

Beauty Care and Hairdressing Training Board
美容及美髮業訓練委員會



Beauty Care and Hairdressing Industries
Manpower Survey Report
美容及美髮業 • 人力調查報告書

2024



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Acknowledgement

The Beauty Care and Hairdressing Training Board would like to express its gratitude to all respondents from the sampled companies for providing the information required by the survey.

1. Executive Summary

Background

1.1 The Beauty Care and Hairdressing Training Board (Training Board) of the Vocational Training Council (VTC) conducted an industry manpower survey from March to June 2024, with the data reference date on 1 March 2024. This report presents the survey findings of the latest manpower situation of the beauty care and hairdressing industries and proposes recommendations on the manpower demand and training needs to different stakeholders of the industries, including employers, employees and training institutions, by making reference to the business outlook.

Survey Coverage and Methodology

1.2 The survey covered around 15 342 establishments in different sectors/branches of the industries. By adopting the stratified random sampling method for selecting establishments from the Central Register of Establishments of the Census and Statistics Department, and the inclusion of supplementary samples recommended by the Training Board, a total of 1 074 establishments were selected for the survey.

1.3 A pack of survey documents was given to each sampled establishment. The selected establishments were asked to complete a questionnaire, which comprised two parts. Part I collected quantitative manpower information by job level and by principal job, and Part II collected supplementary information related to the industries' manpower situation. The respondents were asked to provide manpower information of their establishments based on a list of principal jobs, which were defined by the Training Board with detailed job descriptions given for each job.

1.4 During the fieldwork period between March and June 2024, enumerators assisted the respondents in completing the questionnaire through phone calls or on-site visits. The data collection and enumeration processes were closely monitored, and the information was verified to ensure quality and accuracy. Among the 611 valid sampled establishments, 574 were successfully enumerated which contributed to an effective response rate of 93.9%¹.

¹ Sampled establishments which had ceased operation, not employed any relevant technical staff, nil reply to the survey, etc. were classified as invalid samples.

Manpower Projection Methodology

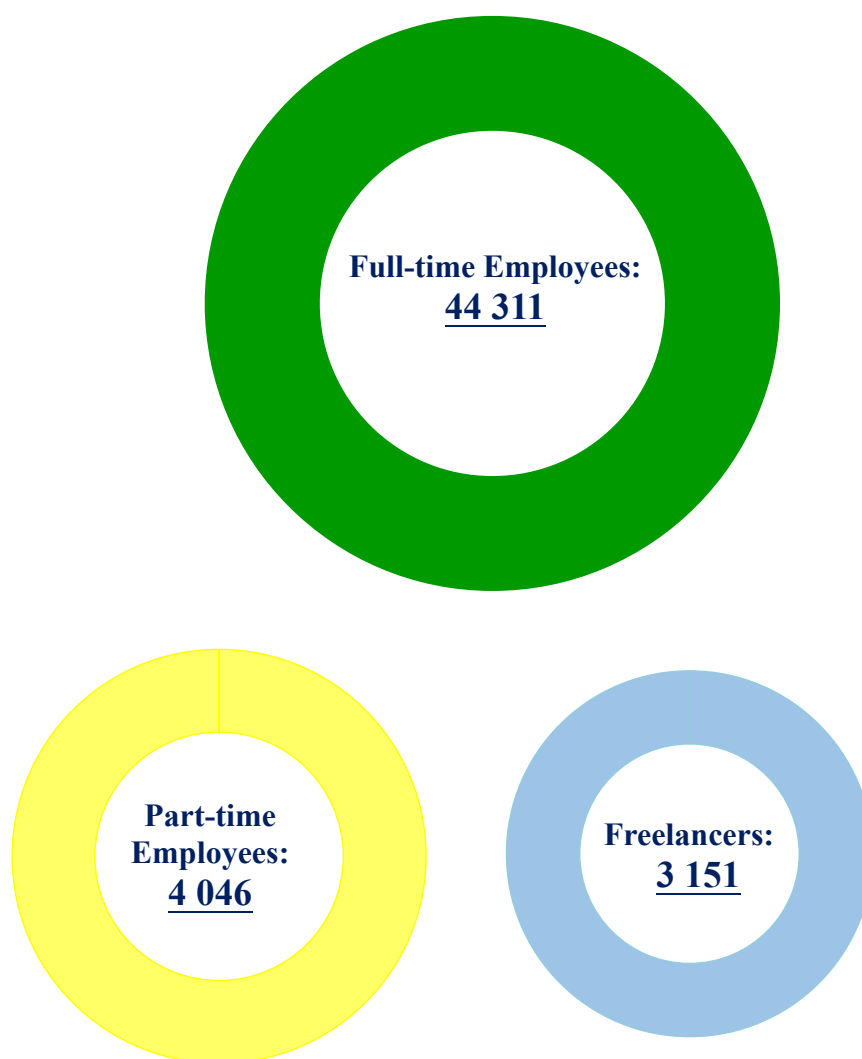
1.5 The Training Board adopts a forecasting method which rests on the weighted averages of historical manpower data for projecting manpower demand of the beauty care and hairdressing industries. Taking into consideration future market trends and technological developments in the industries, it projects manpower demand at all job levels for the period from 2025 to 2028.

Survey Findings

Manpower Information

1.6 As of 1 March 2024, there were 51 508 employees in the beauty care and hairdressing industries, including 44 311 full-time employees, 4 046 part-time employees and 3 151 freelancers. (Chart 1.1)

Chart 1.1 Total Number of Employees



Total Number of Employees as at March 2024

(Full-time Employees + Part-time Employees + Freelancers) :

$$44\ 311 + 4\ 046 + 3\ 151 = 51\ 508$$

Full-time Employees

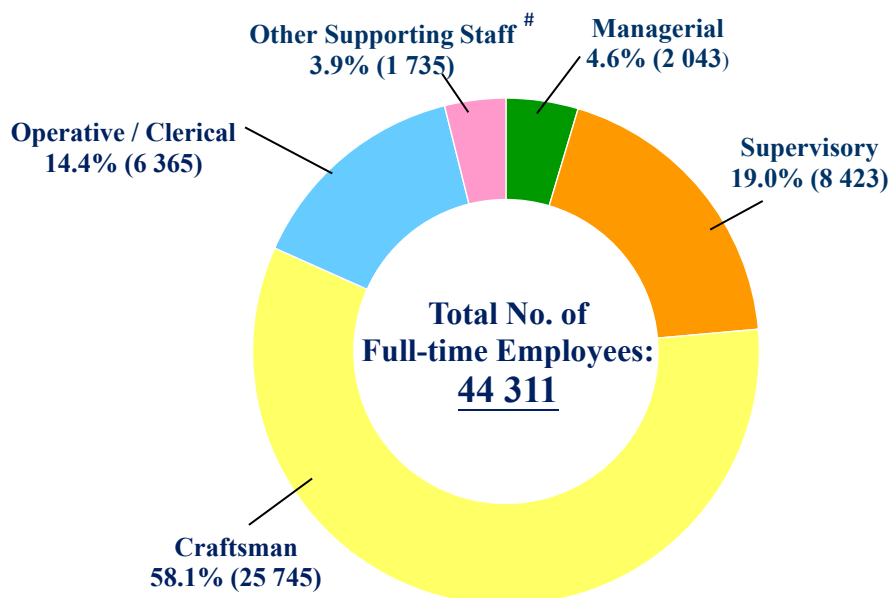
1.7 Among the 44 311 full-time employees, over 40% were employed in beauty care, health care and spa centres (42.5%), followed by hairdressing salons (25.2%), product retail companies (20.8%), product wholesale and import/export companies (8.1%), nail salons (2.9%) and training schools (beauty, hairdressing, make-up and nail) (0.6%). (Chart 1.2)

Chart 1.2 Distribution of Full-time Employees by Sector



1.8 Classified by job level, 58.1% of the full-time employees were at craftsman level, 19.0% were employed at supervisory level, 14.4% at operative/clerical level, 4.6% at managerial level and 3.9% at other supporting staff level. (Chart 1.3)

Chart 1.3 Distribution of Full-time Employees by Job Level



Remarks: # Other Supporting Staff includes Receptionist, Healthcare Personnel (i.e. doctors, nurses, etc.) and other professionals (e.g. dietitians), but excluding Personnel in Human Resources, Finance, I.T. and Administrative.

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

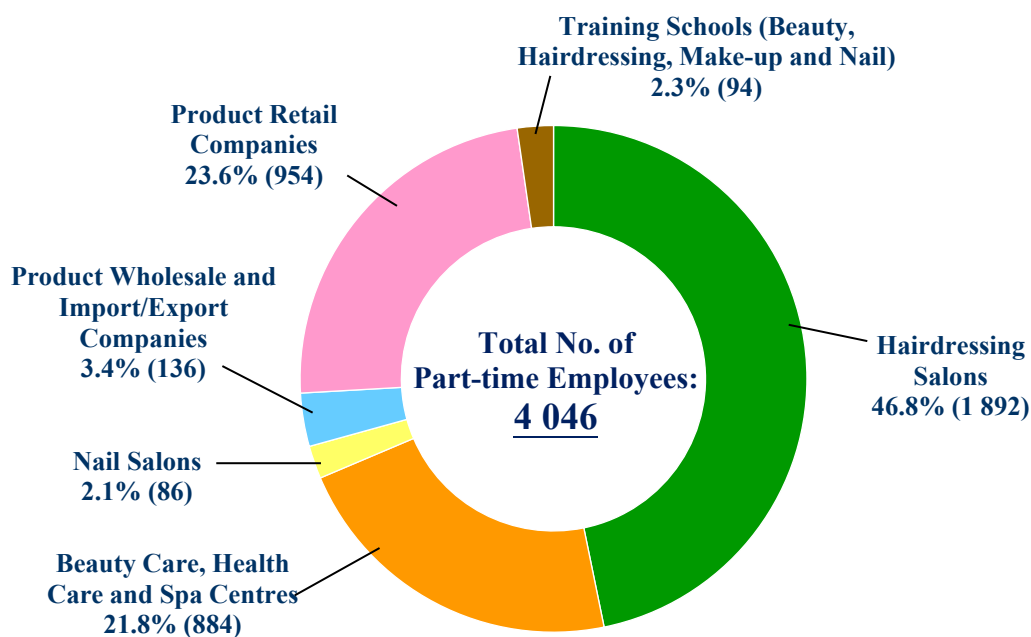
Table 1.1 Principal Job with the Largest Number of Full-time Employees

Principal Jobs with the Largest Number of Full-time Employees	No. of Full-time Employees (%)		
1. Beautician / Beauty Therapist	11 796	26.6%	65.8% of 44 311 full-time employees
2. Hair Stylist / Hairdresser	7 732	17.4%	
3. Shop Assistant (Product Wholesale, Import/Export and Retail Companies)	4 438	10.0%	
4. Beauty Advisor (Counter)	3 009	6.8%	
5. Hairdressing Assistant	2 203	5.0%	
Overall	44 311		

Part-time Employees

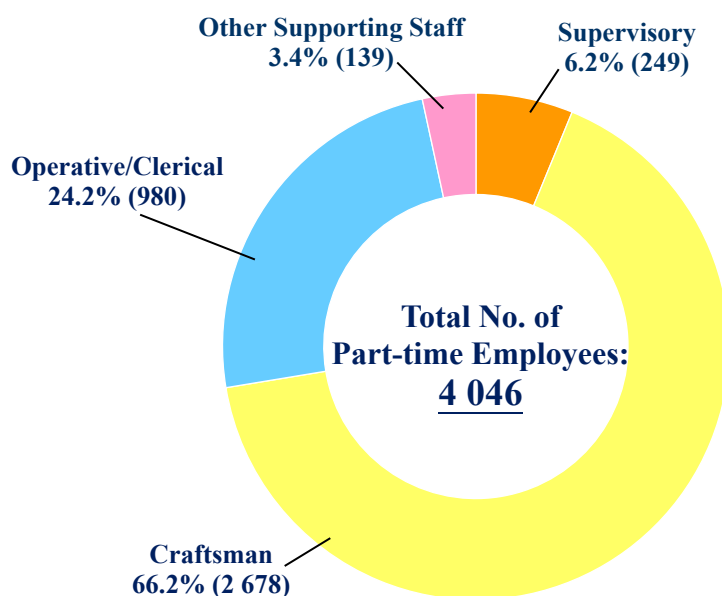
1.10 As of 1 March 2024, there were 4 046 part-time employees in the beauty care and hairdressing industries, of which 46.8% worked at hairdressing salons, 23.6% at product retail companies and 21.8% at beauty care, health care and spa centres. (Chart 1.4)

Chart 1.4 Distribution of Part-time Employees by Sector



1.11 Classified by job level, the majority of part-time employees were at the craftsman level (66.2%), followed by the operative/clerical level (24.2%). (Chart 1.5)

Chart 1.5 Distribution of Part-time Employees by Job Level



1.12 Principal jobs in the beauty care and hairdressing industries with the most part-time employees are listed in Table 1.2 below.

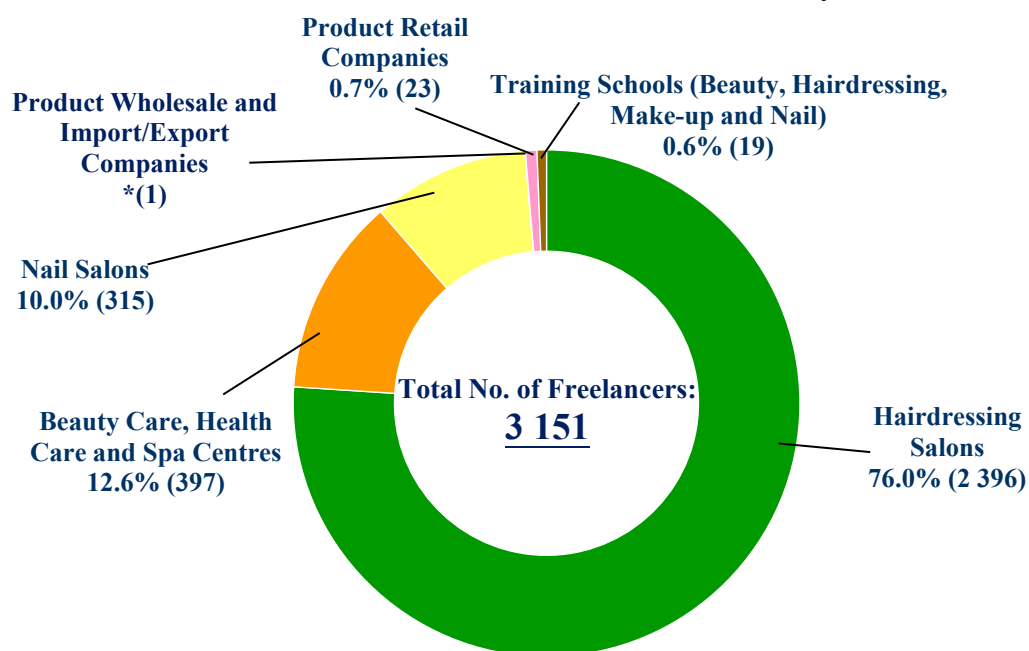
Table 1.2 Principal Job with the Largest Number of Part-time Employees

Principal Jobs with the Largest Number of Part-time Employees	No. of Part-time Employees (%)		
1. Hairdressing Assistant	1 213	30.0%	84.9% of 4 046 Part-time Employees
2. Shop Assistant (Product Wholesale, Import/Export and Retail Companies)	845	20.9%	
3. Beautician / Beauty Therapist	716	17.7%	
4. Hair Stylist / Hairdresser	524	13.0%	
5. Receptionist	139	3.4%	
Overall	4 046		

Freelancers

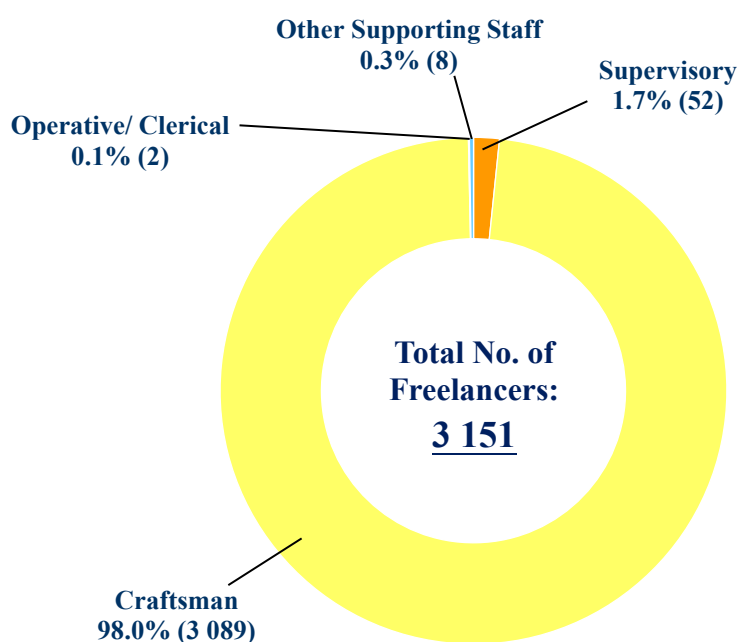
1.13 As of 1 March 2024, the beauty care and hairdressing industries employed a total of 3 151 freelancers. The majority worked in hairdressing salons (76.0%), followed by beauty care, health care and spa centres (12.6%) and nail salons (10.0%). In addition, most freelancers were at craftsman level (98.0%). (Charts 1.6 - 1.7)

Chart 1.6 Distribution of Freelancers by Sector



Remarks: * less than 0.05%

Chart 1.7 Distribution of Freelancers by Job Level



1.14 Principal jobs in the beauty care and hairdressing industries with the most freelancers are listed in Table 1.3 below.

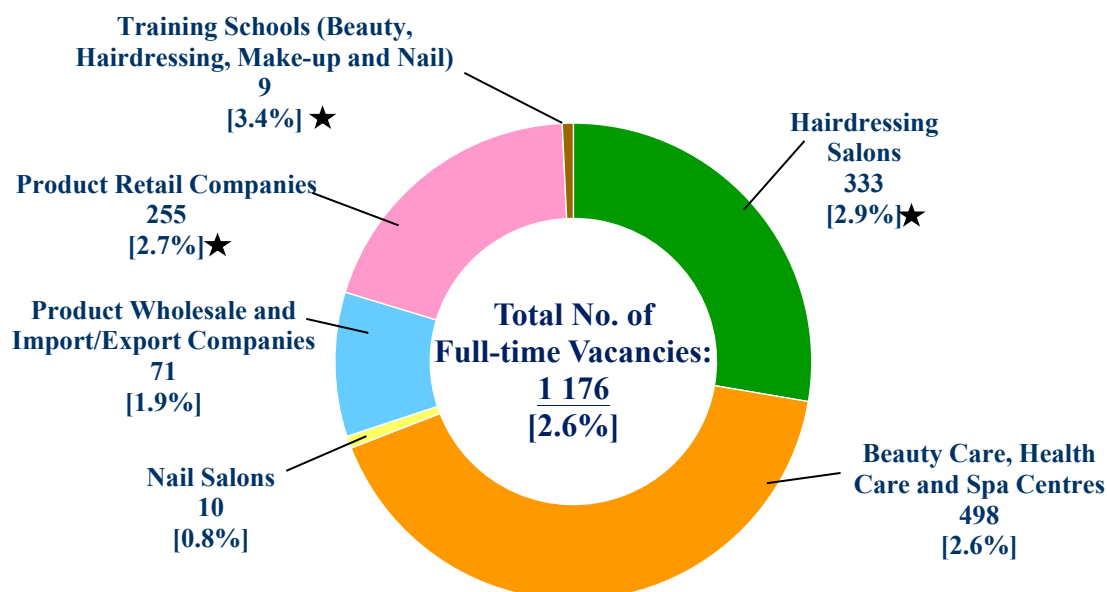
Table 1.3 Principal Jobs with the Largest Number of Freelancers

Principal Jobs with the Largest Number of Freelancers	No. of Freelancers (%)		
1. Hair Stylist / Hairdresser	2 174	69.0%	97.6% of 3 151 freelancers
2. Nail Artist / Therapist	324	10.3%	
3. Beautician / Beauty Therapist	301	9.6%	
4. Hairdressing Assistant	218	6.9%	
5. Make Up Artist	40	1.3%	
Overall	3 151		

Full-time Vacancies

1.15 As of 1 March 2024, a total of 1 176 vacancies were reported in the beauty care and hairdressing industries, representing a vacancy rate of 2.6% (i.e., percentage as vacancies over the total number of employees and vacancies). The majority of vacancies were found in beauty care, health care and spa centres (498 vacancies) and hairdressing salons (333 vacancies). Training schools (beauty, hairdressing, make-up and nail) had the highest vacancy rate (3.4%), followed by hairdressing salons (2.9%) and product retail companies (2.7%). (Chart 1.8)

Chart 1.8 Distribution of Vacancies by Sector

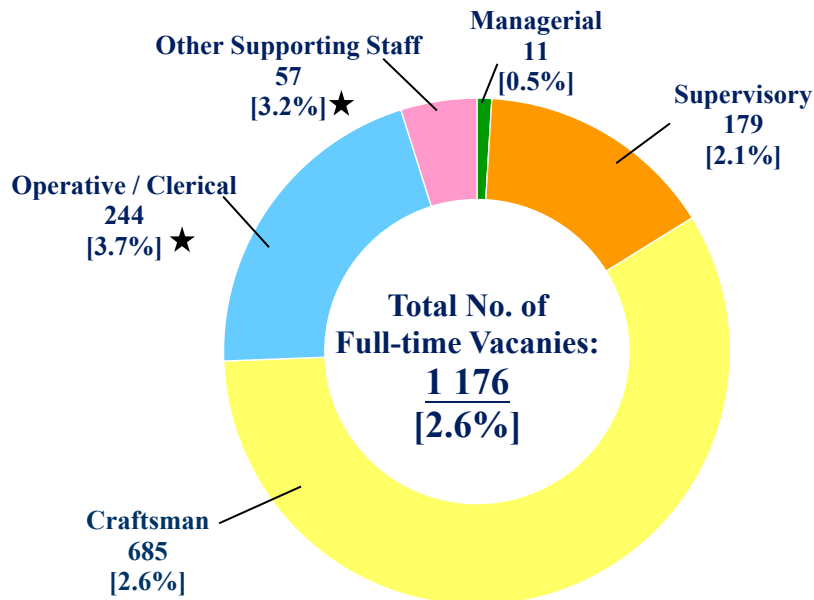


Remarks: (1) [] The number in brackets is the vacancy rate = No. of Vacancies / No. of FT Employees + No. of FT Vacancies

(2) Figures marked with the symbol “★” refer to relatively higher vacancy rates than the overall rate.

1.16 Analysed by job level, most vacancies were at the craftsman level (685 vacancies), followed by the operative/clerical level (244 vacancies) and supervisory level (179 vacancies). (Chart 1.9)

Chart 1.9 Distribution of Vacancies by Job Level



Remarks: (1) [] The number in brackets is the vacancy rate = No. of Vacancies / No. of FT Employees + No. of FT Vacancies

(2) Figures marked with the symbol “★” refer to relatively higher vacancy rates than the overall rate.

1.17 Principal jobs in the beauty care and hairdressing industries with the most full-time vacancies are listed in Table 1.4 below.

