低	-	-	0.0%	-
Candidates were lack of awareness of possible career opportunities and prospect 應徵者不了解行業的就業及發展機會	-	-	0.0%	-
Others 其他	-	-	0.0%	-
Number of company - recruitment was taken place 有進行招聘的公司數目	0	0	8	0

Table 8 : Percentage distribution of encountered difficulties in recruitment in the past 12 months by sector by job level
表 8 : 按行業及技能等級劃分的在過去十二個月內招聘全職僱員時所遇到的困難的百分比

(d) Cosmetic Product Company – Wholesale, Import & Export
化妝品及個人護理產品 - 批發及出入口

(i) Recruitment
招聘

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
No recruitment was taken place 沒有招聘	99.8%	89.5%		97.7%
Recruitment was taken place 有招聘	0.2%	10.5%		2.3%
Encountered difficulties in recruitment 在招聘中遇上困難	66.7%	13.4%		8.6%
No encountered difficulties in recruitment 在招聘中沒有遇上困難	33.3%	86.6%		91.4%

(ii) Recruitment difficulties
招聘困難

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
Percentage of company which encountered difficulties in recruitment 在招聘中遇上困難的公司數目百分比	66.7%	13.4%		8.6%
Candidates had other choices in the market 應徵者在市場上有很多選擇	66.7%	11.5%		5.7%
Candidates were insufficiently trained/qualified 應徵者缺乏相關訓練或資歷	0.0%	5.7%		8.6%
Candidates lack of relevant working experiences 應徵者缺乏相關經驗	0.0%	4.5%		8.6%
Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	66.7%	5.7%		0.0%
Candidates were unwilling to work long working hours or work on shift 應徵者不願意長時間或輪班工作	0.0%	1.3%		0.0%
Candidates found the period of apprenticeship/on-the-job training too long 應徵者認為學藝或在職培訓時間太長	0.0%	0.0%		0.0%
Candidates found low image and status in the industries 應徵者認為行業形象及地位低	0.0%	0.6%		0.0%
Candidates were lack of awareness of possible career opportunities and prospect 應徵者不了解行業的就業及發展機會	0.0%	2.5%		0.0%
Others 其他	0.0%	0.0%		0.0%
Number of company - recruitment was taken place 有進行招聘的公司數目	3	157		35

Table 8 : Percentage distribution of encountered difficulties in recruitment in the past 12 months by sector by job level
表 8 : 按行業及技能等級劃分的在過去十二個月內招聘全職僱員時所遇到的困難的百分比

(e) Cosmetic Product Company – Retail

化妝品及個人護理產品 - 零售

(i) Recruitment

招聘

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
No recruitment was taken place 沒有招聘	98.9%	91.0%		96.6%
Recruitment was taken place 有招聘	1.1%	9.0%		3.4%
Encountered difficulties in recruitment 在招聘中遇上困難	45.5%	25.5%		45.7%
No encountered difficulties in recruitment 在招聘中沒有遇上困難	54.5%	74.5%		54.3%

(ii) Recruitment difficulties

招聘困難

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
Percentage of company which encountered difficulties in recruitment 在招聘中遇上困難的公司數目百分比	45.5%	25.5%		45.7%
Candidates had other choices in the market 應徵者在市場上有很多選擇	27.3%	4.3%		0.0%
Candidates were insufficiently trained/qualified 應徵者缺乏相關訓練或資歷	18.2%	10.6%		0.0%
Candidates lack of relevant working experiences 應徵者缺乏相關經驗	0.0%	18.1%		0.0%
Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	9.1%	5.3%		0.0%
Candidates were unwilling to work long working hours or work on shift 應徵者不願意長時間或輪班工作	0.0%	17.0%		40.0%
Candidates found the period of apprenticeship/on-the-job training too long 應徵者認為學藝或在職培訓時間太長	0.0%	5.3%		40.0%
Candidates found low image and status in the industries 應徵者認為行業形象及地位低	0.0%	8.5%		40.0%
Candidates were lack of awareness of possible career opportunities and prospect 應徵者不了解行業的就業及發展機會	0.0%	2.1%		0.0%
Others 其他	0.0%	2.1%		5.7%
Number of company - recruitment was taken place 有進行招聘的公司數目	11	94		35

Table 8 : Percentage distribution of encountered difficulties in recruitment in the past 12 months by sector by job level
表 8 : 按行業及技能等級劃分的在過去十二個月內招聘全職僱員時所遇到的困難的百分比

(f) School (Beauty, Hairdressing, Make-up and Nail)
學校 (美容／美髮／化妝／美甲)

(i) Recruitment
招聘

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
No recruitment was taken place 沒有招聘	97.9%	85.1%		
Recruitment was taken place 有招聘	2.1%	14.9%		
Encountered difficulties in recruitment 在招聘中遇上困難	100.0%	28.6%		
No encountered difficulties in recruitment 在招聘中沒有遇上困難	0.0%	71.4%		