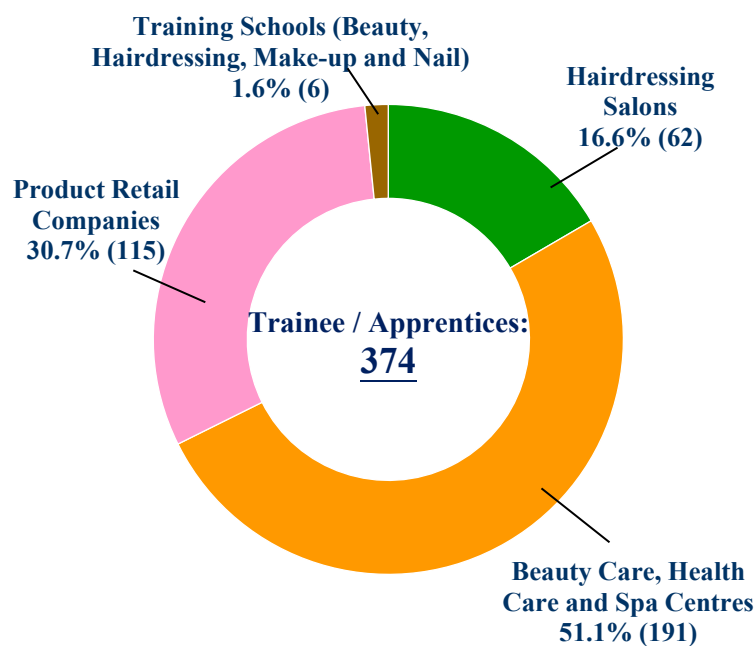
Table 1.4 Principal Jobs with the Largest Number of Full-time Vacancies

Principal Jobs with the Largest Number of Full-time Vacancies	No. of Full-time Vacancies (%)		
1. Beautician / Beauty Therapist	294	25.0%	69% of 1 176 Full-time Vacancies
2. Hairdressing Assistant	165	14.0%	
3. Shop Assistant (Product Wholesale, Import/Export and Retail Companies)	144	12.2%	
4. Beauty Advisor (Counter)	107	9.1%	
5. Hair Stylist / Hairdresser	102	8.7%	
Overall	1 176		

Trainees/Apprentices

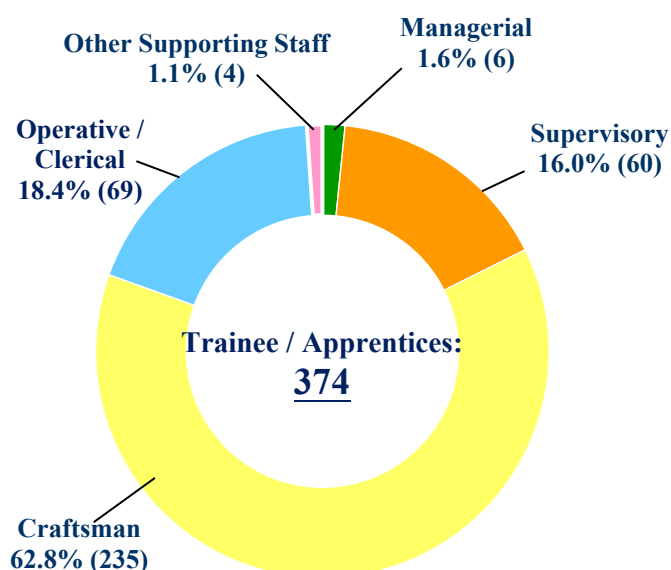
1.18 As of 1 March 2024, there were 374 trainees/apprentices in the beauty care and hairdressing industries, primarily working in beauty care, health care and spa centres (51.1%) and product retail companies (30.7%). (Chart 1.10)

Chart 1.10 Distribution of Trainees/Apprentices by Sector



1.19 Classified by job level, trainees/apprentices were mainly at the craftsman level (62.8%), followed by the operative/clerical level (18.4%) and the supervisory level (16.0%). (Chart 1.11)

Chart 1.11 Distribution of Trainees/Apprentices by Job Level



Total Number of Employees

1.20 Based on 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 1.5 below.

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

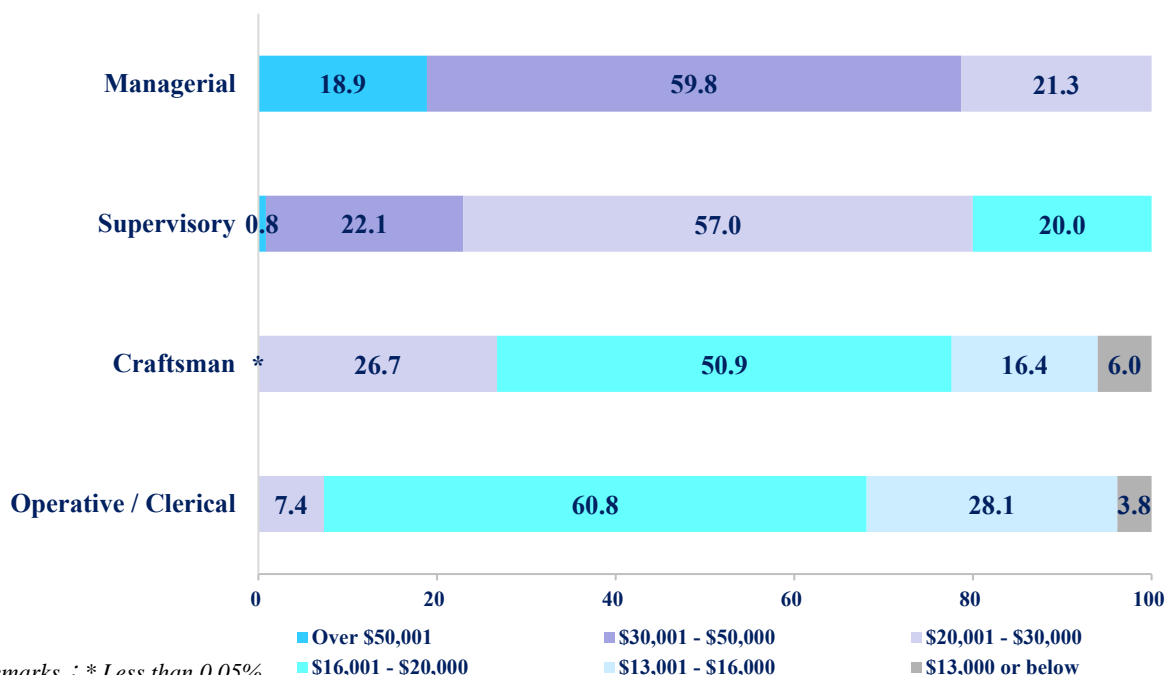
Sector	Total No. of Full-time Employees (%)	Total No. of Part-time Employees (%)	Total No. of Freelancers (%)	Total No. of Employees (%)
Hairdressing Salons	11 150 (25.2%)	1 892 (46.8%)	2 396 (76%)	15 438 (30%)
Beauty Care, Health Care and Spa Centres	18 815 (42.5%)	884 (21.82%)	397 (12.6%)	20 096 (39%)
Nail Salons	1 271 (2.9%)	86 (2.1%)	315 (10%)	1 672 (3.2%)
Product Wholesale and Import/Export Companies	3 609 (8.1%)	136 (3.4%)	1 (0.03%)	3 746 (7.3%)
Product Retail Companies	9 207 (20.8%)	954 (23.6%)	23 (0.7%)	10 184 (20%)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	259 (0.6%)	94 (2.3%)	19 (0.6%)	372 (0.7%)
Total	44 311 (100%)	4 046 (100%)	3 151 (100%)	51 508 (100%) [#]

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

Average Monthly Income

1.21 Among full-time employees in the beauty care and hairdressing industries, the average monthly income for managerial staff ranged from \$30,001 - \$50,000 (59.8%); \$20,001 - \$30,000 for supervisory staff (57.0%); and \$16,001 - \$20,000 for craftsman and operative/clerical staff (50.9% and 60.8% respectively). (Chart 1.12)

Table 1.12 Average Monthly Income of Full-time Employees



Preferred Level of Education

1.22 Most employers preferred employees at the managerial level to have a first degree or higher (75.4%); a diploma/certificate for the supervisory level (57.5%); and Secondary 4 to 7 education for employees at the craftsman and the operative/clerical levels (56.5% and 81.1% respectively). (Table 1.6)

Table 1.6 Preferred Level of Education of Full-time Employees by Job Level

Job Level	First degree or above	Sub-degree	Diploma / Certificate	Secondary 4 to 7	Secondary 3 or below	No. of Full-time Employees
Managerial	75.4%	13.5%	9.3%	1.8%	0.0%	2 043
Supervisory	9.9%	31.3%	57.5%	1.2%	0.0%	8 423
Craftsman	0.0%	0.9%	35.4%	56.5%	7.2%	25 745
Operative / Clerical	0.0%	0.3%	18.2%	81.1%	0.5%	6 365


Denotes prominent ranges of the preferred level of education in the respective job level.

Preferred Years of Experience

1.23 Most employers preferred employees with 6 years to less than 10 years of experience for the managerial level (58.8%); 3 years to less than 6 years of experience for the supervisory level (72.0%); and 1 year to less than 3 years of experience for the craftsman and the operative/clerical levels (60.3% and 61.4% respectively). (Table 1.7)

Table 1.7 Preferred Years of Experience for Full-time Employees by Job Level

Job Level	10 years of above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	No. of Full-time Employees
Managerial	23.6%	58.8%	17.6%	0.0%	0.0%	2 043
Supervisory	1.0%	26.6%	72.0%	0.3%	0.0%	8 423
Craftsman	0.1%	3.9%	30.3%	60.3%	5.4%	25 745
Operative / Clerical	0.0%	0.0%	4.2%	61.4%	34.4%	6 365

 Denotes prominent ranges of the preferred years of experience in the respective job level.

Preferred Vocational Qualifications

1.24 Regarding local qualifications, full-time employees at the managerial and craftsman levels were generally preferred to hold a Diploma of Foundation Studies / Higher Diploma from the Hong Kong Institute of Vocational Education (38.4% and 44.3%, respectively). Additionally, full-time employees at the supervisory level were preferred to have qualifications obtained via Recognition of Prior Learning (39.3%). In terms of overseas qualifications, full-time employees at the managerial, supervisory, and craftsman levels in the beauty care industry were preferred to hold VTCT (ITEC) (United Kingdom) qualifications (33.7%, 31.4%, and 27.9%, respectively); while full-time employees at the craftsman level in the hairdressing industry were preferred to hold VTCT (ITEC) (United Kingdom) qualifications (10%). (Table 1.8) For more details on the preferred vocational qualifications for employees across different sectors, please refer to Paragraphs 4.21 to 4.30 of this manpower survey report.

Table 1.8 Preferred Vocational Qualifications for Full-time Employees

	Managerial	Supervisory	Craftsman
Local			
Hong Kong Institute of Vocational Education - Diploma of Foundation Studies / Higher Diploma	38.4%	30.0%	44.3%
Qualifications obtained via Recognition of Prior Learning	27.2%	39.3%	29.4%
Competency Certificate in Beauty & Body Care (One Examination, Multiple Certification)	20.5%	17.9%	16.7%
Overseas (Beauty Care)			
VTCT (ITEC) (United Kingdom)	33.7%	31.4%	27.9%
City & Guilds (United Kingdom)	13.5%	7.0%	13.4%
CIBTAC (United Kingdom)	10.5%	9.7%	6.3%
Overseas (Hairdressing)			
VTCT (ITEC) (United Kingdom)	1.8%	4.2%	10.0%
Number of companies with such level of staff	724	1,467	10,265

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

Respondents are allowed to select more than one vocational qualification

Employees Left and Recruited

1.25 In the past 12 months, the beauty care and hairdressing industries registered a turnover of 3 548 employees in total, representing a turnover rate of 8.1%. Among all job levels, the craftsman level (2 229) registered the highest number of employees left, whereas the employees at the operative/clerical level had the highest turnover rate (9.2%). (Table 1.9)

In the past 12 months, there were 3 345 new recruits in the beauty care and hairdressing industries, with the majority at the craftsman level (2 268). Over 60% (i.e., 61.6%) of newly recruited employees had industry experience, particularly those at the managerial (98.9%) and the supervisory (87.6%) levels. (Table 1.9)

**Table 1.9 Number of Employees who Left their Jobs and New Recruits
in the Past 12 months**

Job Level	Number of Employees Left the Establishment (Turnover Rate*)	Number of New Recruits [Percentage of New Recruits with the working experiences in the Beauty Care and Hairdressing Industries]
Managerial	55 (2.7%)	90 [98.9%]
Supervisory	659 (7.7%)	509 [87.6%]
Craftsman	2 229 (8.4%)	2 268 [62.3%]
Operative / Clerical	605 (9.2%)	478 [23.6%]
Overall (Excluding Other Supporting Staff)	3 548 (8.1%)	3 345 [61.6%]

*Turnover Rate = number of employees left / number of employees and vacancies

Recruitment Difficulties

1.26 Over the past 12 months, a higher proportion of companies in the beauty care and hairdressing industries recruited employees at the craftsman level (12.5%) compared to other job levels (ranging from 0.5% to 1.7%). Companies experienced greater difficulties when recruiting employees at the operative/clerical and craftsman levels, compared to those at the supervisory and managerial levels.

Employers' Expectations Regarding Changes for the Next 12 Months

1.27 Regarding expected changes, employers foresee the following developments over the next 12 months:

- A. Business volume: 40.3% of employers in the beauty care and hairdressing industries anticipated business volume to remain stable, while 29.5% expected it to worsen.
- B. Manpower information: Over 97.9% of employers anticipated no change in the number of full-time employees.
- C. Major challenges: "Migration wave" (86.1%), "recruitment difficulties" (80.9%) and "adapting to technology trend" (68.7%).
- D. Major mitigation plans: "Reduce operation cost/streamline the organisational structure" (76.7%), "the government continues to optimise local human resources and manpower development policies" (34.8%) and "develop a flexible recruitment strategy" (33.6%).

Training Needs

1.28 Within the beauty care and hairdressing industries, training for managerial staff focused on general management skills, particularly "strategic management", "store operations management" and "human resources management". Training for supervisory and operative/clerical staff primarily covered generic skills, including "customer service and complaint handling" and "communication and interpersonal abilities". Craftsman staff training focused on "product knowledge" and "beauty care and body care" (trade-specific skills). (Table 1.10) For more details on the training needs required for full-time employees across different sectors, please refer to Paragraphs 4.40 to 4.45 of this manpower survey report.

Table 1.10 Training Needs for Full-Time Employees

Rank	Managerial Level	Supervisory Level	Craftsman Level	Operative / Clerical Level
1	Strategic Management	Store Operations Management	Product Knowledge (e.g., product formulation and ingredients)	Customer Services and Complaint Handling
2	Store Operations Management	Customer Services and Complaint Handling	Beauty Care and Body Care (Product and Equipment Application)	Communication and Interpersonal Abilities
3	Human Resources Management	Communication and Interpersonal Abilities	Customer Services and Complaint Handling	Problem Solving Abilities

 *General Management Skills*

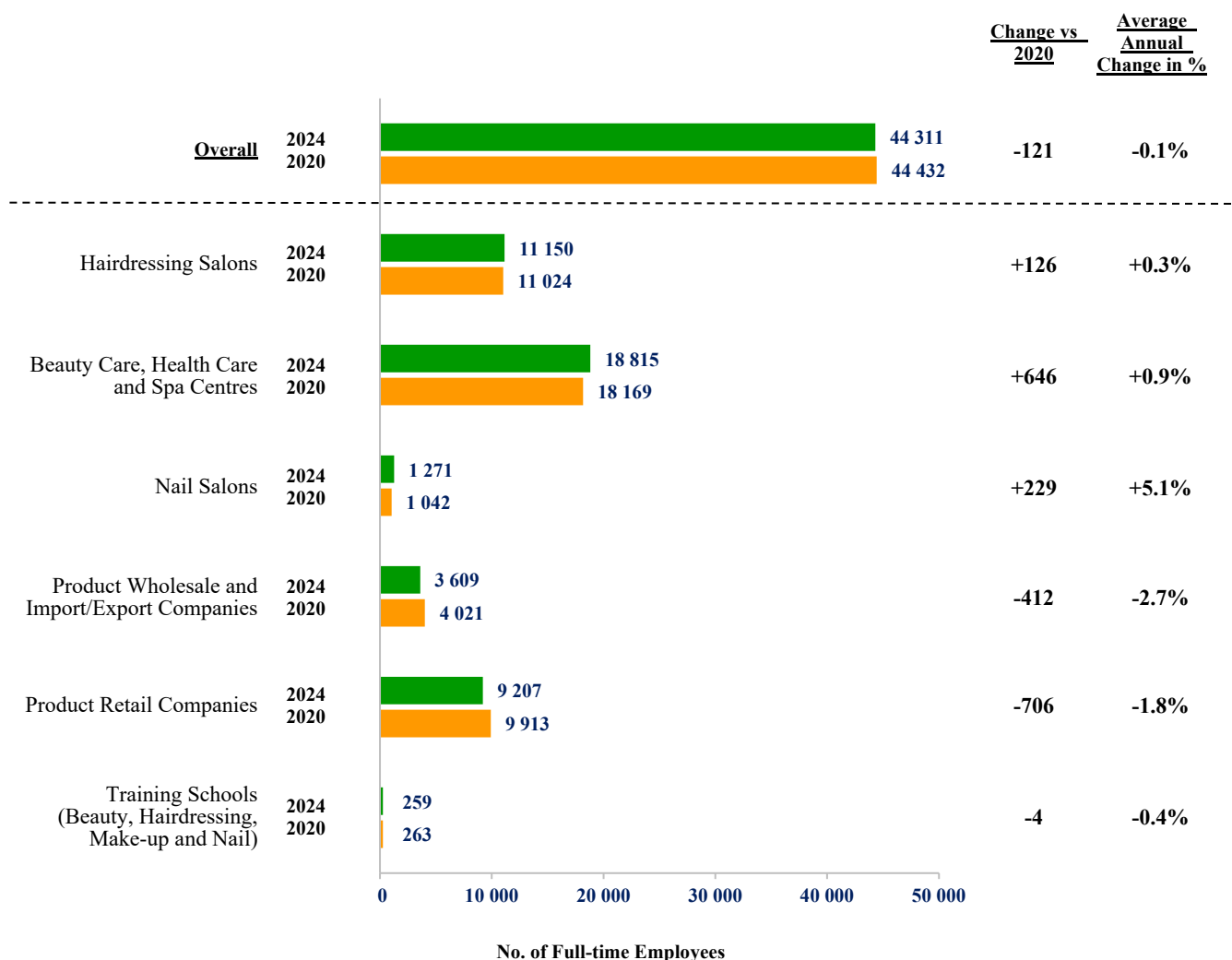
 *Trade Specific Skills*

 *Generic Skills*

Manpower Changes between 2020 and 2024

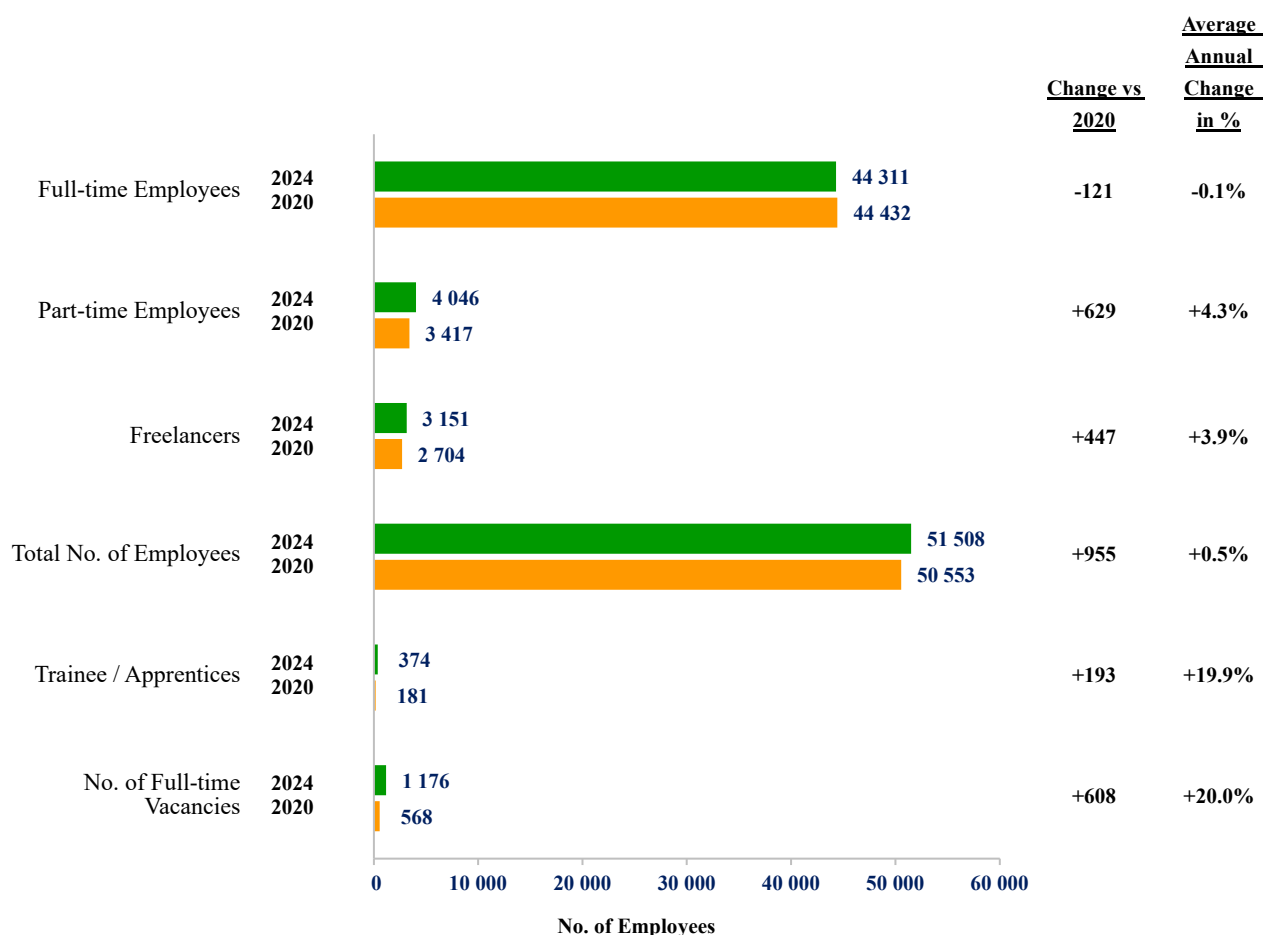
1.29 In the beauty care and hairdressing industries, the number of full-time employees slightly declined from 44 432 in 2020 to 44 311 in 2024 (a decrease of 121 or an average of 0.1% per year), as shown in Chart 1.13. Analysed by sectors, the decline was primarily attributed to product retail companies (a decrease of 706 employees or an average of 1.8% per year) and product wholesale and import/export companies (a decrease of 412 employees or an average of 2.7% per year). On the contrary, the number of full-time employees increased in beauty care, health care and spa centres (an increase of 646 employees or an average of 0.9% per year), nail salons (an increase of 229 employees or an average of 5.1% per year) and hairdressing salons (an increase of 126 employees or an average of 0.3% per year). (Chart 1.13)

Chart 1.13 Changes in the Number of Full-time Employees in the Beauty Care and Hairdressing Industries (between 2020 and 2024)



1.30 The total number of employees (including full-time employees, part-time employees, and freelancers) in the beauty care and hairdressing industries rose from 50 553 in 2020 to 51 508 in 2024 (an increase of 955 or an average of 0.5% per year), as shown in Chart 1.14. Among them, the number of full-time employees recorded a slight decline (a decrease of 121 employees). Conversely, the number of part-time employees and freelancers increased significantly (an increase of 629 and 447 employees, respectively). Meanwhile, the number of full-time vacancies also rose (an increase of 608 vacancies). (Chart 1.14) For more details on the manpower changes of full-time employees, part-time employees and freelancers and the changes in the number of full-time vacancies across different sectors, please refer to Paragraphs 5.2 to 5.5 of this manpower survey report.

Chart 1.14 Changes in the Total Number of Employees in the Beauty Care and Hairdressing Industries (between 2020 and 2024)




Changes in the Average Monthly Income between 2020 and 2024

1.31 There was no significant difference in the average monthly income of full-time employees at managerial and craftsman levels in the beauty care and hairdressing industries between 2020 and 2024. The most common average monthly income range for employees at the supervisory level increased from \$16,001 - \$20,000 (51.8%) to \$20,001 - \$30,000 (57.0%); while the range for operative/clerical employees rose from \$13,001 - \$16,000 (40.3%) to \$16,001 - \$20,000 (60.8%). (Table 1.11)

Table 1.11 Changes in the Overall Average Monthly Income for Full-Time Employees (between 2020 and 2024)

Job Level	Year	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below
Managerial	2024	18.9%	59.8%	21.3%	0.0%	0.0%	0.0%
	2020	14.1%	52.3%	31.9%	1.7%	0.0%	0.0%
Supervisory	2024	0.8%	22.1%	57.0%	20.0%	0.0%	0.0%
	2020	0.2%	10.4%	33.6%	51.8%	3.8%	0.2%
Craftsman	2024	0.0%	0.0%	26.7%	50.9%	16.4%	6.0%
	2020	0.1%	0.9%	20.2%	40.7%	27.7%	10.5%
Operative / Clerical	2024	0.0%	0.0%	7.4%	60.8%	28.1%	3.8%
	2020	0.0%	0.0%	1.6%	38.6%	40.3%	19.5%

 denotes prominent ranges of monthly income in the respective job level.

Business Outlook

Challenges

Hong Kong's Ongoing Economic Weakness and Declining Consumer Spending

1.32 According to the Census and Statistics Department², Hong Kong's real GDP declined by 1.1% in the third quarter of 2024. The Third Quarter Economic Report 2024 (Box 1.1) also highlighted that overall business sentiment in Hong Kong stayed generally subdued in the past few months. In terms of domestic demand, changes in consumption patterns of residents have led to continued weakness in private consumption expenditure, which fell by 1.3% in the third quarter of 2024.

The Swift of Travel and Consumption Patterns from the Mainland Visitors

1.33 The Mainland continues to be the largest market for Hong Kong visitors in 2024, accounting for about three-quarters of all visitors last year³. The majority of Mainland visitors are now younger travellers. Unlike past travel preferences, they strongly prefer in-depth travel and diverse experiences⁴. Furthermore, exchange rate fluctuations between the Hong Kong Dollar and Renminbi, as well as the mutual visa exemption agreements between Mainland China and Southeast Asian countries, are key factors influencing Mainland visitors' decisions on whether to travel to Hong Kong⁴.

Intensifying Competition Further Dampened Hong Kong's Retail Business

1.34 In recent years, Mainland China has introduced various measures to facilitate cross-border consumption for Hong Kong residents, such as exclusive shopping discounts and expanded electronic payment options. As a result, frequent cross-border shopping has become common among Hong Kong consumers. Additionally, since 1 October 2024, Mainland e-commerce platforms such as Taobao and Pinduoduo have launched "free shipping to Hong Kong" promotions⁵. This has further influenced local consumer behaviour, making them more inclined to shop online via Mainland e-commerce platforms.

² [Third Quarter Economic Report 2024](#)

³ [HKTDC Announces that Close to 45 Million Visitors Received in Hong Kong in 2024](#)

⁴ [HKTDC Research: Insights on the New Travel Trends of Mainland Visitors](#)

⁵ HK01: [Taobao's Free Shipping to Hong Kong – "Hongkongers Finally Feel the Double 11 Experience" Becomes a Topic, Causing Merchants Complaints](#)

1.35 On the other hand, Mainland brands have become increasingly popular among Hong Kong consumers. Taking the example of Mainland cosmetic brands, they offer extensive product ranges with competitive prices. It has increasingly attracted Hong Kong consumers to purchase basic cosmetics and skincare products from these well-established Mainland brands. At the same time, with an increasing trend of Hong Kong consumers travelling to the Mainland for shopping, international brands have been expanding in the Mainland market. To remain competitive, local retailers in Hong Kong have been forced to engage in more intense price wars, significantly reducing their profit margins. These factors have further impacted Hong Kong's retail sector.

Intensified Competition in Hong Kong's Labour Market

1.36 After the pandemic, the industries aim for a prompt resurgence and a significant increase in demand for beauticians/beauty therapists and related practitioners. To attract talent, there is intensified manpower competition, leading to a substantial increase in salary and remuneration benefits for experienced beauticians. This has made recruitment increasingly challenging for beauty care centres, adding further pressure to their operations.

Expectations of Younger Generations Impacting Business Model

1.37 The concept of a "co-working space"⁶ is gaining popularity within the industries, this aligns with the career and work preferences of younger generations (millennials), particularly the rise of "slashers". They emphasise work-life balance and are often unwilling to work fixed hours or wait for clients at specific times and locations. They also tend to avoid long working hours. Many in this generation have been raised in financially stable families; their parents would usually support their career and job selections. Their expectations are reshaping traditional operational models within the industries. Taking the beauty care industry as an example, younger employees tend to seek positions with focus on operating beauty devices in medical aesthetic institutions. This preference is largely due to the perception that the process flow of beauty services provided by traditional beauty care centres is more complex and physically demanding.

⁶ For more details on the development of shared studios in the beauty care and hairdressing industries, please refer to Paragraphs 5.24 and 5.25.

Opportunities

Acceleration in Digital Transformation

1.38 As consumer habits have evolved, there is an increasing demand for online shopping. The industries must stay competitive by embracing technological advancements and digital transformation. More companies should leverage social media platforms to further promote and sell beauty and hairdressing products and services, as well as collaborate with influencers and key opinion leaders (KOLs) to enhance the online shopping experience. With the government's further expansion of the Digital Transformation Support Pilot Programme to cover the tourism and personal services industry, it is believed that it can help the industry in their digital transformation. However, older business owners may still struggle to adapt to digital marketing practices.

Consumers' Emphasis on Product Ingredients, Formulation and Sustainability

1.39 To meet diverse consumer preferences, industries need to offer more personalised, experience-driven services and products. Consumers have also paid more attention to the ingredients and formulations used in beauty and hairdressing products. Some are particularly concerned with both physical and mental health, seeking organic and natural products. In addition, consumers are also showing a growing awareness of environmentally friendly and sustainable products, prompting the brands to adjust strategies by introducing more products aligned with sustainability to meet consumers' demands.

Government Support and Strategic Measures

1.40 To further support and enhance the local business environment, the 2024 Policy Address has introduced several measures, including: (i) extending the principal moratorium arrangement to provide small enterprises with financial flexibility in navigating operational and financial challenges; (ii) injecting HK\$1 billion into the BUD Fund to support enterprises in upgrading and restructuring their business operations while expanding into new markets; and (iii) revitalising Hong Kong's tourism industry through the development of mega event-driven tourism and the reinforcement of traditional attractions.

1.41 On the other hand, starting in December 2024, the Chinese government has reinstated the multiple-entry Individual Visit Scheme for Shenzhen permanent residents, allowing them to visit Hong Kong more conveniently and freely. This is expected to inject new momentum into Hong Kong's tourism, catering, retail and other industries⁷. These supportive measures are set to create a more favourable business environment and contribute to the sustained growth of the beauty care and hairdressing industries.

The Emergence of the "Co-working Space" Model

1.42 In the post-pandemic era, the concept of "co-working space" has gained popularity. It has attracted beauty care and hairdressing practitioners to operate as freelancers or self-employed individuals, allowing them to launch their own businesses at a lower cost. The model offers flexible scheduling and greater autonomy over working hours. In addition to possessing relevant trade-specific skills, practitioners need to acquire video shooting skills and utilise social media to showcase their work to attract clients and generate income. However, the industries question whether the professional standards (e.g., occupational safety and health) of the services provided in the "co-working space" and the related skills level of these practitioners have met recognised standards. Given the current lack of comprehensive regulation for this business model, the industries state that consumer protection while receiving beauty care or hairdressing services in this environment is relatively low.

⁷ [Multiple-entry Scheme to Resume \(news.gov.hk\)](#)

Manpower Projections and Annual Training Needs

1.43 An annual additional manpower requirement has taken into account the (i) projected manpower trends and (ii) wastage rate of the industry (i.e. the percentage of employees leaving the industry permanently on an annual basis). A summary of the estimated annual additional manpower requirement from 2025 to 2028 is shown in Table 1.12 below. Based on the results, most of the additional manpower requirement is expected to be in beauty care, health care and spa centres, hairdressing salons and cosmetic product retail companies.

Table 1.12 Annual Additional Manpower Requirement by Sector from 2025 to 2028

Sector	Wastage Rate	Estimated Annual Additional Manpower Requirement [#]		
		Expected Manpower Trend (a)	Turnover (b)	Total (a) + (b)
Hairdressing Salons	2.9%	64	448	512
Beauty Care, Health Care and Spa Centres	1.9%	172	377	549
Nail Salons	0.0%	48	0	48
Product Wholesale and Import/Export Companies	2.4%	-47	87	40
Product Retail Companies	5.7%	-72	581	509
Training Schools (Beauty, Hairdressing, Make-up and Nail)	0.0%	-4	0	-4
Overall	-	161	1 493	1 654

Remarks:

Excluding other supporting staff

"Wastage Rate" refers to employees who leave the beauty and hairdressing industry due to career change, retirement, immigration and other reasons.

Recommendations

Government

Continuous Optimisation of Local Human Resources and Manpower Development Policies

1.44 To alleviate manpower shortages across various sectors, the Government launched the "Enhanced Supplementary Labour Scheme (ESLS)"⁸, which covers a broader range of job categories, including those within the hairdressing industry. To ensure an adequate supply of local labour and enhance service quality in Hong Kong, the Training Board recommends that the Government further review and amend relevant policies on importation of labour to improve their effectiveness.

1.45 With the Government's relaxation of the "continuous contract" requirement (commonly referred to as the "4-18"⁹ requirement) under the Employment Ordinance to "4-68"¹⁰, employees with shorter working hours would be able to enjoy comprehensive employment protections and benefits. This amendment is expected to attract more individuals to join the workforce. The Training Board suggests the Government to further engage with the highly labour-intensive beauty care and hairdressing industries to gain a better insight of the latest working patterns among part-time employees and freelancers.

⁸ Source: [Labour Department - Enhanced Supplementary Labour Scheme](#)

According to the Labour Department's regulations, the duration of the employment contract of a worker imported under ESLS shall not be longer than 24 months. Imported workers must be paid no less than the median monthly wages of local workers in comparable positions. They shall be engaged under a Standard Employment Contract (SEC) and be accorded the same protection of the labour laws in Hong Kong as local workers. Imported workers are only allowed to work for their employers and in the positions with job duties as specified in SEC. They must return to their place of origin on expiry of their contracts.

⁹ Source: [Labour Advisory Board reaches consensus on review of "continuous contract" requirement](#)

Under the current Employment Ordinance, regardless of whether working full-time or part-time, employees continuously employed by the same employer for four weeks or more and having worked for 18 hours or more per week are regarded as being engaged under a "continuous contract" (commonly referred to as the "4-18" requirement). Subject to their meeting of relevant eligibility criteria under the Employment Ordinance, these employees are entitled to a range of employment benefits, such as statutory holiday pay, paid annual leave and sickness allowance.

¹⁰ Source: [Labour Advisory Board reaches consensus on review of "continuous contract" requirement](#)

The "4-68" requirement refers to using the aggregate working hours of four weeks as a counting unit and setting the four-week working hour threshold at 68 hours.

Promotion of Vocational and Professional Education and Training (VPET)

1.46 Leverage the "Business-School Partnership Programme (BSPP)" to further promote Vocational and Professional Education and Training (VPET) among secondary school students, parents and teachers. This includes providing comprehensive career-related information.

1.47 Encourage training institutions to establish and adopt the "Credit Accumulation and Transfer (CAT)" mechanism to prevent repetition of learning and provide effective support for lifelong learning. This mechanism allows learners to gain Qualifications Framework (QF) recognised and personalised qualifications at different places, and in different learning contexts at different time. Such flexible and professional learning models can attract young talent to the industries and help reduce workforce attrition.

Supporting the Industries in Promoting a Positive and Professional Image

1.48 Strengthen collaboration with industries/enterprises to jointly promote and advocate the positive and professional image of the beauty care and hairdressing industries and their practitioners, such as enhancing employee professionalism and the overall service quality across the industries.

Employers

Developing Flexible Recruitment Strategies and Human Resources Development Plans to Attract Talent

1.49 In terms of flexible recruitment strategies, these include: (i) offering competitive remuneration packages; and (ii) encouraging the middle-aged population to re-enter the workforce in order to expand the talent pool.

1.50 In terms of manpower development plans, these include: (i) defining clear career paths and promotion opportunities; (ii) allocating resources to promote and encourage continuous learning and professional development among employees; (iii) providing salary increments or bonuses for employees who have obtained additional professional qualifications; (iv) implementing flexible work arrangements; and (v) improving communication across all levels of employees.

Cultivating Talent with Digital Skills / Information Technology Skills

1.51 With the rapid advancement of digitalisation and technology, employers should actively enhance employees' digital skills / information technology skills by providing appropriate training programmes, enabling them to better grasp digital transformation and utilise digital/information technology tools and platforms. It can ensure that they are equipped with relevant expertise needed in the evolving landscape and assist in sustainable business development.

Strengthening Industry-School Partnership to Promote VPET

1.52 To address the manpower shortage and skills gap, it is crucial to establish strong partnership between the beauty care and hairdressing industries and training institutions. Both parties should collaborate to develop comprehensive training mechanism and establish career and qualification pathways.

Utilising Government Resources in the Development of Industries' Sustainability and Talent

1.53 The beauty care and hairdressing industries should actively leverage the following Government's supportive measures to assist in the sustainable development of the industries and the expansion of talent pool: (i) Digital Transformation Support Pilot Programme (DTSP); (ii) Principal Moratorium Arrangement; (iii) BUD Fund; and (iv) New Industrialisation and Technology Training Programme (NITTP).

Employees

Actively Equip themselves to Enhance Trade-Specific Skills and Soft Skills

1.54 Employees should continuously enhance their trade-specific skills and soft skills to remain competitive in the industries. The key trade-specific skills and soft skills in demand are as follows:

- (a) Trade-specific skills: Product Formulation and Ingredients, Beauty Care and Body Care (Product and Equipment Application).
- (b) Soft skills: Customer Service and Complaint Handling, Communication and Interpersonal Abilities, Store Operations Management, Problem-solving Abilities, and Human Resources Management, etc.

Make Good Use of Government Resources to Upskill and Reskill

1.55 Employees should make good use of government resources to enhance current skills and acquire emerging skills to stay abreast of industry trends and explore their career development pathways. For example, they may consider obtaining professional qualifications through "One Examination, Multiple Certification" on beauty care and hairdressing industries offered by VTC, or enrolling on the courses provided by the Employees Retraining Board (ERB).

Training Institutions

Offering Diversified Training Options

1.56 After the pandemic, there has been a severe manpower shortage in the industries. Training institutions should be responsive and flexible to provide diverse training options, such as offering bite-size, part-time programmes, workshops or online courses; adopt the "Credit Accumulation and Transfer (CAT)" mechanism to prevent a repetition of learning.

Enabling Students' Understanding of Industry Operations

1.57 Collaborate with industry stakeholders to organise the following activities for students: (i) industry seminars/briefing sessions – provide insights into industry trends, career prospects, and the essential skills for various roles, helping students to evaluate their suitability for relevant positions; (ii) corporate visits – showcase the local business accomplishments; (iii) alumni dialogues – share valuable insights into career pathways and future opportunities; and (iv) internships and practical training – allow students to gain hands-on experience in real workplace settings, understand job responsibilities, develop essential skills, and cultivate interest in the beauty care and hairdressing industries.

Developing Early Life and Career Planning for Students

1.58 Training institutions should collaborate with the industries to effectively utilise "Life Planning Information Website", to plan and organise career planning workshops for trainees/secondary school students at an early stage, and help them achieve different goals at various life stages. Comprehensive career planning allows students to understand themselves, determine personal goals, and develop the ability of self-reflection and revision. For instance, young people who are interested in joining the beauty care and hairdressing industries can acquire industry-specific knowledge, skills and attitudes through career planning education, enabling them to make wise choices in accordance with their interests, abilities and aspirations.

Enhancing the Training to Teachers

1.59 With the fast-paced evolution of the industries, the jobs in the beauty care and hairdressing industries require a wide range of knowledge and skills. Instructors must keep abreast of the latest industry knowledge and technology in order to help the students to master and apply the acquired skills. Additionally, they must also have the expertise required to deliver vocational education. The instructors and career counsellors are encouraged to study the Certificate of Vocational and Professional Education and Training (QF Level 4) offered by the VTC to learn about career planning through the vocational and professional education and training pathway.

2. Introduction

Background

2.1 The Beauty Care and Hairdressing Training Board (Training Board) is appointed by the Government of the Hong Kong Special Administrative Region (HKSAR) 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. The Working Party on Manpower Survey is formed by selected members of the Training Board. The membership and terms of reference of the Training Board, as well as the members in the Working Party are listed in *Appendices 1, 2 and 3*.

2.2 The manpower survey of the beauty care and hairdressing industries is conducted every four years, followed by two periodic manpower updates supplemented with information collected from focus groups and desk research to better reflect the changing trends of the manpower situation. This manpower survey mainly focuses on the analysis of technical manpower, which refers to the personnel who are expected to apply the industrial knowledge and technical skills required to complete the work assigned.

2.3 Manpower data of the 2024 manpower survey of the beauty care and hairdressing industries was collected from March to June 2024, with the reference date on 1 March 2024. This report presents the survey findings and analysis of the latest manpower situation in the beauty care and hairdressing industries and proposes recommendations on manpower development to different stakeholders of the industries, including employers, employees and training institutions, by referring to the business outlook.

Objectives

2.4 The objectives of this manpower survey are:

- (a) To collect up-to-date manpower information by sectors, job levels and principal jobs in the beauty care and hairdressing industries;
- (b) To assess the technical manpower structure;
- (c) To forecast the training needs in the near future; and
- (d) To recommend to the VTC and relevant stakeholders the talent development strategies to meet the manpower needs.

Survey Coverage

2.5 The survey covered the following sectors in the beauty care and hairdressing industries:

- (a) Hairdressing Salons;
- (b) Beauty Care, Health Care and Spa Centres;
- (c) Nail Salons;
- (d) Cosmetics Product Companies – Wholesale, Import & Export;
- (e) Cosmetics Product Companies – Retail; and
- (f) Training Schools (Beauty, Hairdressing, Make-Up and Nail).

3. Methodology

Sampling Methodology

3.1 This manpower survey covered different sectors within the beauty care and hairdressing industries, comprising approximately 15 342 establishments. By adopting the stratified random sampling method for selecting establishments from the Central Register of Establishments of the Census and Statistics Department and the inclusion of supplementary samples recommended by the Training Board, a total of 1 074 establishments were selected for the survey.

Questionnaire Design

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

- (a) Managerial;
- (b) Supervisory;
- (c) Craftsman;
- (d) Operative/clerical; and
- (e) Other Supporting Staff

3.3 While job titles of similar roles may vary across establishments, respondents were required to provide manpower information corresponding to the job descriptions and the job 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*.

Data Collection

3.4 Data collection was carried out between March and June 2024. A pack of survey documents was given to each sampled establishment. The respondents of the establishments were asked to provide manpower information of their establishments at the time of the survey with the reference date on 1 March 2024. 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 ensure the quality of the data collection process. These included prior fieldwork preparation, thorough 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 and verification of the collected data. The list of quality assurance measures is shown in *Appendix 6*.

Data Analysis

3.6 Among the 611 valid sampled establishments, 574 were successfully enumerated which contributed to an effective response rate of 93.9%¹¹. Taking into account the satisfactory response rate across various sectors, 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 manpower situation of the beauty care and hairdressing industries. The response rates achieved for individual sectors were also adequate to produce meaningful breakdowns. The response profile is shown in *Appendix 7*.

Manpower Projection Methodology

3.7 The Training Board adopted a forecasting method based on the weighted averages of historical manpower data, taking into account future market trends and technological developments in the industries, to project manpower demand at all job levels for the period from 2025 to 2028. Details of the manpower projection methodology is shown in *Appendix 8*.

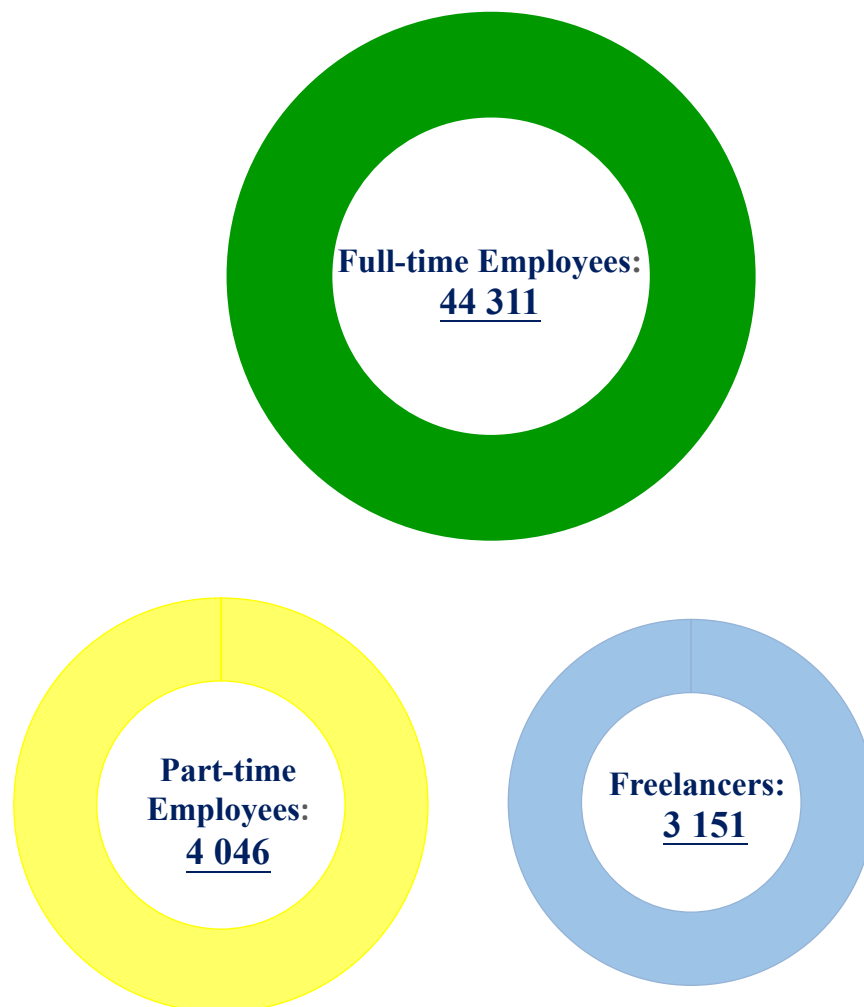
¹¹ Sampled establishments which had ceased operation, not employed any relevant technical staff, nil reply to the survey, etc. were classified as invalid samples.

4. Survey Findings

Manpower Information

4.1 As of 1 March 2024, there were 51 508 employees in the beauty care and hairdressing industries, including 44 311 full-time employees, 4 046 part-time employees and 3 151 freelancers. (Chart 4.1)

Chart 4.1 Total Number of Employees



Total Number of Employees as at March 2024

(Full-time Employees+ Part-time Employees + Freelancers) :

$$44\ 311 + 4\ 046 + 3\ 151 = 51\ 508$$

Full-time Employees

4.2 Among the 44 311 full-time employees, over 40% were employed in beauty care, health care and spa centres (42.5%; 18 815 employees), followed by hairdressing salons (25.2%; 11 150 employees) and product retail companies (20.8%; 9 207 employees). Less than 10% worked in product wholesale and import/export companies (8.1%; 3 609 employees), nail salons (2.9%; 1 271 employees) and training schools (beauty, hairdressing, make-up and nail) (0.6%; 259 employees). (Table 4.1)

4.3 With regards to job levels, nearly 60% of full-time employees were at the craftsman level (58.1%; 25 745 employees), significantly higher than those at the supervisory level (19.0%; 8 423 employees) and operative/clerical level (14.4%; 6 365 employees). Less than 5% were at the managerial level (4.6%; 2 043 employees) and other supporting staff level (3.9%; 1 735 employees). (Table 4.1)

Table 4.1 Full-time Employees by Sector and Job Level

Job Level	Hairdressing Salons	Beauty Care, Health Care and Spa Centres	Nail Salons	Product Wholesale, Import/Export Companies	Product Retail Companies	Training Schools (Beauty, Hairdressing, Make-up and Nail)	Overall
Managerial	200 (1.8%)	891 (4.7%)	13 (1.0%)	431 (11.9%)	444 (4.8%)	64 (24.7%)	2 043 (4.6%)
Supervisory	230 (2.1%)	2 317 (12.3%)	24 (1.9%)	1 274 (35.3%)	4 411 (47.9%)	167 (64.5%)	8 423 (19.0%)
Craftsman	10 303 (92.4%)	14 208 (75.5%)	1 234 (97.1%)	-	-	-	25 745 (58.1%)
Operative/Clerical	-	233 (1.2%)	-	1 861 (51.6%)	4 271 (46.4%)	-	6 365 (14.4%)
Other Supporting Staff#	417 (3.7%)	1 166 (6.2%)	-	43 (1.2%)	81 (0.9%)	28 (10.8%)	1 735 (3.9%)
Overall	11 150 [25.2%]	18 815 [42.5%]	1 271 [2.9%]	3 609 [8.1%]	9 207 [20.8%]	259 [0.6%]	44 311

Remarks: () indicates % of total no. of employees by respective job level.

[] indicates % of total no. of employees by respective branch.

[-] indicates the respective job level is not applicable in the sector.

Other Supporting Staff includes receptionist, healthcare personnel (i.e., doctors, nurses, etc.) and other professionals (e.g., dietitians), but excluding personnel in human resources, finance, I.T. and administrative.

4.4 Job posts with the most full-time employees in the beauty care and hairdressing industries were beautician/beauty therapist (26.6%), followed by hair stylist/hairdresser (17.4%) and shop assistant (product wholesale, import/export and retail) (10.0%). (Table 4.2)

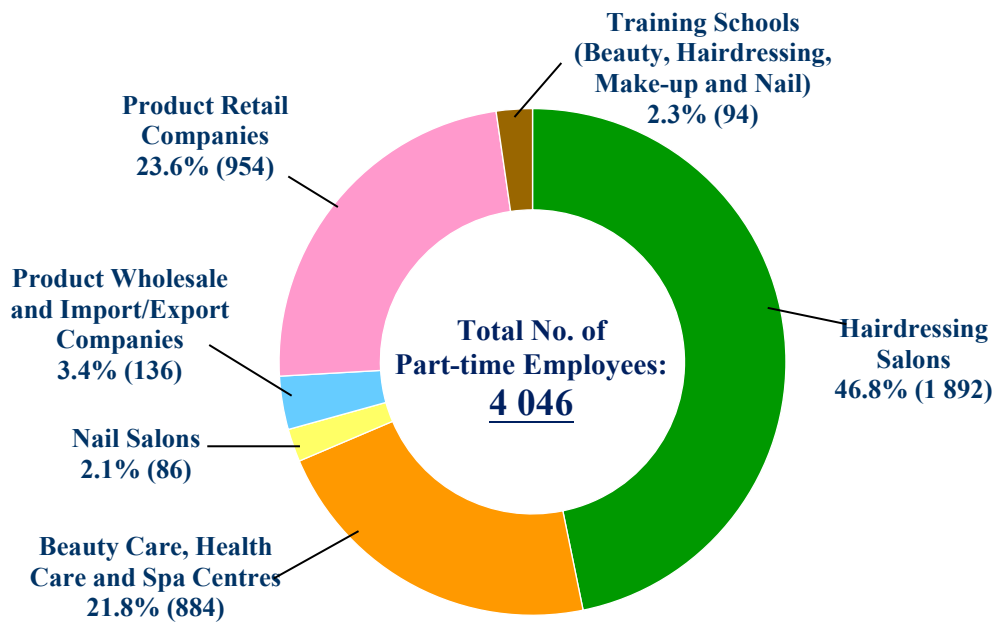
Table 4.2 Principal Jobs with the Largest Number of Full-time Employees

Principal Jobs with the Largest Number of Full-time Employees	No. of Full-time Employees (%)		
	No. of Full-time Employees	(%)	
1. Beautician / Beauty Therapist	11 796	26.6%	65.8% of 44 311 full-time employees
2. Hair Stylist / Hairdresser	7 732	17.4%	
3. Shop Assistant (Product Wholesale, Import/Export and Retail Companies)	4 438	10.0%	
4. Beauty Advisor (Counter)	3 009	6.8%	
5. Hairdressing Assistant	2 203	5.0%	
Overall	44 311		

Part-time Employees

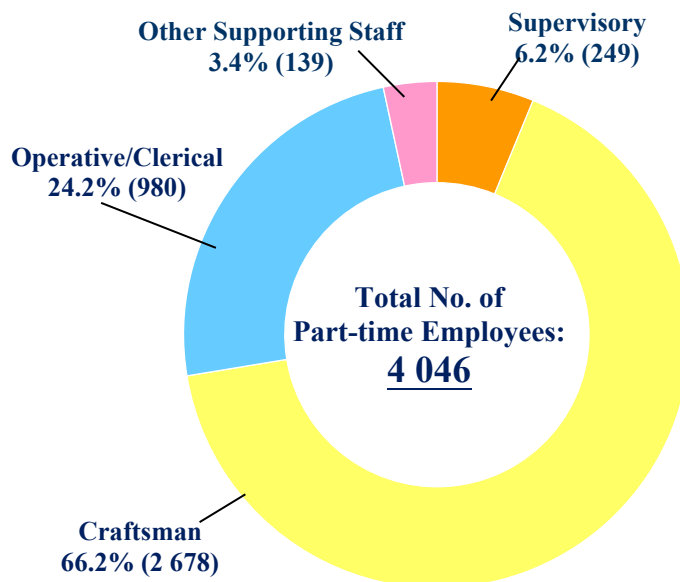
4.5 As of 1 March 2024, there were 4 046 part-time employees in the beauty care and hairdressing industries. Over 40% were employed in hairdressing salons (46.8%; 1 892 employees), followed by product retail companies (23.6%; 954 employees) and beauty care, health care and spa centres (21.8%; 884 employees). Less than 5% worked in product wholesale and import/export companies (3.4%; 136 employees), training schools (beauty, hairdressing, make-up and nail) (2.3%; 94 employees) and nail salons (2.1%; 86 employees). (Chart 4.2)

Chart 4.2 Distribution of Part-time Employees by Sector



4.6 Classified by job level, most part-time employees were at the craftsman level (66.2%; 2 678 employees), followed by the operative/clerical level (24.2%; 980 employees). (Chart 4.3)

Chart 4.3 Distribution of Part-time Employees by Job Level



4.7 Job posts with the highest number of part-time employees in the beauty care and hairdressing industries were hairdressing assistant (30.0%), followed by shop assistant (product wholesale, import/export and retail) (20.9%) and beautician/beauty therapist (17.7%). (Table 4.3)

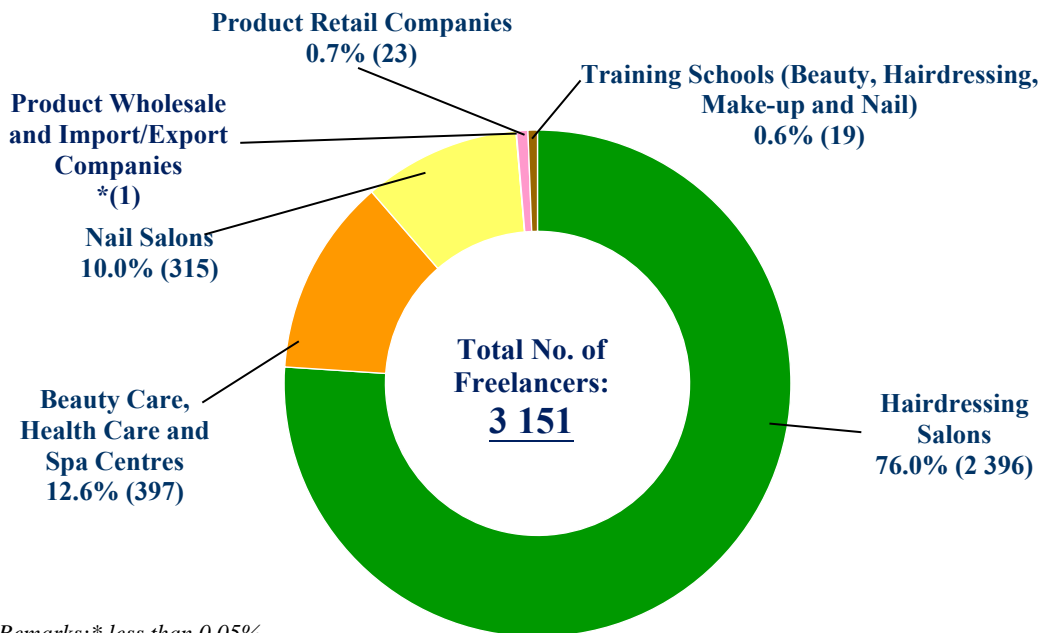
Table 4.3 Principal Jobs with the Largest Number of Part-time Employees