(ii) Recruitment difficulties
招聘困難

	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級	Clerical/ Operative Level 輔助人員／文員級
Percentage of company which encountered difficulties in recruitment 在招聘中遇上困難的公司數目百分比	100.0%	28.6%		
Candidates had other choices in the market 應徵者在市場上有很多選擇	0.0%	0.0%		
Candidates were insufficiently trained/qualified 應徵者缺乏相關訓練或資歷	100.0%	14.3%		
Candidates lack of relevant working experiences 應徵者缺乏相關經驗	100.0%	14.3%		
Candidates found the remuneration package and fringe benefit not attractive 應徵者認為薪酬及附帶福利欠吸引	100.0%	0.0%		
Candidates were unwilling to work long working hours or work on shift 應徵者不願意長時間或輪班工作	0.0%	0.0%		
Candidates found the period of apprenticeship/on-the-job training too long 應徵者認為學藝或在職培訓時間太長	0.0%	0.0%		
Candidates found low image and status in the industries 應徵者認為行業形象及地位低	0.0%	0.0%		
Candidates were lack of awareness of possible career opportunities and prospect 應徵者不了解行業的就業及發展機會	0.0%	14.3%		
Others 其他	0.0%	14.3%		
Number of company - recruitment was taken place 有進行招聘的公司數目	1	7		

Note:

Percentages of difficulties in recruitment are calculated on the basis of company having the recruitment in particular job level

註：

招聘困難的百分比是以在該技能等級中有進行招聘的公司數目為基準計算

美容及美髮業
2020年人力調查抽樣計劃

門類	香港標準行業分類	行業類別	僱用人數	分層	抽樣數目
1.	理髮服務(960201)	髮廊	1-4 5-9 10-19 20-49 50-99 100-199	1 2 3 4 5 6	111 54 42 58 6 2
			合共		273
2.	化妝、皮膚及面部護理服務(960202)	美容院、健康、水療中心及美甲中心	1-4	1	144
			5-9	2	49
			10-19	3	50
			20-49	4	102
			50-99	5	30
			100-199	6	16
			200 & Above	7	4
	體重控制及纖體服務(960203)		合共		395
	其他美容及美體護理(960299)				
3.	化妝品及香水批發及進出口業務(451431)	產品批發及出入口公司	1-4	1	56
			5-9	2	24
			10-19	3	27
			20-49	4	25
			50-99	5	4
			100-199	6	5
			200 & Above	7	8
	化妝品及香水進口批發(452431)		合共		149
	化妝品及香水批發(460431)				
4.	藥物及健康補給品零售店(兼售或不兼售化妝品及個人護理用品)(477202)	產品零售公司	1-4	1	62
			5-9	2	24
			10-19	3	25
			20-49	4	25
			50-99	5	21
			100-199	6	9
			200 & Above	7	13
	化妝品及個人護理用品零售店)(477204)		合共		179
5.	補充樣本	培訓學校(美容／美髮／化妝／美甲)	合共		64
總數					1 060

**Sampling Plan for 2020 Manpower Survey of the
Beauty Care and Hairdressing Industries**

Branch	Hong Kong Standard Industrial Classification	Sector	Employment Size	Stratum	Sample Size
1.	Hairdressing Treatment (960201)	Hairdressing Salons	1-4	1	111
			5-9	2	54
			10-19	3	42
			20-49	4	58
			50-99	5	6
			100-199	6	2
			Total		273
2.	Made-up, skin and facial care services (960202) Weight control and slimming services (960203) Other beauty and body prettifying treatment (960299)	Beauty Care, Health Care and Spa Centres	1-4	1	144
			5-9	2	49
			10-19	3	50
			20-49	4	102
			50-99	5	30
			100-199	6	16
			200 & Above	7	4
			Total		395
3.	Export trading of cosmetics and perfumes (451431) Import for wholesale of cosmetics and perfumes (452431) Wholesale of cosmetics and perfumes (460431)	Product Wholesale and Import/Export Companies	1-4	1	56
			5-9	2	24
			10-19	3	27
			20-49	4	25
			50-99	5	4
			100-199	6	5
			200 & Above	7	8
			Total		149
4.	Retail sale of medicines and health supplements (with or without selling cosmetics and personal care products) (477202) Retail sale of cosmetics and personal care products (477204)	Product Retail Companies	1-4	1	62
			5-9	2	24
			10-19	3	25
			20-49	4	25
			50-99	5	21
			100-199	6	9
			200 & Above	7	13
			Total		179
5.	Supplementary Samples	Training Schools (Beauty, Hairdressing, Make-up and Nail)	Total		64
Total					1 060