Principal Jobs with the Largest Number of Part-time Employees	No. of Part-time Employees (%)		
1. Hairdressing Assistant	1 213	30.0%	84.9% of 4 046 Part-time Employees
2. Shop Assistant (Product Wholesale, Import/Export and Retail Companies)	845	20.9%	
3. Beautician / Beauty Therapist	716	17.7%	
4. Hair Stylist / Hairdresser	524	13.0%	
5. Receptionist	139	3.4%	
Overall	4 046		

Freelancers

4.8 As of 1 March 2024, the beauty care and hairdressing industries employed a total of 3 151 freelancers. The majority worked in hairdressing salons (76.0%; 2 396 freelancers), followed by beauty care, health care and spa centres (12.6%; 397 freelancers) and nail salons (10.0%; 315 freelancers). In addition, most freelancers were at the craftsman level (98.0%; 3 089 freelancers), with the majority working as hair stylists/hairdressers (69%; 2 174 freelancers). (Charts 4.4 - 4.5, Table 4.4)

Chart 4.4 Distribution of Freelancers by Sector



Remarks: * less than 0.05%

Chart 4.5 Distribution of Freelancers by Job Level

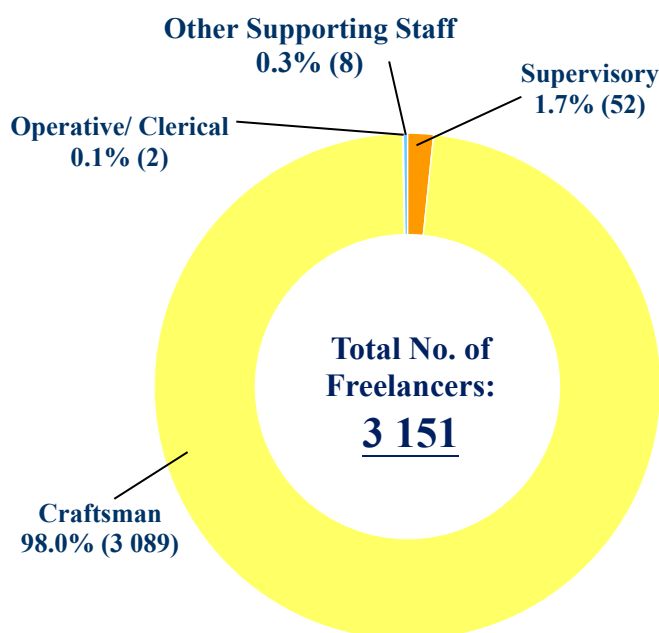


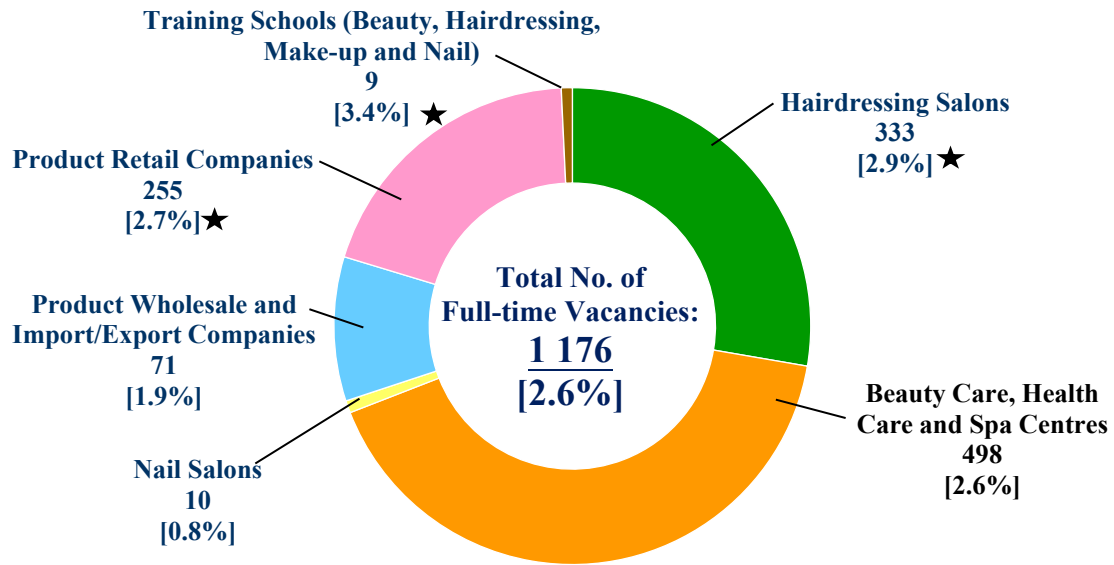
Table 4.4 Principal Jobs with the Largest Number of Freelancers

Principal Jobs with the Largest Number of Freelancers	No. of Freelancers (%)		
	No. of Freelancers	Percentage	
1. Hair Stylist / Hairdresser	2 174	69.0%	97.6% of 3 151 freelancers
2. Nail Artist / Therapist	324	10.3%	
3. Beautician / Beauty Therapist	301	9.6%	
4. Hairdressing Assistant	218	6.9%	
5. Make Up Artist	40	1.3%	
Overall	3 151		

Full-time Vacancies

4.9 As of 1 March 2024, there were altogether 1 176 vacancies in the beauty care and hairdressing industries, with a vacancy rate (i.e. percentage of the number of vacancies over the total number of posts) of 2.6%. Most vacancies were found in beauty care, health care and spa centres (498 vacancies) and hairdressing salons (333 vacancies). Training schools (beauty, hairdressing, make-up and nail) had the highest vacancy rate (3.4%), followed by hairdressing salons (2.9%) and product retail companies (2.7%). (Chart 4.6)

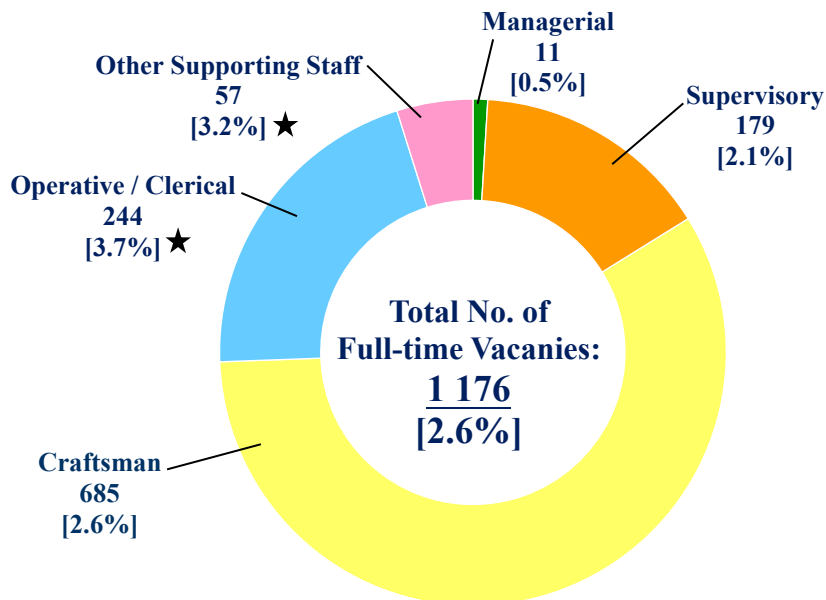
Chart 4.6 Distribution of Full-time Vacancies by Sector



Remarks: (1) [] The number in brackets is the vacancy rate = No. of Vacancies / No. of FT Employees + No. of FT Vacancies
 (2) Figures marked with the symbol “★” refer to relatively higher vacancy rates than the overall rate.

4.10 Classified by job level, most vacancies were at the craftsman level (685 vacancies), followed by the operative/clerical level (244 vacancies) and the supervisory level (179 vacancies). (Chart 4.7)

Chart 4.7 Distribution of Full-time Vacancies by Job Level



Remarks: (1) [] The number in brackets is the vacancy rate = No. of Vacancies / No. of FT Employees + No. of FT Vacancies
 (2) Figures marked with the symbol “★” refer to relatively higher vacancy rates than the overall rate.

4.11 Job posts with the most full-time vacancies in the beauty care and hairdressing industries were beautician/beauty therapist (25.0%), followed by hairdressing assistant (14.0%) and shop assistant (product wholesale, import/export and retail) (12.2%). (Table 4.5)

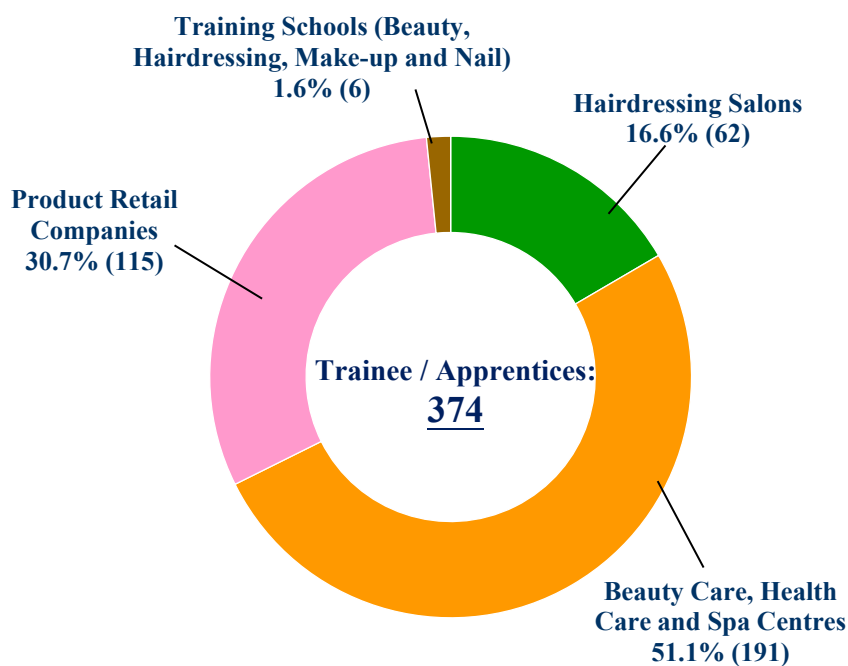
Table 4.5 Principal Job with the Largest Number of Full-time Vacancies

Principal Job with the Largest Number of Full-time Vacancies	No. of Full-time Vacancies (%)		
1. Beautician / Beauty Therapist	294	25.0%	69% of 1 176 Full-time Vacancies
2. Hairdressing Assistant	165	14.0%	
3. Shop Assistant (Product Wholesale, Import/Export and Retail Companies)	144	12.2%	
4. Beauty Advisor (Counter)	107	9.1%	
5. Hair Stylist / Hairdresser	102	8.7%	
Overall	1 176		

Trainees/Apprentices

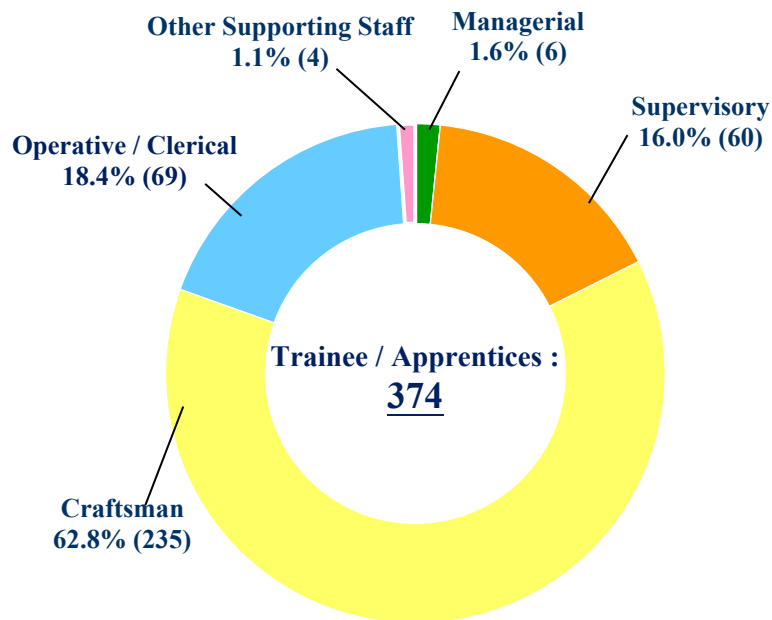
4.12 As of 1 March 2024, there were 374 trainees/apprentices in the beauty care and hairdressing industries, primarily working in beauty care, health care and spa centres (51.1%; 191 employees) and product retail companies (30.7%; 115 employees). (Chart 4.8)

Chart 4.8 Distribution of Trainees/Apprentices by Sector



4.13 Classified by job level, trainees/apprentices were mainly at the craftsman level (62.8%), followed by the operative/clerical level (18.4%) and the supervisory level (16.0%). (Chart 4.9)

Chart 4.9 Distribution of Trainees/Apprentices by Job Level



Total Number of Employees

4.14 Based on 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 4.6 below.

**Table 4.6 Total Number of Employees by Sector
(Including Full-time Employees, Part-time Employees and Freelancers)**

Sector	Total No. of Full-time Employees (%)	Total No. of Part-time Employees (%)	Total No. of Freelancers (%)	Total No. of Employees (%)
Hairdressing Salons	11 150 (25.2%)	1 892 (46.8%)	2 396 (76%)	15 438 (30%)
Beauty Care, Health Care and Spa Centres	18 815 (42.5%)	884 (21.82%)	397 (12.6%)	20 096 (39%)
Nail Salons	1 271 (2.9%)	86 (2.1%)	315 (10%)	1 672 (3.2%)
Product Wholesale and Import/Export Companies	3 609 (8.1%)	136 (3.4%)	1 (0.03%)	3 746 (7.3%)
Product Retail Companies	9 207 (20.8%)	954 (23.6%)	23 (0.7%)	10 184 (20%)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	259 (0.6%)	94 (2.3%)	19 (0.6%)	372 (0.7%)
Total	44 311 (100%)	4 046 (100%)	3 151 (100%)	51 508 (100%)[#]


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

Average Monthly Income

4.15 Among full-time employees in the beauty care and hairdressing industries, the average monthly income for managerial staff ranged from \$30,001 - \$50,000 (59.8%); \$20,001 - \$30,000 for supervisory staff (57.0%); and \$16,001 - \$20,000 for craftsman and operative/clerical staff (50.9% and 60.8% respectively). (Table 4.7)

Table 4.7 Average Monthly Income of Full-time Employees by Job Level





Job Level	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below	No. of full-time employees
Managerial	18.9%	59.8%	21.3%	0.0%	0.0%	0.0%	2 043
Supervisory	0.8%	22.1%	57.0%	20.0%	0.0%	0.0%	8 423
Craftsman	0.0%	0.0%	26.7%	50.9%	16.4%	6.0%	25 745
Operative / Clerical	0.0%	0.0%	7.4%	60.8%	28.1%	3.8%	6 365
Total	1.0%	6.7%	28.9%	44.5%	14.5%	4.3%	42 576

 Denotes prominent ranges of the monthly income in the respective job level.

4.16 The average monthly income distribution for each job level across different sectors of the beauty care and hairdressing industries was largely similar. However, the average monthly income for managerial and supervisory staff in nail salons is slightly lower. (Table 4.8)

Table 4.8 Distribution of Average Monthly Income of Full-time Employees by Sector and Job Level

Job Level	Hairdressing Salons	Beauty Care, Health Care and Spa Centres	Nail Salons	Product Wholesale, Import/Export Companies	Product Retail Companies	Training Schools (Beauty, Hairdressing, Make-up and Nail)
Managerial	45.3%	59.7%	76.9%	49.9%	77.3%	43.4%
Supervisory	51.6%	54.7%	91.7%	52.5%	60.6%	57.2%
Craftsman	50.7%	50.4%	57.3%	N/A	N/A	N/A
Operative / Clerical	N/A	56.1%	Job level not applicable to this sector	69.6%	58.6%	N/A


 \$30,001 - \$50,000
  \$20,001 - \$30,000
  \$16,001 - \$20,000
  \$13,001 - \$16,000

Preferred Level of Education

4.17 Most employers preferred employees at the managerial level to have a first degree or higher (75.4%); a diploma/certificate for the supervisory level (57.5%); and Secondary 4 to 7 education for employees at craftsman and operative/clerical levels (56.5% and 81.1% respectively). (Table 4.9)

Table 4.9 Preferred Level of Education of Full-time Employees by Job Level

Job Level	First degree or above	Sub-degree	Diploma / Certificate	Secondary 4 to 7	Secondary 3 or below	No. of Full-time Employees
Managerial	75.4%	13.5%	9.3%	1.8%	0.0%	2 043
Supervisory	9.9%	31.3%	57.5%	1.2%	0.0%	8 423
Craftsman	0.0%	0.9%	35.4%	56.5%	7.2%	25 745
Operative / Clerical	0.0%	0.3%	18.2%	81.1%	0.5%	6 365

 Denotes prominent ranges of the preferred level of education in the respective job level.

4.18 The distribution of the preferred level of education for each job level across different sectors of the beauty care and hairdressing industries was largely similar. However, supervisory and craftsman staff in nail salons are expected to have a relatively higher level of education. (Table 4.10)

Table 4.10 Distribution of the Preferred Level of Education of Full-time Employees by Sector and Job Level

Job Level	Hairdressing Salons	Beauty Care, Health Care and Spa Centres	Nail Salons	Product Wholesale, Import/Export Companies	Product Retail Companies	Training Schools (Beauty, Hairdressing, Make-up and Nail)
Managerial	51.0%	69.5%	69.2%	88.3%	82.3%	86.2%
Supervisory	68.3%	50.8%	58.3%	45.3%	64.9%	63.3%
Craftsman	65.8%	53.9%	61.2%	N/A	N/A	N/A
Operative / Clerical	N/A	82.8%	Job level not applicable to this sector	72.4%	84.7%	N/A


 First degree of above  Sub-degree  Diploma / Certificate  Secondary 4 to 7

Preferred Years of Experience

4.19 Most employers preferred employees with 6 years to less than 10 years of experience for the managerial level (58.8%); 3 years to less than 6 years of experience for the supervisory level (72.0%); and 1 year to less than 3 years of experience for craftsman and operative/clerical levels (60.3% and 61.4% respectively). (Table 4.11)

Table 4.11 Preferred Years of Experience for Full-time Employees by Job Level

Job Level	10 years of above	6 years to less than 10 years	3 years to less than 6 years	1 year to less than 3 years	Less than 1 year	No. of Full-time Employees
Managerial	23.6%	58.8%	17.6%	0.0%	0.0%	2 043
Supervisory	1.0%	26.6%	72.0%	0.3%	0.0%	8 423
Craftsman	0.1%	3.9%	30.3%	60.3%	5.4%	25 745
Operative / Clerical	0.0%	0.0%	4.2%	61.4%	34.4%	6 365

 Denotes prominent ranges of the preferred years of experience in the respective job level.

4.20 The preferred years of experience for each job level across different sectors of the beauty care and hairdressing industries was generally similar. However, managerial staff in hairdressing salons tended to require more years of experience, while those in nail salons required less. (Table 4.12)

Table 4.12 Distribution of the Preferred Years of Experience for Full-time Employees by Sector and Job Level

Job Level	Hairdressing Salons	Beauty Care, Health Care and Spa Centres	Nail Salons	Product Wholesale, Import/Export Companies	Product Retail Companies	Training Schools (Beauty, Hairdressing, Make-up and Nail)
Managerial	57.4%	61.8%	76.9%	63.6%	60.8%	62.1%
Supervisory	55.1%	60.5%	100%	81.3%	77.1%	71.4%
Craftsman	53.3%	64.6%	66.9%	N/A	N/A	N/A
Operative / Clerical	N/A	68.7%	Job level not applicable to this sector	71.6%	56.5%	N/A

 10 years of above  6 years to less than 10 years  3 years to less than 6 years  1 year to less than 3 years

Preferred Vocational Qualifications

4.21 In addition to the preferred level of education and years of experience, the survey also gathered information on the preferred vocational qualifications for full-time employees at each job level across different sectors of the beauty care and hairdressing industries.

Hairdressing Salons

4.22 Regarding local qualifications, full-time employees at managerial, supervisory, and craftsman levels in hairdressing salons were preferred to have qualifications obtained via Recognition of Prior Learning (42.7%, 52.1% and 32.0% respectively). Furthermore, full-time employees at managerial and craftsman levels were preferred to hold a Diploma of Foundation Studies / Higher Diploma from the Hong Kong Institute of Vocational Education (35.4% and 37.2% respectively) and a competency certificate in hairdressing techniques (One Examination, Multiple Certification) (37.8% and 31.8% respectively). (Table 4.13)

4.23 In terms of overseas qualifications, full-time employees at supervisory and craftsman levels in hairdressing salons were preferred to have VTCT (ITEC) (United Kingdom) qualifications (38.9% and 27.0% respectively). In addition, full-time employees at the supervisory level were preferred to hold qualifications from Toni & Guy (United Kingdom) (29.2%) and City & Guilds (United Kingdom) (29.2%). (Table 4.13)

Table 4.13 Preferred Vocational Qualifications for Full-time Employees in Hairdressing Salons

	Managerial	Supervisory	Craftsman
Local			
Certificates issued by the VTC			
Hong Kong Institute of Vocational Education - Diploma of Foundation Studies / Higher Diploma	35.4%	5.6%	37.2%
Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate	17.1%	3.5%	12.1%
Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification)	37.8%	9.7%	31.8%
Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board	7.3%	5.6%	15.3%
Qualifications obtained via Recognition of Prior Learning	42.7%	52.1%	32.0%
Overseas (Hairdressing)			
VTCT (ITEC) (United Kingdom)	12.2%	38.9%	27.0%
Toni & Guy (United Kingdom)	7.3%	29.2%	16.6%
Vidal Sassoon (United Kingdom)	9.8%	5.6%	12.6%
City & Guilds (United Kingdom)	4.9%	29.2%	10.7%
Number of companies with such level of staff	89	147	3 766

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

Respondents are allowed to select more than one vocational qualification

Beauty Care, Health Care and Spa Centres

4.24 Regarding local qualifications, full-time employees at managerial, supervisory and craftsman levels in beauty care, health care and spa centres were preferred to hold a competency certificate in beauty and body care (One Examination, Multiple Certification) (33.7%, 44.6% and 31.1% respectively), a Diploma of Foundation Studies / Higher Diploma from the Hong Kong Institute of Vocational Education (31.3%, 28.8% and 42.9% respectively), and qualifications obtained via Recognition of Prior Learning (27.3%, 28.5% and 26.2% respectively). (Table 4.14)

4.25 In terms of overseas qualifications, full-time employees at managerial, supervisory and craftsman levels in beauty care, health care and spa centres were preferred to hold VTCT (ITEC) (United Kingdom) qualifications (49.7%, 67.8% and 51.3% respectively). (Table 4.14)

Table 4.14 Preferred Vocational Qualifications for Full-time Employees in Beauty Care, Health Care and Spa Centres

	Managerial	Supervisory	Craftsman
Local			
Certificates issued by the VTC			
Hong Kong Institute of Vocational Education - Diploma of Foundation Studies / Higher Diploma	31.3%	28.8%	42.9%
Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate	11.5%	12.7%	7.8%
Competency Certificate in Beauty & Body Care (One Examination, Multiple Certification)	33.7%	44.6%	31.1%
Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board	14.7%	13.5%	20.0%
Qualifications obtained via Recognition of Prior Learning	27.3%	28.5%	26.2%
Overseas (Beauty Care)			
VTCT (ITEC) (United Kingdom)	49.7%	67.8%	51.3%
TQUK (United Kingdom)	5.6%	11.4%	10.5%
CIBTAC (United Kingdom)	13.1%	22.3%	9.9%
City & Guilds (United Kingdom)	16.0%	12.7%	22.6%
INFA (Belgium)	9.6%	6.2%	11.7%
Number of companies with such level of staff	385	480	5 522

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

Respondents are allowed to select more than one vocational qualification

Nail Salons

4.26 Regarding local qualifications, full-time employees at craftsman level in nail salons were preferred to hold a Diploma of Foundation Studies / Higher Diploma from the Hong Kong Institute of Vocational Education (79.4%), qualifications obtained via Recognition of Prior

Learning (36.8%), certificates of Skills Upgrading Scheme Plus / Employees Retraining Board (30.9%), and a Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate from Youth College (30.6%). Additionally, full-time employees at supervisory level were preferred to have qualifications obtained via Recognition of Prior Learning (73.7%). (Table 4.15)

Table 4.15 Preferred Vocational Qualifications for Full-time Employees in Nail Salons

	Managerial [#]	Supervisory [#]	Craftsman
Local			
Certificates issued by the VTC			
Hong Kong Institute of Vocational Education - Diploma of Foundation Studies / Higher Diploma	0.0%	0.0%	79.4%
Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate	0.0%	0.0%	30.6%
Competency Certificate in Beauty & Body Care (One Examination, Multiple Certification)	0.0%	26.3%	0.7%
Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board	0.0%	0.0%	30.9%
Qualifications obtained via Recognition of Prior Learning	0.0%	73.7%	36.8%
Overseas (Beauty Care)			
VTCT (ITEC) (United Kingdom)	62.5%	26.3%	3.4%
CIBTAC (United Kingdom)	62.5%	26.3%	10.7%
City & Guilds (United Kingdom)	62.5%	26.3%	13.6%
Number of companies with such level of staff	8	19	977

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

Respondents are allowed to select more than one vocational qualification

[#] Please be cautious when interpreting the figures due to relatively small number of companies with such level of staff

Product Wholesale and Import/Export Companies

4.27 Regarding local qualifications, full-time employees at managerial and supervisory levels in product wholesale and import/export companies were preferred to hold a Diploma of Foundation Studies / Higher Diploma from the Hong Kong Institute of Vocational Education (57.1% and 25.2% respectively). Moreover, full-time employees at managerial level were preferred to hold a Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate from Youth College (32.8%); and those at supervisory level were preferred to have qualifications obtained via Recognition of Prior Learning (42.6%). (Table 4.16)

**Table 4.16 Preferred Vocational Qualifications for Full-time Employees
in Product Wholesale and Import/Export Companies**

	Managerial	Supervisory
Local		
Certificates issued by the VTC		
Hong Kong Institute of Vocational Education - Diploma of Foundation Studies / Higher Diploma	57.1%	25.2%
Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate	32.8%	7.1%
Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board	0.0%	21.0%
Qualifications obtained via Recognition of Prior Learning	17.6%	42.6%
Overseas		
VTCT (ITEC) (United Kingdom)	16.0%	13.0%
TQUK (United Kingdom)	10.9%	3.1%
Number of companies with such level of staff	134	569

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

Respondents are allowed to select more than one vocational qualification

Product Retail Companies

4.28 Regarding local qualifications, full-time employees at managerial and supervisory levels in product retail companies were preferred to hold a Diploma of Foundation Studies / Higher Diploma from the Hong Kong Institute of Vocational Education (52.2% and 62.9% respectively), qualifications obtained via Recognition of Prior Learning (26.1% and 42.1% respectively), and a Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate from Youth College (30.4% and 23.8% respectively). (Table 4.17)

**Table 4.17 Preferred Vocational Qualifications for Full-time Employees
in Product Retail Companies**

	Managerial	Supervisory
Local		
Certificates issued by the VTC		
Hong Kong Institute of Vocational Education - Diploma of Foundation Studies / Higher Diploma	52.2%	62.9%
Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate	30.4%	23.8%
Competency Certificate in Beauty & Body Care (One Examination, Multiple Certification)	8.7%	17.3%
Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board	24.6%	8.4%
Qualifications obtained via Recognition of Prior Learning	26.1%	42.1%
Overseas		
VTCT (ITEC) (United Kingdom)	15.9%	19.3%
CIBTAC (United Kingdom)	15.9%	8.9%
City & Guilds (United Kingdom)	11.6%	4.0%
Number of companies with such level of staff	77	213

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

Respondents are allowed to select more than one vocational qualification

Training Schools (Beauty, Hairdressing, Make-Up and Nail)

4.29 Regarding local qualifications, full-time employees at managerial and supervisory levels in training schools (beauty, hairdressing, make-up and nail) were preferred to hold a Diploma of Foundation Studies / Higher Diploma from the Hong Kong Institute of Vocational Education (40.7% and 51.5% respectively) and qualifications obtained via Recognition of Prior Learning (33.3% and 42.4% respectively). (Table 4.18)

4.30 In terms of overseas qualifications, full-time employees at managerial and supervisory levels in training schools (beauty, hairdressing, make-up and nail) were preferred to have VTCT (ITEC) (United Kingdom) qualifications relevant to beauty care (29.6% and 36.4% respectively). (Table 4.18)

**Table 4.18 Preferred Vocational Qualifications for Full-time Employees
in Training Schools (Beauty, Hairdressing, Make-Up and Nail)**

	Managerial	Supervisory
Local		
Certificates issued by the VTC		
Hong Kong Institute of Vocational Education - Diploma of Foundation Studies / Higher Diploma	40.7%	51.5%
Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate	11.1%	12.1%
Competency Certificate in Beauty & Body Care (One Examination, Multiple Certification)	14.8%	6.1%
Certificates of Skills Upgrading Scheme Plus / Employees Retraining Board	3.7%	21.2%
Qualifications obtained via Recognition of Prior Learning	33.3%	42.4%
Other Local Certificates or Recognized Training Courses / Professional Qualifications	18.5%	12.1%
Overseas		
Beauty Care		
VTCT (ITEC) (United Kingdom)	29.6%	36.4%
CIBTAC (United Kingdom)	14.8%	18.2%
City & Guilds (United Kingdom)	29.6%	30.3%
Hairdressing		
VTCT (ITEC) (United Kingdom)	7.4%	12.1%
Number of companies with such level of staff	31	39

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

Respondents are allowed to select more than one vocational qualification

Employees Left and Recruited

Number of Employees Left

4.31 In the past 12 months, the beauty care and hairdressing industries registered a turnover of 3 548 employees in total, representing a turnover rate (i.e. the number of employees left as a percentage of the total number of posts) of 8.1%. Among all job levels, the craftsman level (2 229) registered the highest number of employees left, whereas the employees at the operative/clerical level had the highest turnover rate (9.2%). (Table 4.19)

Table 4.19 Number of Employees who Left their Jobs in the Past 12 Months and Turnover Rate

Job Level	Number of Employees Left the Establishment	Turnover Rate*
Managerial	55	2.7%
Supervisory	659	7.7%
Craftsman	2 229	8.4%
Operative / Clerical	605	9.2%
Overall (Excluding Other Supporting Staff)	3 548	8.1%

*Turnover Rate = number of employees left / number of employees and vacancies

Number of New Recruits

4.32 In the past 12 months, there were 3 345 new recruits in the beauty care and hairdressing industries, with the majority at the craftsman level (2 268). Over 60% (61.6%) of newly recruited employees had industry experience, particularly those at the managerial (98.9%) and the supervisory (87.6%) levels. (Table 4.20)

Table 4.20 New Recruits in the Past 12 months

Job Level	Number of New Recruits	Percentage of New Recruits with Beauty Care and Hairdressing Industries Working Experience
Managerial	90	98.9%
Supervisory	509	87.6%
Craftsman	2 268	62.3%
Operative / Clerical	478	23.6%
Overall (Excluding Other Supporting Staff)	3 345	61.6%

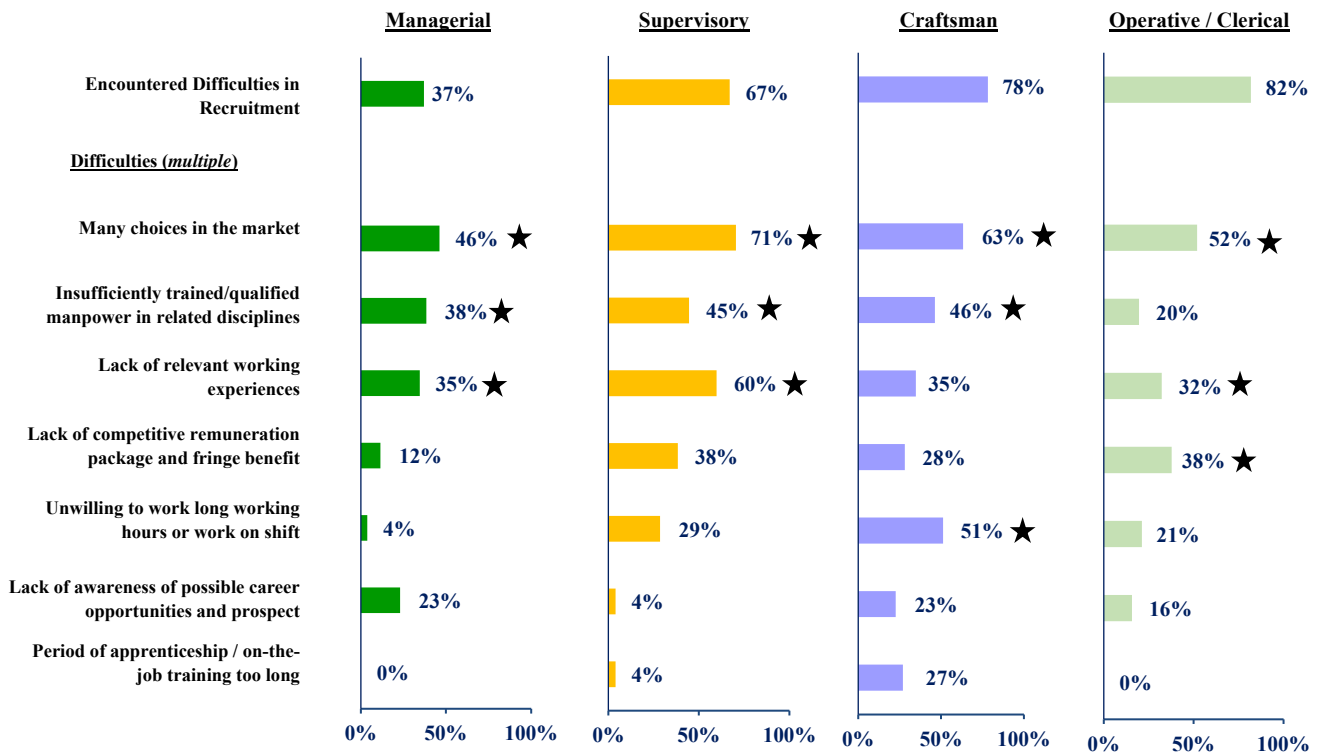
Recruitment Difficulties

4.33 Over the past 12 months, a higher proportion of companies in the beauty care and hairdressing industries recruited employees at the craftsman level (12.5%) compared to other job levels (ranging from 0.5% to 1.7%). (*Chart 4.10*)

4.34 Among the companies engaged in the recruitment exercise, the percentage of companies encountering recruitment difficulties at the operative/clerical level (82%) and craftsman level (78%) were relatively higher compared with the supervisory level (67%) and managerial level (37%). (*Chart 4.10*)

4.35 When recruiting employees at the managerial level, the difficulties encountered at managerial and supervisory levels were "many choices in the market" (46% and 71% respectively), "insufficiently trained/qualified manpower in related disciplines" (38% and 45% respectively) and "lack of relevant working experiences" (35% and 60% respectively). On the other hand, the difficulties encountered for recruiting employees at the craftsman level included "many choices in the market" (63%), "unwilling to work long working hours or work on shift" (51%) and "insufficiently trained/qualified manpower in related disciplines" (46%). For the operative/clerical level, challenges included "many choices in the market" (52%), "lack of competitive remuneration package and fringe benefit" (38%) and "lack of relevant working experiences" (32%). (*Chart 4.10*)

Chart 4.10 Difficulties Encountered in Recruitment in the Past 12 Months by Job Level



No. of Companies have undergone recruitment (%) :

70 (0.5%)	166 (1.3%)	1 320 (12.5%)	155 (1.7%)
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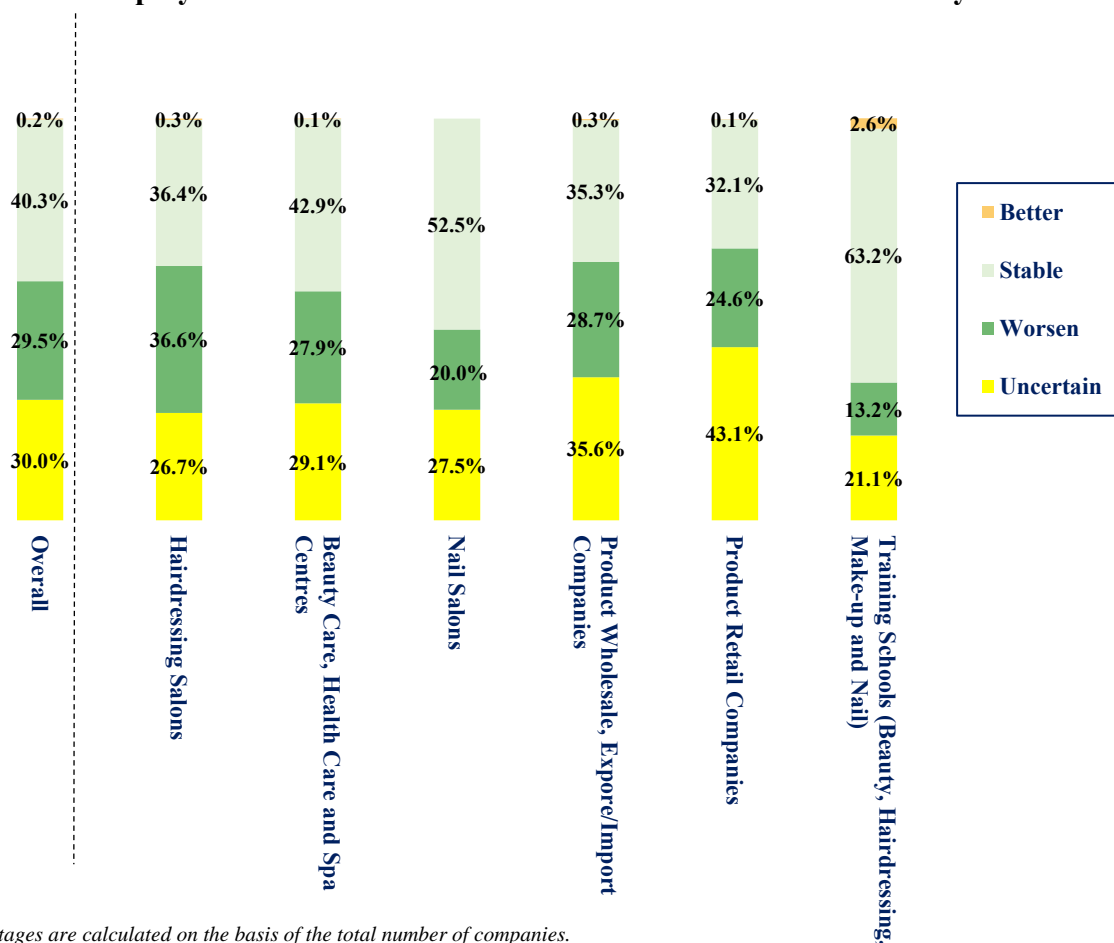
Remarks:

- (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 major recruitment difficulties are marked with “★”

Employers' Views on Business Volume in the Next 12 Months

4.36 Employers were asked to indicate their views on the expected change in the business volume over the next 12 months. Approximately 40% (40.3%) of employers in the beauty care and hairdressing industries anticipated business volume to remain stable; about 30% (29.5%) expected it to worsen, particularly in hairdressing salons (36.6%); while only 0.2% expected a better outcome. (Chart 4.11) The survey findings also indicate that the main reasons for the expected decline in business volume: (i) the loss of local consumers who travel to Mainland for consumption; (ii) a migration wave leading to a significant drop in bookings from regular customers; and (iii) a downturn in the local economic environment.

Chart 4.11 Employers' Views on Business Volume in the Next 12 Months by Sector

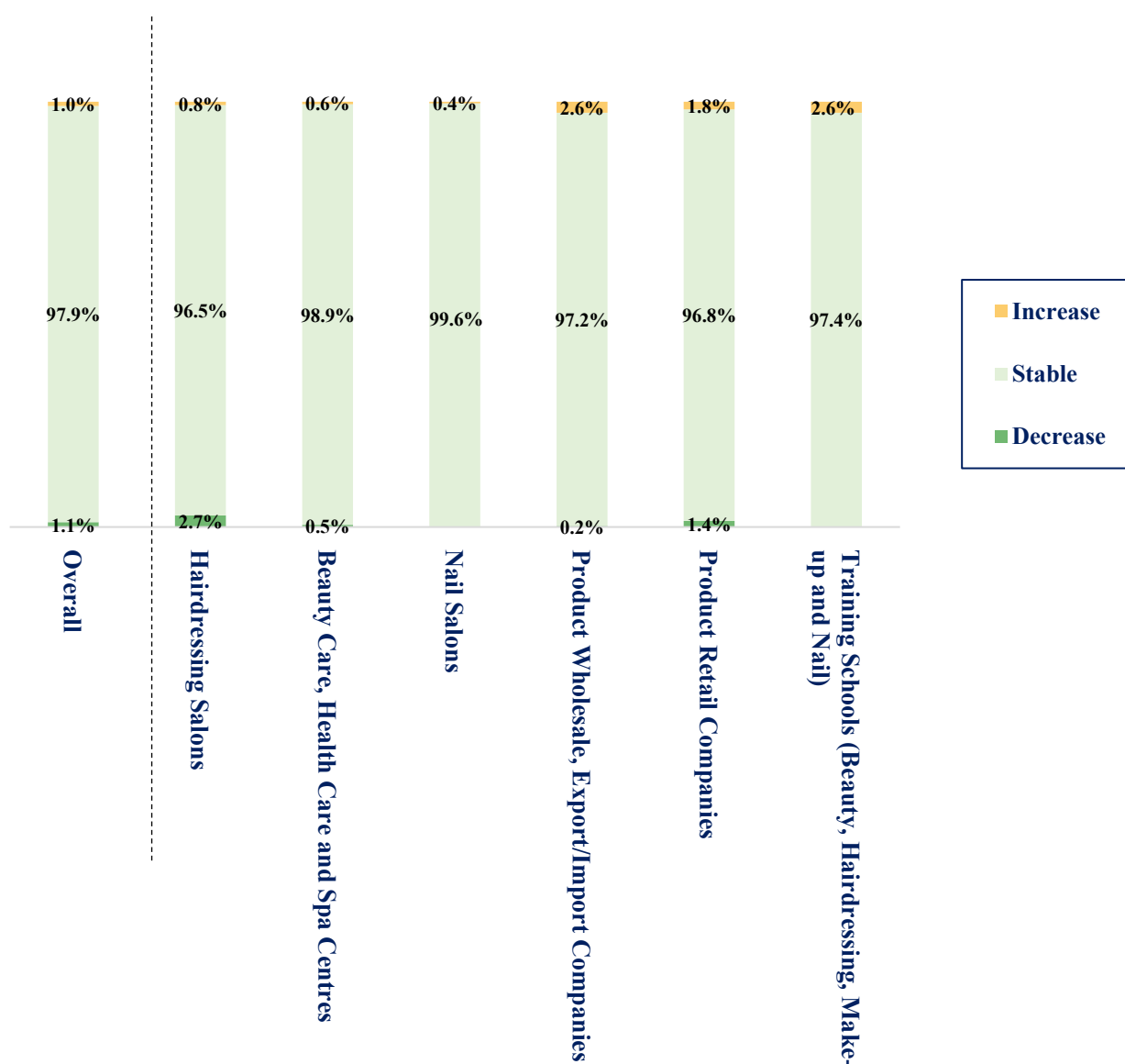


Note : Percentages are calculated on the basis of the total number of companies.

Expected Changes in the Number of Full-time Employees in the Next 12 Months

4.37 When asked to indicate the expected changes in the number of full-time employees over the next 12 months, over 90% (97.9%) of employers remain the same. Only 1.0% of employers expected an increase in full-time employees, particularly in product wholesale and import/export companies (2.6%) and training schools (beauty, hairdressing, make-up and nail) (2.6%). On the other hand, 1.1% of employers anticipated a decrease in full-time employees, particularly for hairdressing salons (2.7%). (Chart 4.12)

Chart 4.12 Employers' Views on the Number of Full-time Employees in the Next 12 Months by Sector



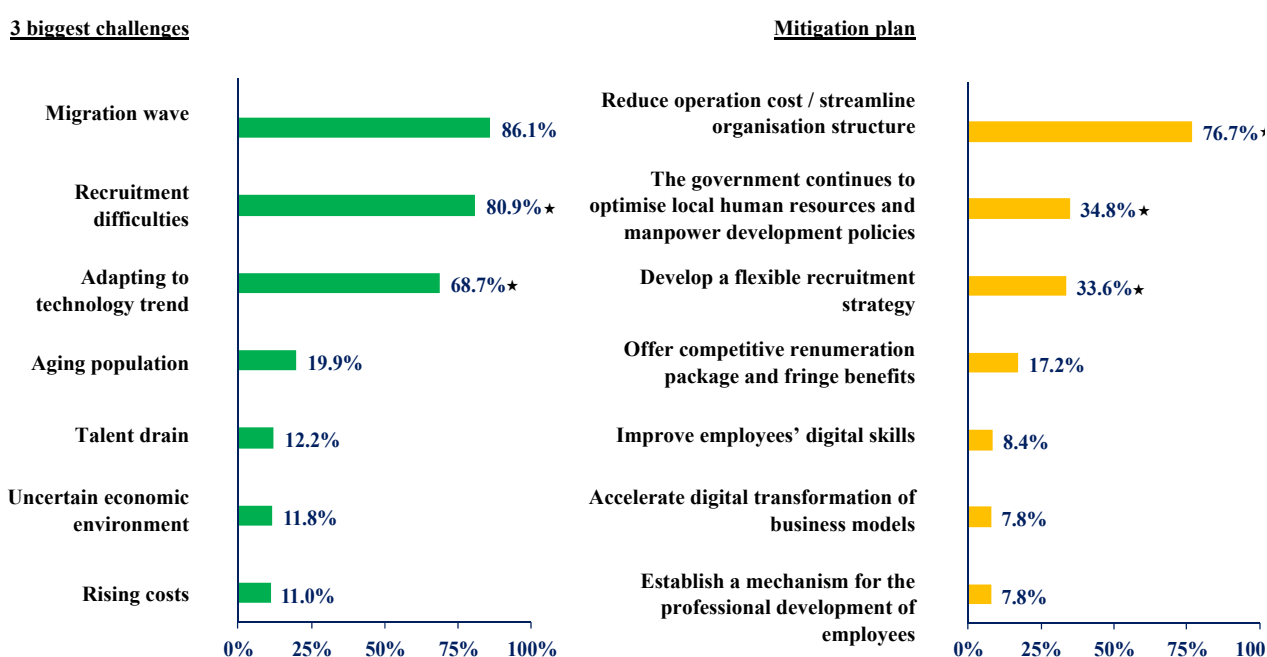
Note: Percentages are calculated on the basis of the total number of companies.

Major Challenges and Mitigation Plans in the Next 12 Months

4.38 When asked to indicate the major challenges their companies may face in the next 12 months, employers identified "migration wave" (86.1%), "recruitment difficulties", (80.9%) .and "adapting to technology trend" (68.7%) as key concerns. (Chart 4.13)

4.39 Employers reported that the major mitigation plans included "reduce operation cost/streamline the organisational structure" (76.7%), "the government continues to optimise local human resources and manpower development policies" (34.8%) and "develop a flexible recruitment strategy" (33.6%). (Chart 4.13)

Chart 4.13 Major Challenges and Mitigation Plans in the Next 12 Months



Remarks:

(1) The percentage is calculated based on the number of companies in the.

(2) Companies can choose multiple options, and the major challenges and mitigation plans are marked with “★”

Training Needs

4.40 In this manpower survey, employers were asked to indicate the training areas for their employees. For hairdressing salons, training for managerial staff was expected to focus on general management skills, particularly "store operations management", "strategic management" and "public relations". Training for supervisory staff was expected to include "hair care and scalp care" (trade-specific skills), "store operations management" (general management skills), and "communication and interpersonal abilities" and "customers services and complaint handling" (generic skills). Craftsman staff training was expected to primarily cover trade-specific skills, including "hair care and scalp care", "chemical knowledge and skills" and "product knowledge". (Table 4.21)

Table 4.21 Training Needs for Full-Time Employees in Hairdressing Salons

Rank	Managerial Level	Supervisory Level		Craftsman Level
1	Store Operations Management	Hair Care and Scalp Care		
2	Strategic Management	Store Operations Management	Communication and Interpersonal Abilities	Chemical Knowledge (e.g., Perming and Colouring)
3	Public Relations (e.g., media relations, internal communications, crisis management and community relations)	Customer Services and Complaint Handling		Product Knowledge (e.g., product formulation and ingredients)

General Management Skills
 Trade Specific Skills
 Generic Skills

4.41 For beauty care, health care and spa centres, training for managerial staff was expected to focus on general management skills, particularly "strategic management", "store operations management" and "human resources management". Training for supervisory staff was expected to include "store operations management" (general management skills) and "beauty care and body care" and "beauty health care" (trade-specific skills). Training for craftsman staff was expected to primarily focus on trade-specific skills, including "beauty care and body care", "beauty health care" and "product knowledge". Operative/clerical staff training mainly covered "customers services and complaint handling" and "communication and interpersonal abilities" (generic skills), as well as "product knowledge" (trade-specific skills). (Table 4.22)

Table 4.22 Training Needs for Full-Time Employees in Beauty Care, Health Care and Spa Centres

Rank	Managerial Level	Supervisory Level	Craftsman Level	Operative / Clerical Level
1	Strategic Management	Store Operations Management	Beauty Care and Body Care (Product and Equipment Application)	Customer Services and Complaint Handling
2	Store Operations Management	Beauty Care and Body Care (Product and Equipment Application)	Beauty Care and Body Care (Product and Equipment Application)	Communication and Interpersonal Abilities
3	Human Resources Management	Beauty Care and Body Care (Product and Equipment Application)	Product Knowledge (e.g., product formulation and ingredients)	

 *General Management Skills*
 *Trade Specific Skills*
 *Generic Skills*

4.42 For nail salons, training for managerial staff was expected to focus on "store operations management" and "strategic management" (general management skills), as well as "multi-languages" (generic skills). Training for supervisory staff was expected to include "store operations management" and "public relations" (general management skills), "product knowledge" and "beauty care and body care" (trade-specific skills), as well as "customers services and complaint handling" and "multi-languages" (generic skills). Craftsman staff training was expected to cover "communication and interpersonal abilities" and "customers services and complaint handling" (generic skills) mainly, as well as "product knowledge" (trade-specific skills). (Table 4.23)

Table 4.23 Training Needs for Full-Time Employees in Nail Salons

Rank	Managerial Level		Supervisory Level		Craftsman Level
1	Store Operations Management	Multi-languages (e.g., Putonghua, English)	Store Operations Management		Communication and Interpersonal Abilities
2	Strategic Management		Public Relations (e.g., media relations, internal communications, crisis management and community relations)	Product Knowledge (e.g., product formulation and ingredients)	Customer Services and Complaint Handling
3	#		Customer Services and Complaint Handling	Multi-languages (e.g., Putonghua, English)	Beauty Care and Body Care (Product and Equipment Application)

General Management Skills
 Trade Specific Skills
 Generic Skills

Remarks: # The 3rd training need for managerial level was not mentioned by the companies

4.43 For product wholesale and import/export companies, training for managerial staff was expected to cover "human resources management" and "strategic management" (general management skills), as well as "customers services and complaint handling" (generic skills). Training for supervisory staff was expected to include "product knowledge" and "beauty health care" (trade-specific skills), as well as "communication and interpersonal abilities" (generic skills). Operative/clerical staff training was expected to mainly cover generic skills, particularly "customers services and complaint handling", "communication and interpersonal abilities" and "problem solving abilities". (Table 4.24)

Table 4.24 Training Needs for Full-Time Employees in Product Wholesale and Import/Export Companies

Rank	Managerial Level	Supervisory Level	Operative / Clerical Level
1	Human Resources Management	Product Knowledge (e.g., product formulation and ingredients)	Customer Services and Complaint Handling
2	Strategic Management	Communication and Interpersonal Abilities	
3	Customer Services and Complaint Handling	Beauty Health Care (Product and Equipment Application)	Problem Solving Abilities

General Management Skills
 Trade Specific Skills
 Generic Skills

4.44 For product retail companies, training for managerial staff was expected to cover "strategic management" and "store operations management" (general management skills), as well as "problem solving abilities" (generic skills). Training for supervisory staff was expected to include "store operations management" (general management skills), "product knowledge" (trade-specific skills), and "customers services and complaint handling" (generic skills). Operative/clerical staff training was expected to mainly focus on generic skills, particularly "communication and interpersonal abilities", "customers services and complaint handling" and "multi-languages". (Table 4.25)

Table 4.25 Training Needs for Full-Time Employees in Product Retail Companies




Rank	Managerial Level	Supervisory Level	Operative / Clerical Level
1	Strategic Management	Store Operations Management	Communication and Interpersonal Abilities
2	Store Operations Management	Product Knowledge (e.g., product formulation and ingredients)	Customer Services and Complaint Handling
3	Problem Solving Abilities	Customer Services and Complaint Handling	Multi-languages (e.g., Putonghua, English)

General Management Skills
 Trade Specific Skills
 Generic Skills

4.45 Regarding training schools (beauty, hairdressing, make-up and nail), training for managerial staff was expected to focus on general management skills, particularly "strategic management", "human resources management" and "store operations management". Training for supervisory staff was expected to include "multi-languages" (generic skills), as well as "beauty care and body care" and "product knowledge" (trade-specific skills). (Table 4.26)

Table 4.26 Training Needs for Full-Time Employees in Training Schools (Beauty, Hairdressing, Make-Up and Nail)

Rank	Managerial Level	Supervisory Level
1	Strategic Management	Multi-languages (e.g., Putonghua, English)
2	Human Resources Management	Beauty Care and Body Care (Product and Equipment Application)
3	Store Operations Management	Product Knowledge (e.g., product formulation and ingredients)

 <i>General Management Skills</i>	 <i>Trade Specific Skills</i>	 <i>Generic Skills</i>
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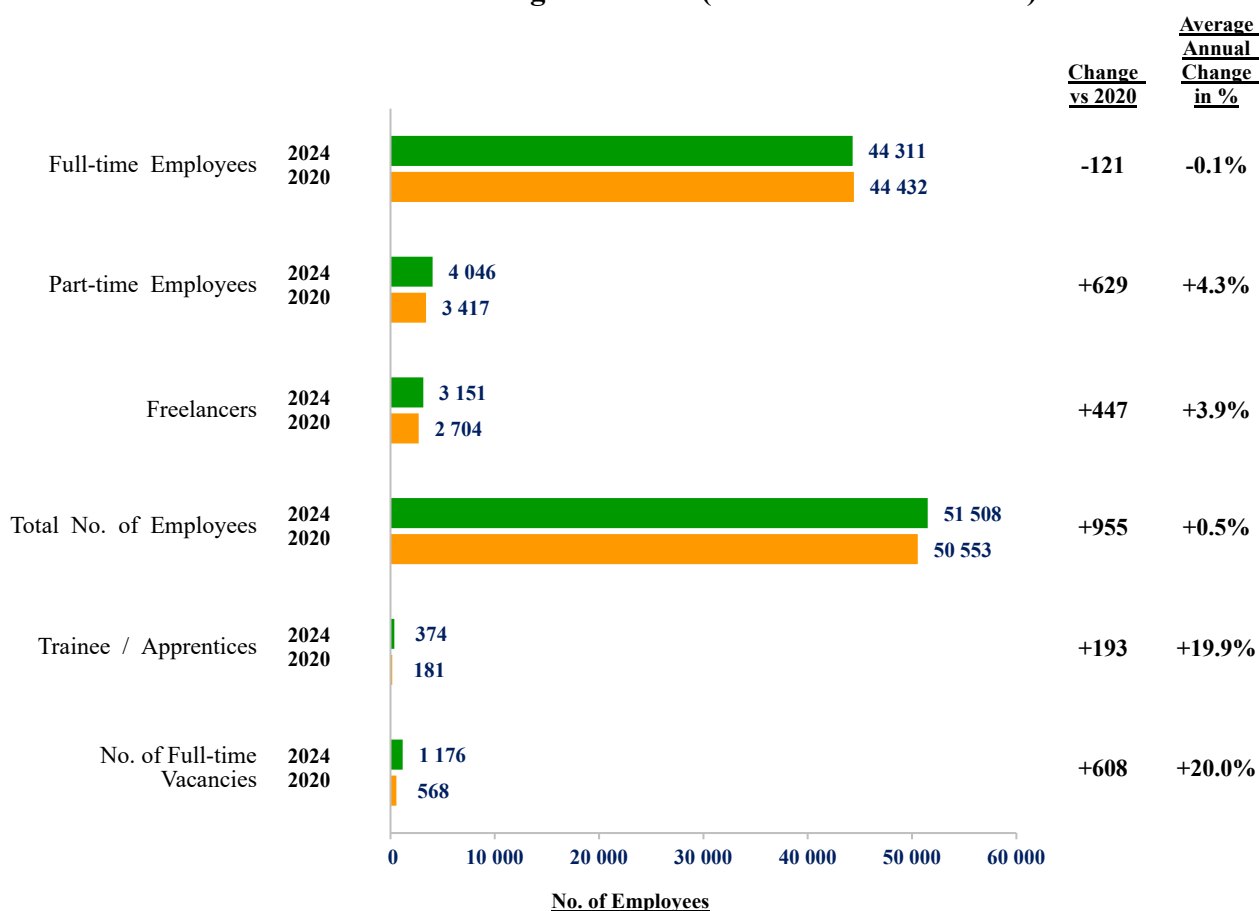
5. Manpower Analysis

Manpower Changes

Total Number of Employees

5.1 The total number of employees (including full-time employees, part-time employees and freelancers) in the beauty care and hairdressing industries rose from 50 553 employees in 2020 to 51 508 employees in 2024 (an increase of 955 or an average of 0.5% per year) as shown in Chart 5.1. Among them, the number of full-time employees recorded a slight decline (a decrease of 121 employees). Conversely, the number of part-time employees and freelancers increased significantly (an increase of 629 and 447 employees, respectively). Meanwhile, the number of full-time vacancies also rose (an increase of 608 vacancies). (Chart 5.1)

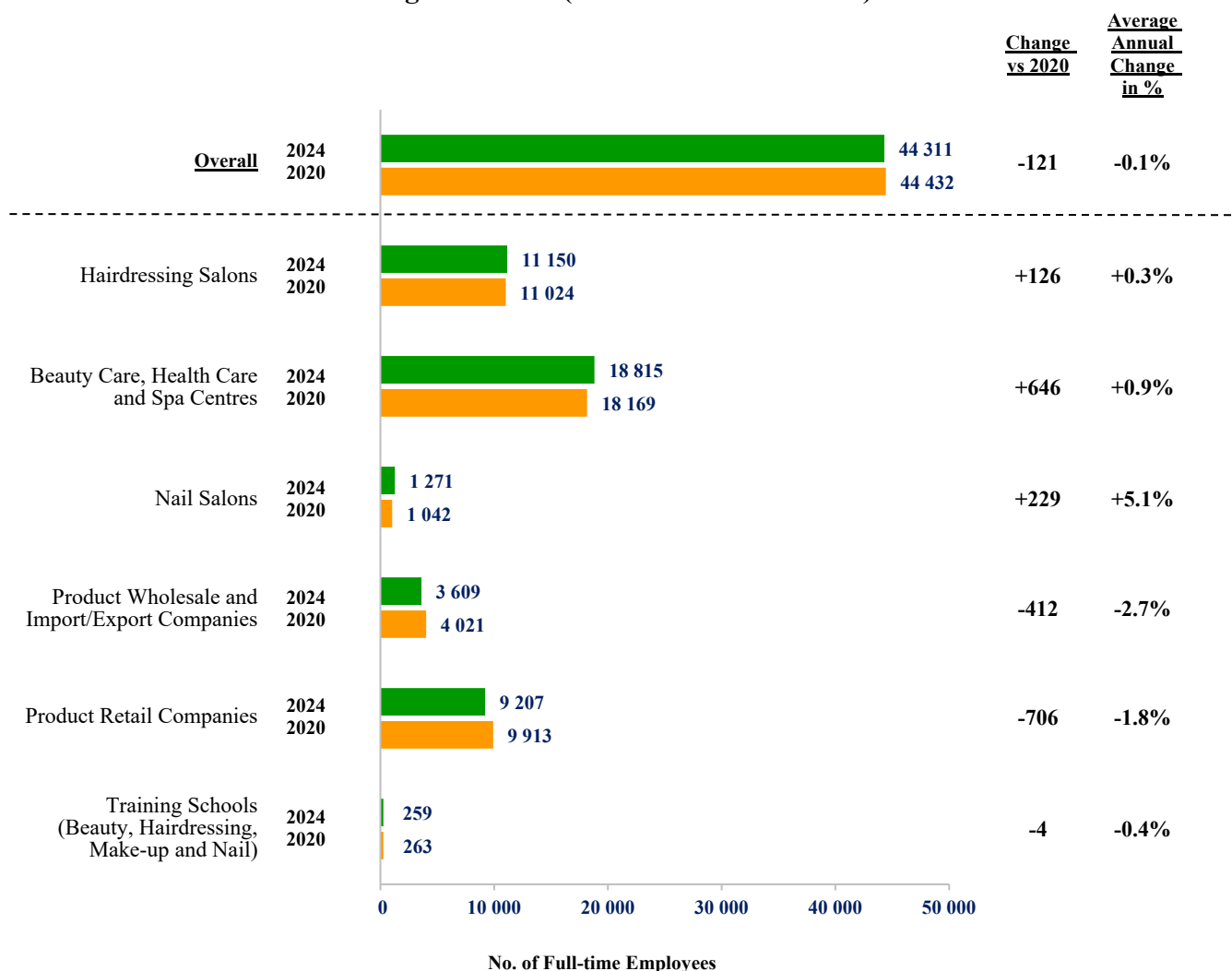
Chart 5.1 Changes in the Total Number of Employees in the Beauty Care and Hairdressing Industries (between 2020 and 2024)



Full-time Employees

5.2 In the beauty care and hairdressing industries, the number of full-time employees slightly declined from 44 432 employees in 2020 to 44 311 employees in 2024 (a decrease of 121 or an average of 0.1% per year). Analysed by sectors, the decline was primarily attributed to product retail companies (a decrease of 706 employees or an average of 1.8% per year) and product wholesale and import/export companies (a decrease of 412 employees or an average of 2.7% per year). On the contrary, the number of full-time employees increased in beauty care, health care and spa centres (an increase of 646 employees or an average of 0.9% per year), nail salons (an increase of 229 employees or an average of 5.1% per year) and hairdressing salons (an increase of 126 employees or an average of 0.3% per year). (Chart 5.2)

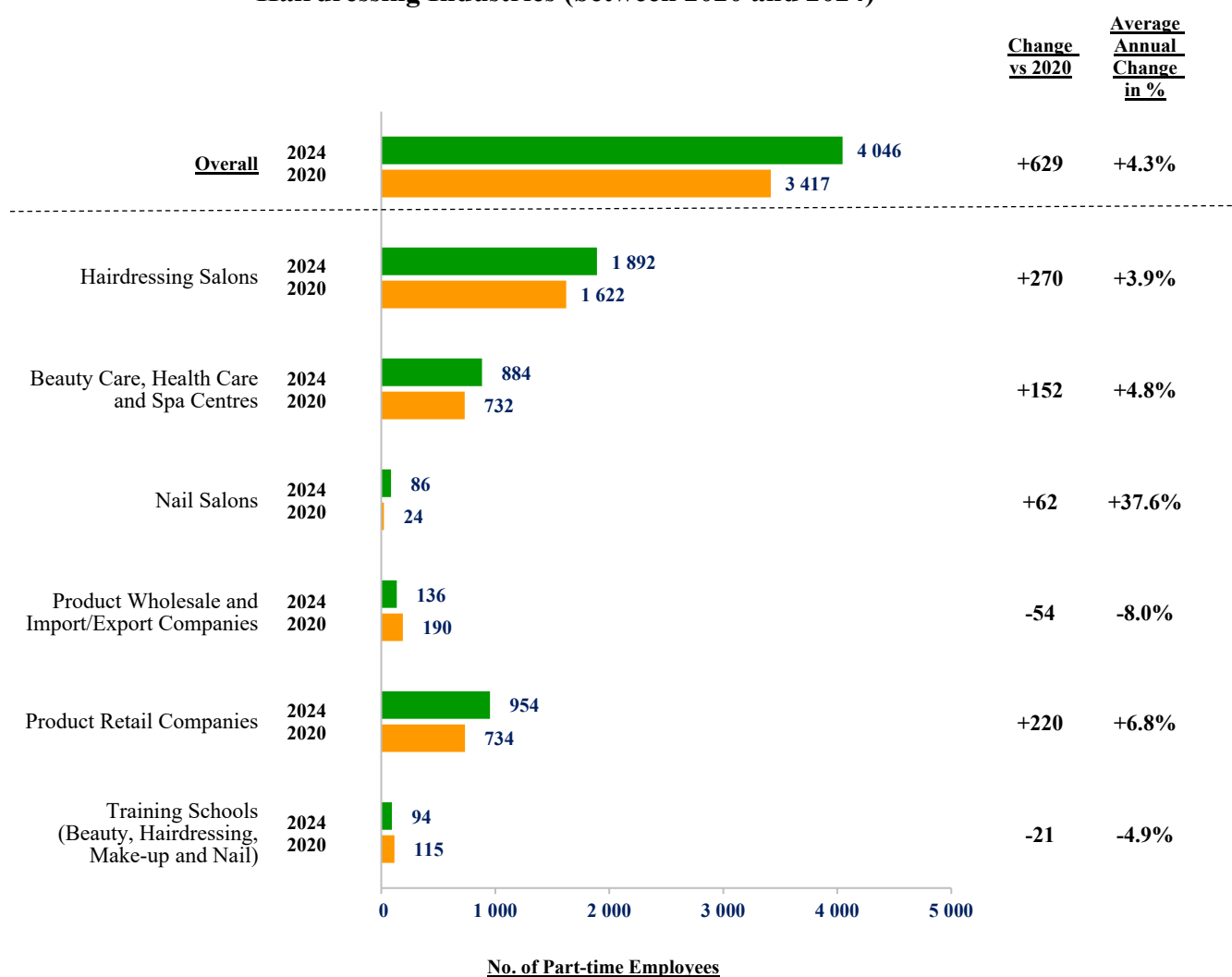
Chart 5.2 Changes in the Number of Full-time Employees in the Beauty Care and Hairdressing Industries (between 2020 and 2024)



Part-time Employees

5.3 In the beauty care and hairdressing industries, the number of part-time employees rose from 3 417 employees in 2020 to 4 046 employees in 2024 (an increase of 629 or an average of 4.3% per year). Analysed by sectors, the growth was primarily driven by hairdressing salons (an increase of 270 employees or an average of 3.9% per year), product retail companies (an increase of 220 employees or an average of 6.8% per year), beauty care, health care and spa centres (an increase of 152 employees or an average of 4.8% per year), as well as nail salons (an increase of 62 employees or an average of 37.6% per year). (Chart 5.3)

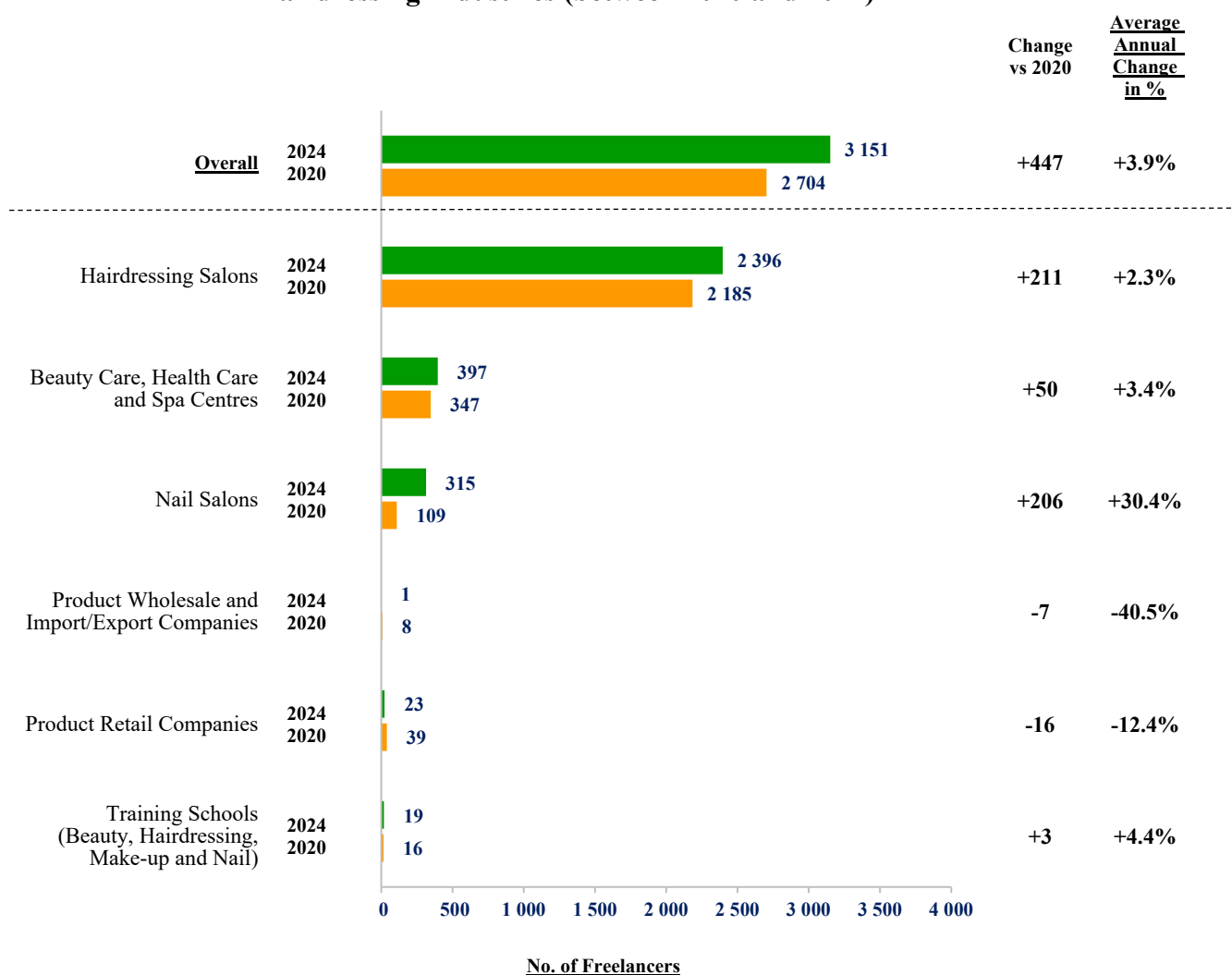
Chart 5.3 Changes in the Number of Part-time Employees in the Beauty Care and Hairdressing Industries (between 2020 and 2024)



Freelancers

5.4 In the beauty care and hairdressing industries, the number of freelancers rose from 2 704 employees in 2020 to 3 151 employees in 2024 (an increase of 447 or an average of 3.9% per year). Analysed by sectors, the number of freelancers increased in hairdressing salons (an increase of 211 employees or an average of 2.3% per year), nail salons (an increase of 206 employees or an average of 30.4% per year), as well as beauty care, health care and spa centres (an increase of 50 employees or an average of 3.4% per year). (Chart 5.4)

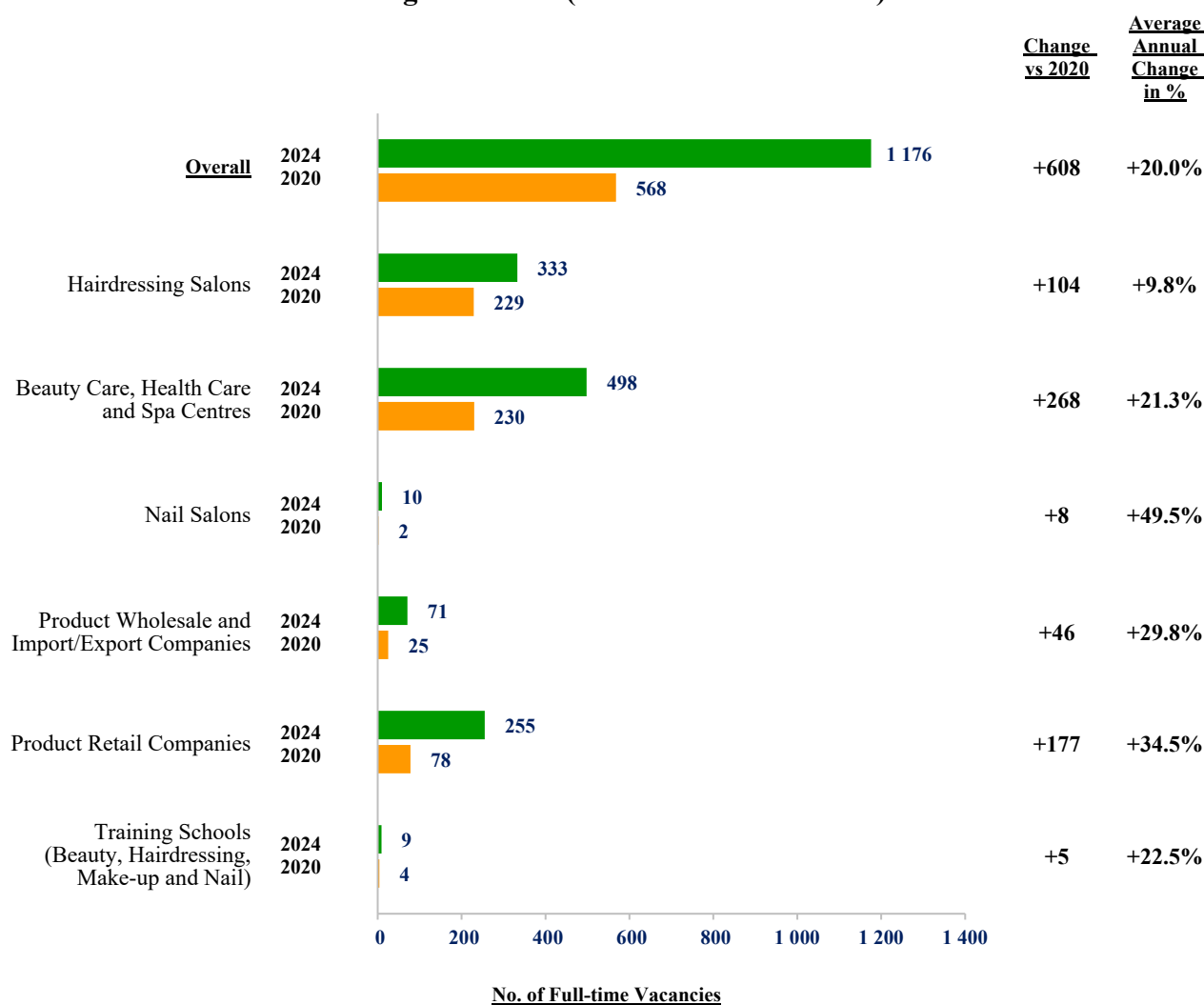
Chart 5.4 Changes in the Number of Freelancers in the Beauty Care and Hairdressing Industries (between 2020 and 2024)



Full-time Vacancies

5.5 In the beauty care and hairdressing industries, the number of full-time vacancies rose from 568 in 2020 to 1 176 in 2024 (an increase of 608 or an average of 20.0% per year). Analysed by sectors, the number of full-time vacancies increased in beauty care, health care and spa centres (an increase of 268 vacancies or an average of 21.3% per year), product retail companies (an increase of 177 vacancies or an average of 34.5% per year) and hairdressing salons (an increase of 104 vacancies or an average of 9.8% per year). (Chart 5.5)

Chart 5.5 Changes in the Number of Full-time Vacancies in the Beauty Care and Hairdressing Industries (between 2020 and 2024)




Average Monthly Income

5.6 There was no significant difference in the average monthly income of full-time employees at managerial and craftsman levels in the beauty care and hairdressing industries between 2020 and 2024. The most common average monthly income range for employees at the supervisory level increased from \$16,001 - \$20,000 (51.8%) to \$20,001 - \$30,000 (57.0%); while the range for operative/clerical employees rose from \$13,001 - \$16,000 (40.3%) to \$16,001 - \$20,000 (60.8%). (Table 5.1)

Table 5.1 Changes in the Overall Average Monthly Income for Full-Time Employees (between 2020 and 2024)

Job Level	Year	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below
Managerial	2024	18.9%	59.8%	21.3%	0.0%	0.0%	0.0%
	2020	14.1%	52.3%	31.9%	1.7%	0.0%	0.0%
Supervisory	2024	0.8%	22.1%	57.0%	20.0%	0.0%	0.0%
	2020	0.2%	10.4%	33.6%	51.8%	3.8%	0.2%
Craftsman	2024	0.0%	0.0%	26.7%	50.9%	16.4%	6.0%
	2020	0.1%	0.9%	20.2%	40.7%	27.7%	10.5%
Operative / Clerical	2024	0.0%	0.0%	7.4%	60.8%	28.1%	3.8%
	2020	0.0%	0.0%	1.6%	38.6%	40.3%	19.5%

 denotes prominent ranges of monthly income in the respective job level.

5.7 In hairdressing salons, the most common average monthly income range for employees at the managerial level increased from \$20,001 - \$30,000 (55.0%) to \$30,001 - \$50,000 (45.3%); there was no significant difference for those at the supervisory level; while the range for craftsman staff rose from \$13,001 - \$16,000 (34.1%) to \$16,001 - \$20,000 (50.7%). (Table 5.2)

Table 5.2 Changes in the Average Monthly Income for Full-Time Employees in Hairdressing Salons (between 2020 and 2024)


Job Level	Year	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below
Managerial	2024	16.7%	45.3%	38.0%	0.0%	0.0%	0.0%
	2020	7.3%	37.6%	55.0%	0.0%	0.0%	0.0%
Supervisory	2024	0.5%	18.3%	51.6%	29.7%	0.0%	0.0%
	2020	0.0%	27.4%	43.5%	29.0%	0.0%	0.0%
Craftsman	2024	0.0%	0.0%	17.1%	50.7%	22.8%	9.4%
	2020	0.1%	0.0%	18.4%	28.0%	34.1%	19.3%

 denotes prominent ranges of monthly income in the respective job level.

5.8 In beauty care, health care and spa centres, the average monthly income of employees at all job levels remained stable. (Table 5.3)

Table 5.3 Changes in the Average Monthly Income for Full-Time Employees in Beauty Care, Health Care and Spa Centres (between 2020 and 2024)

Job Level	Year	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below
Managerial	2024	24.5%	59.7%	15.8%	0.0%	0.0%	0.0%
	2020	13.6%	64.9%	21.5%	0.0%	0.0%	0.0%
Supervisory	2024	2.8%	29.1%	54.7%	13.4%	0.0%	0.0%
	2020	1.1%	29.2%	58.6%	11.1%	0.0%	0.0%
Craftsman	2024	0.0%	0.0%	35.5%	50.4%	12.1%	2.0%
	2020	0.0%	1.7%	21.5%	51.2%	21.7%	3.9%
Operative / Clerical	2024	0.0%	0.0%	13.2%	28.5%	56.1%	2.2%
	2020	0.0%	0.0%	0.0%	13.3%	53.2%	33.5%

 denotes prominent ranges of monthly income in the respective job level.

5.9 In nail salons, the most common average monthly income range for managerial staff decreased from \$30,001 - \$50,000 (80.0%) to \$20,001 - \$30,000 (76.9%); the range for supervisory staff dropped from \$20,001 - \$50,000 (100.0%) to \$16,001 - \$20,000 (91.7%); while those at craftsman level remained stable. (Table 5.4)

Table 5.4 Changes in the Average Monthly Income for Full-Time Employees in Nail Salons (between 2020 and 2024)


Job Level	Year	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below
Managerial	2024	0.0%	23.1%	76.9%	0.0%	0.0%	0.0%
	2020	10.0%	80.0%	10.0%	0.0%	0.0%	0.0%
Supervisory	2024	0.0%	8.3%	0.0%	91.7%	0.0%	0.0%
	2020	0.0%	53.1%	46.9%	0.0%	0.0%	0.0%
Craftsman	2024	0.0%	0.0%	5.1%	57.3%	13.4%	24.2%
	2020	0.0%	0.0%	23.4%	42.6%	33.7%	0.3%

 denotes prominent ranges of monthly income in the respective job level.

5.10 In product wholesale and import/export companies, the most common average monthly income range for employees at supervisory level increased from \$16,001 - \$20,000 (54.4%) to \$20,001 - \$30,000 (52.5%); while the range for managerial and craftsman staff remained stable. (Table 5.5)

Table 5.5 Changes in the Average Monthly Income for Full-Time Employees in Product Wholesale and Import/Export Companies (between 2020 and 2024)

Job Level	Year	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below
Managerial	2024	9.8%	49.9%	40.3%	0.0%	0.0%	0.0%
	2020	9.3%	41.2%	43.7%	5.7%	0.0%	0.0%
Supervisory	2024	0.0%	1.8%	52.5%	45.8%	0.0%	0.0%
	2020	0.1%	2.4%	36.7%	54.4%	6.4%	0.0%
Operative / Clerical	2024	0.0%	0.0%	0.0%	69.6%	26.7%	3.7%
	2020	0.0%	0.0%	1.2%	53.0%	16.1%	29.7%

 denotes prominent ranges of monthly income in the respective job level.

5.11 In product retail companies, the most common average monthly income range for employees at supervisory level increased from \$16,001 - \$20,000 (60.9%) to \$20,001 - \$30,000 (60.6%); while the range for operative/clerical employees rose from \$13,001 - \$16,000 (66.8%) to \$16,001 - \$20,000 (58.6%). (Table 5.6)

Table 5.6 Changes in the Average Monthly Income for Full-Time Employees in Product Retail Companies (between 2020 and 2024)

Job Level	Year	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below
Managerial	2024	16.7%	77.3%	5.9%	0.0%	0.0%	0.0%
	2020	24.8%	46.0%	29.2%	0.0%	0.0%	0.0%
Supervisory	2024	0.0%	24.6%	60.6%	14.7%	0.0%	0.0%
	2020	0.0%	7.7%	27.1%	60.9%	4.1%	0.3%
Operative / Clerical	2024	0.0%	0.0%	10.3%	58.6%	27.1%	4.0%
	2020	0.0%	0.0%	2.7%	30.4%	66.8%	0.0%

 denotes prominent ranges of monthly income in the respective job level.

5.12 In training schools (beauty, hairdressing, make-up and nail), the average monthly income of employees at all job levels remained stable. (Table 5.7)

Table 5.7 Changes in the Average Monthly Income for Full-Time Employees in Training Schools (Beauty, Hairdressing, Make-Up and Nail) (between 2020 and 2024)

Job Level	Year	Over \$50,001	\$30,001 - \$50,000	\$20,001 - \$30,000	\$16,001 - \$20,000	\$13,001 - \$16,000	\$13,000 or below
Managerial	2024	20.8%	43.4%	35.8%	0.0%	0.0%	0.0%
	2020	5.9%	47.1%	41.2%	5.9%	0.0%	0.0%
Supervisory	2024	0.0%	26.9%	57.2%	15.9%	0.0%	0.0%
	2020	0.0%	37.9%	47.1%	13.1%	0.0%	2.0%

 denotes prominent ranges of monthly income in the respective job level.

Business Outlook

Challenges

Hong Kong's Ongoing Economic Weakness and Declining Consumer Spending

5.13 According to the Census and Statistics Department¹², Hong Kong's real GDP declined by 1.1% in the third quarter of 2024. Rising global economic uncertainty and escalating trade tensions are expected to affect Hong Kong's exports. The Third Quarter Economic Report 2024 (Box 1.1) also highlighted that overall business sentiment in Hong Kong stayed generally subdued in the past few months. In terms of domestic demand, changes in consumption patterns of residents have led to continued weakness in private consumption expenditure, which fell by 1.3% in the third quarter of 2024. The latest figures on retail sales released by the Census and Statistics Department on 2 January 2025 indicate that the provisional estimate of total retail sales value for the first 11 months of 2024 decreased by 7.1%. Analysed by broad type of retail outlet, the value of sales of medicines and cosmetics in November 2024 fell by 2.9% compared to the same period in 2023¹³.

Changing Travel and Consumption Patterns of Mainland Visitors

5.14 The Mainland continues to be the largest market for Hong Kong visitors in 2024, contributing to about 34 million visitor arrivals, which accounted for about three quarters of all visitors last year¹⁴. According to the research report published by the Hong Kong Trade Development Council in June 2024, the majority of Mainland Chinese tourists are now younger travellers. Unlike past preferences and travel culture, they have a stronger preference for in-depth travel and diverse experiences, such as cultural adventures, Citywalk, Instagrammable visits, temple hopping and gourmet tours¹⁵. Furthermore, exchange rate fluctuations play a crucial role in determining Mainland visitors' travel destinations. Due to China's economic slowdown and the depreciation of the Renminbi, the Hong Kong Dollar has appreciated, making Hong Kong a less attractive vacation spot. Meanwhile, following the pandemic, the Beijing government has established mutual visa exemption agreements with several Southeast Asian countries, including Thailand, Singapore and Malaysia, further increasing Mainland visitors' interest in travelling to these destinations¹⁵.

¹² [Third Quarter Economic Report 2024](#)

¹³ [Provisional Statistics of Retail Sales for November 2024](#)

¹⁴ [HKTDC Announces that Close to 45 Million Visitors Received in Hong Kong in 2024](#)

¹⁵ [HKTDC Research: Insights on the New Travel Trends of Mainland Visitors](#)

Intensifying Competition Further Dampened Hong Kong's Retail Sector

5.15 In recent years, Mainland China has introduced various measures to facilitate cross-border consumption for Hong Kong residents, such as exclusive shopping discounts and expanded electronic payment options, including Alipay and WeChat Pay. As a result, frequent cross-border shopping has become common among Hong Kong consumers. Traditional beauty care services, including body and foot massages, nail care, and hairdressing, are among the most popular categories. Additionally, since 1 October 2024, Mainland e-commerce platforms such as Taobao and Pinduoduo have launched "free shipping to Hong Kong" promotions, offering more attractive shipping discounts¹⁶. This has further influenced local consumer behaviour, making them more inclined to shop online via Mainland e-commerce platforms.

5.16 Consumers' purchasing habits are also evolving, with Mainland brands gaining wider acceptance among Hong Kong consumers. Taking the example of Mainland cosmetic brands, they offer extensive product ranges with competitive prices. It has increasingly attracted Hong Kong consumers to purchase basic cosmetics and skincare products from well-established Mainland brands. At the same time, with an increasing trend of Hong Kong consumers travelling to the Mainland for shopping, international brands have been expanding their presence in the Mainland market. To remain competitive, local retailers in Hong Kong have been forced to engage in more intense price wars, significantly reducing their profit margins. These factors have contributed to a "consumer spending outflow", further impacting Hong Kong's retail sector.

Intensified Competition in Hong Kong's Labour Market

5.17 During the pandemic, beauty care centres were mandated to cease operations by the government, forcing many beauty practitioners to switch careers. Some experienced beauticians/beauty therapists opted for part-time work to spend more time with families and pursue personal interests. After the pandemic, the industries aim for a prompt resurgence and a significant increase in demand for beauticians/beauty therapists and related practitioners. In the post-pandemic period, the industries' swift recovery has led to a surge in demand for beauticians/beauty therapists and related practitioners. As a result, competition for talent has intensified, leading to higher entry-level salaries and improved benefits. This has made recruitment increasingly challenging for beauty care centres, adding further pressure to their operations.

¹⁶ HK01: [Taobao's Free Shipping to Hong Kong – "Hongkongers Finally Feel the Double 11 Experience" Becomes a Topic, Causing Merchants Complaints](#)

Expectations of Younger Generations Impacting Business Model

5.18 The concept of a "co-working space"¹⁷ is gaining popularity within the industries, this aligns with the career and work preferences of younger generations (millennials), particularly the rise of "slashers". They emphasise work-life balance and are often unwilling to work fixed hours or wait for clients at specific times and locations. They also tend to avoid long working hours. Many in this generation have been raised in financially stable families; their parents would usually support their career and job selections. These expectations are reshaping traditional operational models within the industries.

5.19 Taking the beauty care industry as an example, traditional beauty care salons and medical aesthetic groups usually offer different types of treatments, each with distinct job requirements. Younger employees often view the procedures at traditional beauty care centres as more complex and physically demanding, e.g., manual facial cleansing and hands-on techniques. Consequently, younger employees tend to seek positions with a focus on operating beauty devices in medical aesthetic institutions. This shift in preference has further exacerbated operational difficulties faced by traditional beauty care salons, prompting the need to adjust manpower allocation and operational strategies.

Opportunities

Acceleration in Digital Transformation

5.20 As consumer habits have evolved, there is an increasing demand for online shopping. The industries must stay competitive by embracing technological advancements and digital transformation. More companies should leverage social media platforms to further promote and sell beauty and hairdressing products and services, as well as collaborate with influencers and key opinion leaders (KOLs) to enhance the online shopping experience. With the government's further expansion of the Digital Transformation Support Pilot Programme to cover the tourism and personal services industry, it is believed that it can help the industries in their digital transformation. However, older business owners may still struggle to adapt to digital marketing practices.

¹⁷ For more details on the development of shared studios in the beauty care and hairdressing industries, please refer to Paragraphs 5.24 and 5.25.

5.25 Taking the hairdressing industry as an example, hair stylists/hairdressers and technicians (perm and colour) can book co-working spaces on an hourly basis, paying a basic rental fee without being tied to long-term contracts. This allows them to avoid the traditional salon's commission structure, enabling better financial control and profit management. Some "co-working spaces" even provide hairstylist/technicians with complimentary access to various hair products and professional equipment for perming and colouring, reducing their operating costs. Furthermore, some "co-working spaces" operate 24/7, allowing professionals to book co-working spaces conveniently through an online system. However, as these co-working spaces do not usually provide reception or shampooing services, practitioners must possess all-around skills to provide the full scope of hairdressing services to clients independently. In the beauty care industry, practitioners typically offer "pay-per-session" beauty care/ wellness treatments, moving away from traditional bundled packages and aggressive sales tactics. This approach aims to attract more customers by offering greater flexibility and transparency.

5.26 Despite the growing popularity of the co-working space model, the industries question whether the professional standards (e.g., occupational safety and health) of the services provided in the "co-working space" and the related skills level of these practitioners have met recognised standards. Given the current lack of comprehensive regulation for this business model, the industries state that consumer protection while receiving beauty care or hairdressing services in this environment is relatively low.

Manpower Projection and Annual Training Needs

Manpower Projection

5.27 The projected manpower trends from 2025 to 2028 are listed in Table 5.8. Details of the method of manpower projection is shown in *Appendix 8*.

Table 5.8 Projected Manpower Trends from 2025 to 2028

Sector	2025	2026	2027	2028
Hairdressing Salons	15,276 (+0.5%)	15,346 (+0.5%)	15,403 (+0.4%)	15,450 (+0.3%)
Beauty Care, Health Care and Spa Centres	19,598 (+1.1%)	19,783 (+0.9%)	19,939 (+0.8%)	20,071 (+0.7%)
Nail Salons	1,739 (+3.4%)	1,795 (+3.2%)	1,839 (+2.5%)	1,874 (+1.9%)
Product Wholesale and Import/Export Companies	3,711 (-1.7%)	3,659 (-1.4%)	3,617 (-1.1%)	3,585 (-0.9%)
Product Retail Companies	10,279 (-0.8%)	10,205 (-0.7%)	10,136 (-0.7%)	10,071 (-0.6%)
Training Schools (Beauty, Hairdressing, Make-up and Nail)	347 (-1.4%)	343 (-1.2%)	340 (-1.0%)	337 (-0.8%)

Remarks:

- (1) The percentage in brackets refers to the manpower changes compared with the previous year.
- (2) The manpower calculation includes full-time employees, part-time employees, freelancers and full-time vacancies.
- (3) The manpower calculation excludes other supporting staff

Annual Additional Manpower Requirement

5.28 To estimate the annual additional manpower requirement for the next few years, the manpower trends and the number of employees leaving the sectors ("wastage rate") were taken into consideration and the figures were projected by applying statistical formulae. The estimated annual additional manpower requirement for each sector is shown in Table 5.9 below. Based on the results, most of the additional manpower requirement is expected to be in beauty care, health care and spa centres, hairdressing salons and cosmetic product retail companies.

Table 5.9 Annual Additional Manpower Requirement from 2025 to 2028

Sector	Wastage Rate	Estimated Annual Additional Manpower Requirement#		
		Expected Manpower Trend (a)	Turnover (b)	Total (a) + (b)
Hairdressing Salons	2.9%	64	448	512
Beauty Care, Health Care and Spa Centres	1.9%	172	377	549
Nail Salons	0.0%	48	0	48
Product Wholesale and Import/Export Companies	2.4%	-47	87	40
Product Retail Companies	5.7%	-72	581	509
Training Schools (Beauty, Hairdressing, Make-up and Nail)	0.0%	-4	0	-4
Overall	-	161	1,493	1,654

Remarks: # Excluding other supporting staff

"Wastage Rate" refers to employees who leave the beauty care and hairdressing industries due to career changes, retirement, immigration, and other reasons.

6. 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 from 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

Continuous Optimisation of Local Human Resources and Manpower Development Policies

6.2 On 4 September 2023, the Government launched the "Enhanced Supplementary Labour Scheme (ESLS)"¹⁹ to enhance the coverage and operation of the previous "Supplementary Labour Scheme (SLS)", to alleviate manpower shortages across various sectors. The ESLS includes a broader range of job categories, including those within the hairdressing industry. To ensure an adequate supply of local labour and enhance service quality in Hong Kong, the Training Board recommends that the Government further review and amend relevant policies on importation of labour to improve their effectiveness.

6.3 As part of the labour support initiatives outlined in the Chief Executive's 2024 Policy Address, the Labour Advisory Board has reached a consensus on relaxing the "continuous contract" requirement (commonly referred to as the "4-18"²⁰ requirement) under the Employment Ordinance to "4-68"²¹, i.e. to use the aggregate working hours of four weeks as a counting unit and set the four-week working hour threshold at 68 hours. This amendment aims to provide comprehensive employment protections and benefits for employees with shorter working hours, attracting more individuals to join the workforce. The Training Board suggests the Government to further engage with the highly labour-intensive beauty care and

¹⁹ Source: [Labour Department - Enhanced Supplementary Labour Scheme](#)

According to the Labour Department's regulations, the duration of the employment contract of a worker imported under ESLS shall not be longer than 24 months. Imported workers must be paid no less than the median monthly wages of local workers in comparable positions. They shall be engaged under a Standard Employment Contract (SEC) and be accorded the same protection of the labour laws in Hong Kong as local workers. Imported workers are only allowed to work for their employers and in the positions with job duties as specified in SEC. They must return to their place of origin on expiry of their contracts.

²⁰ Source: [Labour Advisory Board reaches consensus on review of "continuous contract" requirement](#)

Under the current Employment Ordinance, regardless of whether working full-time or part-time, employees continuously employed by the same employer for four weeks or more and having worked for 18 hours or more per week are regarded as being engaged under a "continuous contract" (commonly referred to as the "4-18" requirement). Subject to their meeting of relevant eligibility criteria under the Employment Ordinance, these employees are entitled to a range of employment benefits, such as statutory holiday pay, paid annual leave and sickness allowance.

²¹ Source: [Labour Advisory Board reaches consensus on review of "continuous contract" requirement](#)

hairdressing industries to gain a better insight of the latest working patterns among part-time employees and freelancers.

Promotion of Vocational and Professional Education and Training (VPET)

6.4 Leverage the "Business-School Partnership Programme (BSPP)" to further promote Vocational and Professional Education and Training (VPET) among secondary school students, parents and teachers. This includes providing comprehensive career-related information on industry employment prospects, career development and training opportunities, different job roles, business operations, employers' requirements, and appropriate work attitudes and values.

6.5 Encourage training institutions to establish and adopt the "Credit Accumulation and Transfer (CAT)" mechanism to prevent repetition of learning and provide effective support for lifelong learning. This mechanism allows learners to gain Qualifications Framework (QF) recognised and personalised qualifications at different places, and in different learning contexts at different time. Such flexible and professional learning models can attract young talent to the industries and help reduce workforce attrition.

Supporting the Industries in Promoting a Positive and Professional Image

6.6 Strengthen collaboration with industries/enterprises to jointly promote and advocate the positive and professional image of the beauty care and hairdressing industries and their practitioners, such as enhancing employee professionalism and the overall service quality across the industries.

Employers

Developing Flexible Recruitment Strategies and Human Resources Development Plans to Attract Talent

6.7 In terms of flexible recruitment strategies, it suggests:

- (a) Offer competitive remuneration packages to attract new talent, such as flexible work arrangements.
- (b) Encourage middle-aged population to re-enter the workforce, to expand the talent pool.

6.8 In terms of manpower development plans, it suggests:

- (a) Define clear career development pathways and promotion opportunities.
- (b) Allocate resources to promote and encourage continuous learning and professional development among employees to enhance their competitiveness. Organisations can enhance talent quality and stay ahead of industry trends.
- (c) Provide salary increments, bonuses or promotion opportunities for employees who have obtained additional professional qualifications.
- (d) Implement flexible work arrangements and redesign operational processes. For example, emphasise a professional attitude of "service-first", i.e., delivering top-quality service, helping employees improve their communication skills with customers during sales training, and replacing the concept of a "sales-first" service. This could foster a pleasant work environment, boosting employees' satisfaction, sense of achievement and belonging.
- (e) Improve communication across all levels of employees to strengthen workplace relationships and create a sense of belonging within the company. This will help enhance team cohesion, increase efficiency, and reduce employee turnover.

Cultivating Talent with Digital Skills / Information Technology Skills

6.9 With the rapid advancement of digitalisation and technology, employers should actively enhance employees' digital skills / information technology skills by providing appropriate training programmes, enabling them to better grasp digital transformation and utilise digital/information technology tools and platforms. It can ensure that they are equipped with relevant expertise needed in the evolving landscape and assist in sustainable business development.

Strengthening Industry-School Partnership to Promote VPET

6.10 To address the manpower shortage and skills gap, it is crucial to establish strong partnership between the beauty care and hairdressing industries and training institutions. Both parties should collaborate to develop comprehensive training mechanism and establish career and qualification pathways. Examples include:

- (a) Adjust recruitment strategies to address the root causes of talent supply-demand imbalance.
- (b) Shift from competitive remuneration packages to implementing structured professional development programmes.
- (c) Revamp the recruitment framework with a focus on building employees' personal

branding. Apart from ensuring its financial security, it also addresses the needs of mental health.

- (d) Develop standardised training systems to shorten training cycles and enhance efficiency.

Utilising Government Resources in the Development of Industries' Sustainability and Talent

6.11 The beauty care and hairdressing industries should actively leverage the following Government's supportive measures to facilitate continuous development and talent expansion:

- (a) Digital Transformation Support Pilot Programme (DTSPP): Assists enterprises in digital transformation, including digital payment solutions and shopfront sales, online promotion, and customer management and loyalty solutions.
- (b) Principal Moratorium Arrangement: Provides small & medium enterprises with financial flexibility to navigate operational and financial challenges.
- (c) BUD Fund: Supports enterprises in upgrading and restructuring their business operations while expanding into new markets.
- (d) New Industrialisation and Technology Training Programme (NITTP): Provides subsidies to local enterprises on a 2:1 matching basis to train their staff in advanced technologies.

Employees

Actively Equip themselves to Enhance Trade-Specific Skills and Soft Skills

6.12 Employees should continuously enhance their trade-specific skills and soft skills to remain competitive in the industries. According to the 2024 Manpower Survey, the key trade-specific knowledge and skills, and soft knowledge and skills in demand are as follows:

- (a) Trade-specific skills: Product Formulation and Ingredients, Beauty Care and Body Care (Product and Equipment Application).
- (b) Soft skills: Customer Service and Complaint Handling, Communication and Interpersonal Abilities, Store Operations Management, Problem Solving Abilities, and Human Resources Management, etc.

Make Good Use of Government Resources to Upskill and Reskill

6.13 Employees should make good use of government resources to enhance current skills and acquire emerging skills to stay abreast of with industry trends and explore their career development pathways. For example:

- (a) Obtain locally recognised professional qualifications through "One Examination, Multiple Certification" for the beauty care and hairdressing industries: As outlined in the 2024 Policy Address, starting from 2025/26, the Government will provide HK\$1,000 in examination fee subsidies for Hong Kong residents who pass examinations under this arrangement. This initiative aims to enhance practitioners' professional standard and competitiveness.
- (b) Enrol in Employees Retraining Board (ERB) courses: As highlighted in the 2024 Policy Address, from the first quarter of 2025, the restriction on the education level of trainees will be removed, expanding the service targets to cover the entire local labour workforce, including those with higher education level and local workers. Additionally, the total annual training places will increase by at least 15,000 to encourage and support practitioners in continuous learning and upskilling.

Training Institutions

Offering Diversified Training Options

6.14 After the pandemic, there has been a severe manpower shortage in the industries. Training institutions should be responsive and flexible to provide diverse training options, such as:

- (a) Deliver relevant trade-specific and soft skills training through short-term courses, bite-size, part-time programmes or workshops, including:
 - ◆ Trade-specific skills – Product Formulation and Ingredients, Beauty Care and Body Care (Product and Equipment Application), etc.
 - ◆ Soft skills – Customer Service and Complaint Handling, Communication and Interpersonal Abilities, Store Operations Management, Problem Solving Abilities, and Human Resources Management, etc.
- (b) Offer online courses to facilitate flexible learning for industry practitioners.
- (c) Adopt the CAT system to prevent repetition of learning, allowing employees to calibrate their expectations more realistically and map out study plans accordingly to participate in lifelong learning.

Enabling Students' Understanding of Industry Operations

6.15 Collaborate with industry stakeholders to organise the following activities for students: (i) industry seminars/briefing sessions – provide insights into industry trends, career prospects, and the essential skills for various roles, helping students to evaluate their suitability for relevant positions; (ii) corporate visits – showcase the local business accomplishments; (iii) alumni dialogues – share valuable insights into career pathways and future opportunities; and (iv) internships and practical training – allow students to gain hands-on experience in real workplace settings, understand job responsibilities, develop essential skills, and cultivate interest in the beauty care and hairdressing industries.

Developing Early Life and Career Planning for Students

6.16 Training institutions should collaborate with the industries to effectively utilise "Life Planning Information Website", to plan and organise career planning workshops for trainees/secondary school students at an early stage, and help them achieve different goals at various life stages. Comprehensive career planning allows students to understand themselves, determine personal goals, and develop the ability of self-reflection and revision. For instance, young people who are interested in joining the beauty care and hairdressing industries can acquire industry-specific knowledge, skills and attitudes through career planning education, enabling them to make wise choices in accordance with their interests, abilities and aspirations.

Enhancing the Training to Teachers

6.17 With the fast-paced evolution of the industries, the jobs in the beauty care and hairdressing industries require a wide range of knowledge and skills. Instructors must keep abreast of the latest industry knowledge and technology in order to help the students to master and apply the acquired skills. Additionally, they must also have the expertise required to deliver vocational education. The instructors and career counsellors are encouraged to study the Certificate of Vocational and Professional Education and Training (QF Level 4) offered by the VTC to learn about career planning through the vocational and professional education and training pathway.

**Membership of the
Beauty Care and Hairdressing Training Board
(2023-25)**

Chairman

Ms Juliana YANG Hui-chun, MH

Members

Ms Angela CHAN Sau-yee

Ms Denise CHAN Lok-tung

Ms KONG Ka-yee

Ms LAM Chui-king

Ms Fanny NG Lai-kwan

Ms Ellen TAM Wai-wah

Mrs Grace TSE King-ha, MH

Mr WONG Tak-wing

Ms YEE Wai-han

Ms YEUNG Ngar-shan

Ms Linda YIP Wai-mun

Commissioner for Labour (or his / her representative)

Chief Executive of Consumer Council (or his / her representative)

Executive Director of the Vocational Training Council (or his representative)

Secretary

Ms Gigi HO Chung-chi

**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.

**Membership of the
Working Party of Manpower Survey
(2023-2025)**

Convener

Mr Joseph HO Shiu-chung

Members

Ms KONG Ka-yee

Ms LAM Chui-king

Ms Fanny NG Lai-kwan

Mr William TSUI Kai-hung

Mr WONG Tak-wing

Ms Linda YIP Wai-mun

Mr Keino YIP Wai-kin

Mr Cassidy DUNG Kwok-keung

Mr Victor TONG Pun-fung

Mr Wilson CHAU Cheuk-fung

Ms Cynthia LING She-yee

Consultant

Mr Nelson IP Sai-hung

Secretary

Ms Gigi HO Chung-chi

Definition of Terms

Average Monthly Income	“Average Monthly Income” refers to the average monthly income during the past 12 months before enumeration, including basic wages, regular overtime pay, cost of living allowance, meal allowance, housing allowance, travel allowance,, commission and bonus etc.. It is an average figure among employees engaging in the same principal job.
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.
First Degree	“First Degree” refers to first degree(s) offered by local or non-local education institutions, or equivalent.
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.
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).
Operative/Clerical Level	“Operative/Clerical Level” usually assigned to take up repetitive tasks, require fewer skills and shorter training periods
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).

Postgraduate Degree	“Postgraduate Degree” refers to higher degrees (e.g. master degree) offered by local or non-local education institutions, 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.
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.
Trainees/Apprentices	“Trainees/Apprentices” refers to those undergo various trainings, as well as registered apprentices who have signed an apprenticeship contract.
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.
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.

Vocational Training Council 職業訓練局

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

Your Reference 來函檔號



執事先生／女士：

2024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)，負責就業內人力訓練事宜提供意見。本會將於 **2024年3月至4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。現謹代表訓練委員會致函，懇請 貴公司善意協助提供相關資料，以便進行上述人力調查。

茲夾附下述文件，供 貴公司參閱及填寫：

- (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)協助進行上述人力調查。調查期間，米奧特的統計員將聯絡 貴公司進行訪問及解答相關問題。如有需要，統計員會造訪 貴公司協助填寫並收回已填妥的問卷。 貴公司亦可將完成的問卷，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，不會提及個別公司情況。

調查完成後，調查的結果及報告將會上載至人力調查資訊系統。網址如下：

<https://manpower-survey.vtc.edu.hk/>



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)譚祉樂先生(電話：3907 6865)。

楊慧君

美容及美髮業訓練委員會主席
(楊慧君)

二零二四年三月十二日

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

Your Reference 來函檔號



12 March 2024

Dear Sir/Madam,

**2024 Manpower Survey of the
Beauty Care and Hairdressing Industries**

The Beauty Care and Hairdressing Training Board (the Training Board) of the Vocational Training Council (VTC), is responsible for matters pertaining to manpower training in the industry. To collect the latest manpower information for formulating recommendations on future manpower training, the Training Board will conduct the above survey from **March to April 2024**. I am writing to enlist your kind assistance 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 conduct the above survey. During the survey period, the enumerator of **MOV** will contact your company for the survey and answer the questions you may have. If necessary, visit will be made to your company 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 an aggregate basis without reference to individual companies.

The salient findings and the survey report will be uploaded to the Manpower Survey Information System of the VTC after completion of the survey. The link is as follows:

<https://manpower-survey.vtc.edu.hk/>



If you have any queries, please feel free 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** on 3900 1176.
- ✧ In case you want to approach the VTC directly, please contact **Mr Boris TAM** of the **VTC Manpower Survey (Statistical Team)** on 3907 6865.

Yours faithfully,

Juliana Yang

(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 2024 MANPOWER SURVEY OF BEAUTY CARE AND HAIRDRESSING INDUSTRIES
美容及美髮業2024年人力調查

The 2024 Manpower Survey of the Beauty Care and Hairdressing Industries (BH) aims at collecting manpower information of the industries concerned for formulating recommendations on future manpower training. Please kindly provide the information of your company as at **1 March 2024** by answering the questionnaire. Thank you.

美容及美髮業2024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 貴公司根據**2024年3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

- | | |
|--|--|
| <input type="checkbox"/> School (Beauty, Hairdressing, Make-up and Nail)
學校 (美容/美髮/化妝/美甲) | <input type="checkbox"/> Hairdressing Salon / Barber Shop / Speedy Cut Shop /
Hair Care and Scalp Shop
髮廊/男士理髮店/速剪店/頭髮護理中心 |
| <input type="checkbox"/> Beauty Care, Health Care and Spa Centres
美容院、健康及水療中心 | <input type="checkbox"/> Cosmetic Product Company – Wholesale, Import & Export
化妝品及個人護理產品 - 批發及出入口 |
| <input type="checkbox"/> Nail Salon
美甲中心 | <input type="checkbox"/> Cosmetic Product Company – Retail
化妝品及個人護理產品 - 零售 |
| <input type="checkbox"/> Others, please specify
其他，請註明 _____ | |

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 'G' 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'B'至'G'欄。

Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

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) 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/見習員# 除外) Code 編號	(F) Preferred Level of Education of Full-time Employees 全職僱員宜有的教育程度		(G) Preferred Year of Experience of Full-time Employees 全職僱員宜有的相關年資	
						Code 編號	Level of Education 教育程度	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'。			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	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	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		
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	1	2	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 and 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 店舖主任/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)								
251	Business Development/Sales Executive 業務開發/營業主任								
252	Marketing Executive 市場推廣主任								
254	Beauty & Health Care Consultant / Advisor 美容保健/養生顧問								
255	Digital Marketing Executive 數碼營銷主任								

"Trainees/Apprentices" refer to those employees undergoing any form of training, and includes trainees and apprentices under a contract of apprenticeship.
「實習生」/「見習員」指正在接受各種形式訓練的僱員，包括實習生及根據見習員合約受聘的見習員。

Part I – Manpower Information (Continued)
第一部份 – 人力情況 (續)

Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

(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) 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/見習員#除外)	(F) Preferred Level of Education of Full-time Employees 全職僱員宜有的教育程度		(G) Preferred Year of Experience of Full-time Employees 全職僱員宜有的相關年資	
				Code 編號	Level of Education 教育程度	Code 編號	Year of Experience 相關年資	
				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	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	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	1	2	6	2	3		
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)							
357	Personal Trainer / Fitness Coach 私人教練/健身教練							
Clerical/ Operative Level 輔助人員/文員級								
401	Marketing Assistant 市場推廣助理							
402	Promoter 推廣員							
451	Business Development / Sales Assistant 業務開發/營業助理							
452	Digital Marketing Assistant 數碼市場營銷助理							
Other supporting staff 其他支援員工								
501	Receptionist 接待員							
502	Healthcare Personnel (i.e. doctors, nurses, etc.) and other professionals (e.g., dietitians) 醫護人員(如醫生、護士等)和其他專業人士(如營養師)							
Other Relevant Beauty Care and Hairdressing Staff 其他相關美容及美髮員工								

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"Trainees/Apprentices" refer to those employees undergoing any form of training, and includes trainees and apprentices under a contract of apprenticeship.
「實習生」/「見習員」指正在接受各種形式訓練的僱員，包括實習生及根據見習員合約受聘的見習員。

Part I – Manpower Information

第一部份 – 人力情況

Please complete columns 'B' to 'G' 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'B'至'G'欄。

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

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) 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/見習員 [#] 除外) Code 編號	(F) Preferred Level of Education of Full-time Employees 全職僱員宜有的教育程度 Code 編號 Level of Education 教育程度	(G) 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'。				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	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
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	1	2	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						

"Trainees/Apprentices" refer to those employees undergoing any form of training, and includes trainees and apprentices under a contract of apprenticeship.
「實習生」/「見習員」指正在接受各種形式訓練的僱員，包括實習生及根據見習員合約受聘的見習員。

Part I – Manpower Information (Continued)

第一部份 – 人力情況 (續)

(A) Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

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) 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/見習員 [#] 除 外) Code 編號	(F) Preferred Level of Education of Full-time Employees 全職僱員宜有的 教育程度 Code 編號 Level of Education 教育程度	(G) 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 \$10,000 or below or below 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	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	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 Title A (3 employees, 1 Apprentice and 2 vacancies) e.g.: 職位甲 (3名僱員, 1名學徒及2個空缺) 例子:	3	1	2	6	2	3
	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						
358	Barber 男士理髮師						
	Other supporting staff 其他支援員工						
501	Receptionist 接待員						
	Other Relevant Beauty Care and Hairdressing Staff 其他相關美容及美髮員工						

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"Trainees/Apprentices" refer to those employees undergoing any form of training, and includes trainees and apprentices under a contract of apprenticeship.
「實習生」/「見習員」指正在接受各種形式訓練的僱員，包括實習生及根據見習員合約受聘的見習員。

(B) Number of hairdressing staff (e.g. Hair Stylist / Hairdresser, Hairdressing Assistant) employed through the Enhanced Supplementary Labour Scheme (ESLS) of Labour Department

透過勞工處補充勞工優化計劃聘請的美髮員工(例如髮型師、髮型助理) 數目

B01

Part I – Manpower Information

第一部份 – 人力情況

Please complete columns 'B' to 'G' 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'B'至'G'欄。

Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

(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 在統計日期的全職僱員人數 (Excl. trainees/apprentices [#])	(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) 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/見習員 [#] 除外) Code 編號	(F) Preferred Level of Education of Full-time Employees 全職僱員宜有的教育程度		(G) Preferred Year of Experience of Full-time Employees 全職僱員宜有的相關年資	
					Code 編號	Level of Education 教育程度	Code 編號	Year of Experience 相關年資
				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	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	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	1	2	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 and 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 Information Manager / Product Specialist 產品經理/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 (products / equipment) 培訓主任 (產品/儀器)								
253 Sales / Marketing Executive 營業/市場推廣主任								
255 Digital Marketing Executive 數碼營銷主任								

"Trainees/Apprentices" refer to those employees undergoing any form of training, and includes trainees and apprentices under a contract of apprenticeship.
「實習生」/「見習員」指正在接受各種形式訓練的僱員，包括實習生及根據見習員合約受聘的見習員。

Part I – Manpower Information (Continued)
第一部份 – 人力情況 (續)

Principal Jobs 主要職務

Please refer to Appendix A for column explanations. 請參考附錄A內各欄的說明。

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) 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/見習員 [#] 除外) Code 編號	(F) Preferred Level of Education of Full-time Employees 全職僱員宜有的教育程度 Code 編號	(G) Preferred Year of Experience of Full-time Employees 全職僱員宜有的相關年資 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	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	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 Title A (3 employees, 1 Apprentice and 2 vacancies) 例子: 職位甲 (3名僱員, 1名學徒及2個空缺)	3	1	2	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						
451	Business Development / Sales Assistant 業務開發/營銷助理						
452	Digital Marketing Assistant 數碼市場營銷助理						
453	Shop Assistant 店員						
Other supporting staff 其他支援員工							
501	Receptionist 接待員						
Other Relevant Beauty Care and Hairdressing Staff 其他相關美容及美髮員工							

For Official Use

"Trainees/Apprentices" refer to those employees undergoing any form of training, and includes trainees and apprentices under a contract of apprenticeship.
「實習生」/「見習員」指正在接受各種形式訓練的僱員，包括實習生及根據見習員合約受聘的見習員。

Part II
第二部份

Part-time Employees and Freelancers

兼職僱員及自由工作者

1. Please indicate the number of **Part-time employees[^]** and **Freelancers[#]** as at **Survey Reference Date**.

請填寫在統計日期 貴公司的兼職僱員[^]及自由工作者[#]的數目。

Post (Please refer to the principal job in Part I) 職位 (請參考第一部份之主要職務)	Part-time Employees[^] 兼職僱員[^] [^] "Part-time employees" refers to employees who are employed under a "contract of employment" and their working hours per week is less than 30. "兼職員工" 是指根據僱傭合約受僱及每週工作時間少於30小時的員工。	Freelancers[#] 自由工作者[#] # 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 a daily, an hourly or a 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。

Expected Change in Future

未來變化

2. When comparing with the current situation, please indicate your views on the expected change of the following **in the next 12 months**. (Please tick in the box as appropriate)

相對於現在，請指出 貴公司預計在未來十二個月於下列之預期變化。(請在適當的格內填上“✓”號)

(i) Business volume 業務額	(ii) Number of Full-time employees 全職員工數目
<input type="checkbox"/> (a) Better 較佳	<input type="checkbox"/> (a) Increase 增加
<input type="checkbox"/> (b) Stable 穩定	<input type="checkbox"/> (b) Same 不變
<input type="checkbox"/> (c) Worsen 較差	<input type="checkbox"/> (c) Decrease 減少
<input type="checkbox"/> (d) Uncertain 不肯定	

+	%
---	---

+	%
---	---

-	%
---	---

-	%
---	---

Please indicate the reasons leading to **“better” or “worse”**

請說明引起較佳或較差的原因

3. Other than the principal job in Part I, please indicate the **new** job position(s) that will be introduced in the future (if any) in order to meet the emerging trends of the industry.

除第一部分所列出的職位外，請指出 貴公司未來將會引入的新職位(如有)，以配合行業的新興趨勢。

New Job title 新職位名稱	Job Descriptions 職位描述

New Recruitment
新聘僱員

4. Please state the number of full-time employees who were **newly recruited** in the past 12 months.
 (If there is no recruitment, please fill "0" in the box)
 請列出 貴公司在過去十二個月內**新招聘**的全職僱員人數。(如沒有招聘，請在方框內填上“0”)

	<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

5. Please state the number of full-time employees who **left** in the past 12 months.
 (If there is no employees left, please fill "0" in the box)
 請列出 貴公司在過去十二個月內**離職**的全職僱員人數。(如沒有員工離職，請在方框內填上“0”)

(a) Managerial Level 管理人員級	<input type="text"/>	(b) Supervisory Level 督導級	<input type="text"/>
(c) Craftsman Level 技工級	<input type="text"/>	(d) Clerical/ Operative Level 輔助人員／文員級	<input type="text"/>

Future Development

未來的發展

7. Please indicate **three** biggest challenges to your company **in the next 12 months**.
(Please tick in the box as appropriate)

請指出 貴公司在未來十二個月面對最大的三項挑戰。(請在適當的格內填上“√”號)

- | | |
|---|---|
| <input type="checkbox"/> Aging Population
人口老化 | <input type="checkbox"/> Adapting to technology trend
採用科技、與時並進 |
| <input type="checkbox"/> Migration Wave
移民潮 | <input type="checkbox"/> Rising costs
成本上漲 |
| <input type="checkbox"/> Uncertain economic environment
不明確的經濟環境 | <input type="checkbox"/> Recruitment Difficulties
招聘困難 |
| <input type="checkbox"/> Talent Drain
人才流失 | <input type="checkbox"/> Others, please specify :
其他, 請列明: _____ |

8. Please indicate your future plans that your company considers useful to tackle the above-mentioned challenges (in question 7).
(You may “√” one or more option)

請指出 貴公司認為有助應對上述挑戰(第 7 題)的計劃。(可別 “√”選多於一項)

- Accelerate digital transformation of business models (e.g., investment of technology and digital infrastructure - Laptops, cloud storage and servers, network security, etc.)
加速數位化轉型的運作模式(如投資科技和數碼基礎設施, 包括筆記本電腦、雲端存儲及伺服器、網路安全等)
- Reduce operation cost / streamline the organisational structure
降低運營成本 / 精簡架構
- Develop a flexible recruitment strategy (e.g., part-time, freelance, remote team)
制定靈活的招聘策略 (例如兼職、自由職業者、遠程團隊)
- Offer competitive remuneration package and fringe benefits (including flexible work arrangement, e.g., hybrid working mode, flexible working hours, etc.)
提供具競爭力的薪酬待遇及附加福利(包括彈性工作安排, 如混合工作模式、彈性工作時間等)
- Improve employees' digital skills
提高員工的數碼技能
- The government continues to optimise local human resources and manpower development policies.
政府持續優化本地人力資源及人力發展政策
- Establish a mechanism for the professional development of employees.
制定從業員專業化發展機制
- Develop other types of services (please specify):
開發其他類型的服務 (請列明): _____
- Other plans (please specify):
其他計劃, (請列明): _____

Recruitment Difficulties**招聘困難**

9. Please indicate the difficulties encountered in recruitment of employees of your company in the past 12 months.
請指出 貴公司在過去十二個月招聘僱員時所遇到的困難。

<u>Reasons</u> 原因	<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) No recruitment was taken place (incl. no recruitment due to no such level of staff) 沒有招聘 (包括因沒有相關職級的員工而沒有進行招聘)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(b) Recruitment was taken place and did not encounter difficulties 有招聘，但沒有遇到招聘困難	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(c) 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) Many choices in the market 在市場上有很多選擇	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Insufficiently trained/qualified manpower in related disciplines 缺乏相關訓練或資歷的人力資源	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Lack of relevant working experiences 缺乏相關經驗	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Lack of competitive remuneration package and fringe benefit 薪酬及附帶福利欠吸引	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Unwilling to work long working hours or work on shift 不願意長時間或輪班工作	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) Period of apprenticeship/on-the-job training too long 學藝或在職培訓時間太長	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Low image and status in the industries 行業形象及地位低	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(viii) Lack of awareness of possible career opportunities and prospect 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"/>

Training Needs**培訓需求**

10. Please indicate the training areas from each training areas for employees to keep up with the emerging trend and development of beauty care and hairdressing industries. (You may “√” one or more option)

請於下列表中選出業內僱員所需的培訓，以配合美容及美髮業的新興趨勢及發展。(可剔“√”選多於一項)

<u>Training Area</u> 培訓範疇	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) Strategic Management 策略管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ii) Store Operations Management 店舖營運管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Change Management 變革管理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Public Relations (e.g., media relations, internal communications, crisis management and community relations) 公共關係(如媒體關係，內部溝通，危機管理和社區關係)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Human Resources Management 人力資源管理	<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) Product Knowledge (e.g., product formulation and ingredients) 產品知識(如產品配方及成分)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(v) Hair Care and Scalp Care 頭髮及頭皮護理	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vi) 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"/>
(vii) Big Data Analysis 大數據分析	<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) Communication and Interpersonal Abilities 溝通及人際交往能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iii) Problem Solving Abilities 解難能力	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(iv) Sustainability (Environment, Social and Governance) 可持續發展(環境、社會、管治)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

<u>Training Area</u> 培訓範疇	<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
(v) Multi-languages (e.g., Putonghua, English) 多種語言(例如：普通話、英文)	<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，找出突發的創新解決方案)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(vii) Digital Literacy (i.e., to use software features to arrange bookings, create and edit documents, evaluate and analyse online information) 數碼應用能力／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"/>
(viii) Personal Career Planning (i.e., self-understanding, personal planning, goal setting, self-reflection and revision) 個人職業生涯規劃(即是認識自我、個人規劃、訂立目標及反思和修訂的能力)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
(ix) Enhancement of industry awareness 加強對行業的認知	<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"/>
<i>No such level of staff</i> <i>沒有相關職級員工</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

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

問卷完，多謝合作。

The 2024 Manpower Survey of Beauty Care and Hairdressing Industries
美容及美髮業 2024 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 company. For detailed job descriptions for principal jobs, please refer to Appendix B.
請瀏覽‘A’欄，選取適用於貴公司的主要職務。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 company. 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公司所採用。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 company are split between two or more job titles, please use the job title that best describes his/her principal responsibility.
如貴公司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.
如貴公司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 company. These include proprietors and partners working full-time for the company. These definitions also apply to ‘full-time employee(s)’ appearing in other parts of the questionnaire.
請填寫貴公司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」指在貴公司內全職工作（即每月最少四週、每週不少於十八小時）的受薪人員，其中包括在公司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 company 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。「現有空缺額」指於統計日期該職位仍懸空，需立刻填補而現正積極招聘人員填補。

5. Average Monthly Remuneration Package of Full-time Employees (Excl. trainees/Apprentices) - Column 'E'

全職僱員之每月平均薪酬（實習生／見習員 除外） ——‘E’欄

Please enter the code of average monthly remuneration package 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‘E’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 貴公司有多於一名僱員擔任同一主要職務，則請取平均收入。

6. 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。

7. Manpower information of part-time employees and freelancers

兼職僱員及自由工作者的人力資訊

- “Part-time employees” refers to employees who are employed under a “contract of employment” and their working hours per week is less than 30.
“兼職員工”是指根據僱傭合約受僱及每週工作時間少於 30 小時的員工。
- 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 a daily, an hourly or a 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。

2024 Manpower Survey of the Beauty Care and Hairdressing Industries
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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 departments 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 operation and management of beauty care centres / nail salons. 負責美容院／指甲中心的日常營運及管理事宜。
105	Corporate and Brand Manager 企業品牌經理	Develops and builds company's brand image 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 business development. Develops sales plans and meet sales targets. Identifies potential opportunities in order to increase business volume and market share. Conducts sales conventions and seminars. Prepares sales reports and reviews sales strategies. 管理業務發展。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 and formulates online marketing campaign to help company expand sales volume and raise public awareness. 制定策略性線上營銷活動，協助公司擴大銷售量和引起公眾關注。

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 employees to acquire knowledge and skills. Develops training manuals 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，幫助員工獲得知識和技能。制定培訓手冊及檢視培訓計劃的成效。
SUPERVISORY LEVEL 督導級		
203	Shop Supervisor 店舖主任／分區主任	Supervises the operations in beauty care centres / nail salons. Supervises and co-ordinates the work of the staff in beauty care centres/ nail 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	Analyses skin and health conditions. Recommends proper skin and body care treatments and/or advises customers to establish appropriate life style, suitable diets and skin care concepts. 分析皮膚及身體狀況，建議合適的美容及身體護理療程，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	Analyses hair and scalp conditions. Recommends proper hair care treatments or products, advises customers to establish appropriate life style and hair scalp care concepts. 分析頭髮及頭皮狀況，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皮護理概念。
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。
251	Business Development /Sales Executive 業務開發／營業主任	Plans and executes business development and sale plans. Conducts market researches and identifies business opportunities. Develops and delivers presentations and proposals to target clients and maintain relationships with clients. Monitors and reports on sales activities, sales forecasts and actual sales performance. 策劃並執行業務拓展／銷售工作。進行市場研究，識別潛在的業務機會，為目標客戶制定提案並進行演說，維護與客戶之間的關係。監控並報告銷售活動、銷售預測和實際的銷售表現。
252	Marketing Executive 市場推廣主任	Coordinates marketing and promotional activities. Assists in evaluating the effectiveness of marketing communication plans and suggests improvement plans. Keeps close contact with the mass media and advertising agents. 協調營銷以及促銷工作。協助評估營銷傳播計劃的有效性和建議改善方案，並與大眾傳播媒介及廣告公司保持緊密聯絡。

Code 編號	Principal Job 主要職務	Job Description 工作說明
SUPERVISORY LEVEL (Continued) 督導級 (續)		
254	Beauty & Health Care Consultant / Advisor 美容保健／養生顧問	Provides consultations in beauty healthcare and wellness services based on customers' needs. Recommends proper treatment plans and/or advises them to develop appropriate wellness concepts. 按客人的需要提供美容保健及養生諮詢服務，建議合適的療程方案，及指導他們建立正確的養生概念。
255	Digital Marketing Executive 數碼營銷主任	Prepares and executes digital marketing plans and campaigns to drive sales and customer acquisition. Recommends and develops digital platforms and solutions. Responsible for all online promotion activities and conduct evaluation. 制定並執行數碼營銷計劃和活動，以推動銷售和爭取客群。推薦和開發數碼平台和解決方案。負責所有線上推廣活動及進行評估。
CRAFTSMAN LEVEL 技工級		
301	Beautician/ Beauty Therapist 美容師	Provides beauty care treatment services including facial, body care and other beauty treatments aided by equipment, as well as waxing and eyelash extension services. 提供美容護理療程服務包括面部、身體護理和借助儀器輔助的其他美容療程、脫毛及眼睫毛延長服務等。
302	Body Therapist 身體護理師	Provides massage, beauty healthcare and body care treatments services. 提供按摩、美容保健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。
304	Nail Artist / Therapist 甲藝師	Provides nail care services including manicure and pedicure, hand and foot care treatments. Performs 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 services. Performs duties as assigned and instructed by nail artists / therapists. Receives on-the-job training to meet services requirements. 協助甲藝師提供美甲服務。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 performing various treatments related to high-tech beauty equipment. Provides beauty care services. 協助醫護人員進行不同與高科技美容儀器有關的療程。提供美容護理服務。

Code 編號	Principal Job 主要職務	Job Description 工作說明
CRAFTSMAN LEVEL (Continued) 技工級 (續)		
357	Personal Trainer / Fitness Coach 私人教練／健身教練	Provides personalised fitness plans including muscle training, sports massage, weight management and body slimming, as well as therapeutic treatments for pain relief etc. 提供個人健體計劃，包括肌肉訓練、運動按摩、體重管理和修身以及舒緩痛症療法。
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。
451	Business Development/Sales Assistant 業務開發／營業助理	Assists in carrying out business development plans for company's brands and products and maintains close relationship with existing clients. Identifies customer needs and recommends products and services based on their preferences. 協助推行公司品牌和產品的商務發展計劃和與現有客戶建立緊密的聯繫與潛在客戶建立緊密網絡。根據客戶的喜好，辨識客戶需求並推薦產品和服務。
452	Digital Marketing Assistant 數碼市場營銷助理	Assists in selling digital marketing products and services, implements online marketing campaigns, conducts marketing research, and updates company social media site and web page that helps company to expand sales volume and raise public awareness. 就產品和服務的數位行銷和線上行銷活動，提供協助。進行市場研究，更新資料庫，並更新公司的社交媒體網站和網頁內容，以協助公司擴大銷售量和提升公眾認知。
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	Healthcare Personnel (e.g., doctors, nurses, etc.) and other professionals (e.g., dietitians) 醫護人員(如醫生、護士等)和其他專業人士(如營養師)	Includes doctors, nurses, physiotherapists, other personnel under the Supplementary Medical Profession Ordinance, as well as other professionals such as dietitians. 包括西醫、護士、物理治療師、其他根據輔助醫療業條例而註冊的有關人士和其他專業人士如營養師。

2024 Manpower Survey of the Beauty Care and Hairdressing Industries
美容及美髮業 2024 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 departments 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 operation and management 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 hair styling and/or designs tailor-made hair styling for specified occasions. Provides hairdressing services. Supervises and provides relevant training to hairstylists / hairdressers. 設計合適的髮型款式，或就指定場合／活動中設計出特製的髮型款式。提供美髮服務。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 chemical services including perming and colouring. Supervises and conducts relevant trainings to technicians. 與髮型師緊密合作，提供化學療程包括電髮、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 店舖主任／分區主任	Supervises the operations in hairdressing salons. Supervises and coordinates the work of the staff in hairdressing salons. 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	Analyses hair and scalp conditions. Recommends and provides proper hair care treatments or products, advises customers to establish appropriate life style and hair scalp care concepts. 分析頭髮及頭皮狀況，建議及提供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皮護理概念。

Code 編號	Principal Job 主要職務	Job Description 工作說明
CRAFTSMAN LEVEL 技工級		
304	Nail Artist / Therapist 甲藝師	<p>Provides nail care services including manicure and pedicure, hand and foot care treatments. Performs 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.</p> <p>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。</p>
305	Hair Stylist / Hairdresser 髮型師	<p>Provides hairdressing services, hair and scalp care services. Captures hairdressing works and uploads to social media platforms.</p> <p>提供美髮服務，頭髮及頭皮護理服務。拍攝美髮作品並上傳至社交媒體平台。</p>
306	Technician (perm and color) 電染技術員	<p>Provides chemical services (e.g., perming and colouring).</p> <p>提供化學療程服務(如電髮和染髮服務)。</p>
355	Hairdressing Assistant 髮型助理	<p>Assists hairstylists and hair care consultants in providing basic hairdressing services (including shampooing and hair care) as well as hair care treatments respectively. Receives on-the-job training to meet services requirements.</p> <p>協助髮型師／頭髮護理顧問分別提供基本美髮服務(包括洗頭及頭髮護理)及頭髮護理療程。接受在職培訓以達到服務要求。</p>
358	Barber 男士理髮師	<p>Provides barbering services (including traditional wet shaving to skin fades, beard trimming, facial massage treatment and ear picking as well as using electric clipper for haircut).</p> <p>提供男士理髮服務，包括傳統剃鬚、修臉、鬍子造型、掏耳朵及剪髮（使用電剪推剪法技巧）等服務。</p>
OTHER SUPPORTING STAFF 其他支援員工		
501	Receptionist 接待員	<p>Handles telephone enquiries and appointments arrangement. Serves customers and provide relevant information. Maintains relationship with customers.</p> <p>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。</p>

2024 Manpower Survey of the Beauty Care and Hairdressing Industries
美容及美髮業 2024 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 departments 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 operation and management of retail stores. 負責零售店舖的日常營運及管理事宜。
105	Corporate and Brand Manager 企業品牌經理	Develops and builds company's brand image 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	Develops, implements and executes online marketing campaign to help company expand sales volume and raise public awareness. 制定、實施和執行策略性線上營銷活動，協助公司擴大銷售量和引起公眾關注。
110	Product Information Manager / Product Specialist 產品經理／產品技術經理	Leads product development efforts in beauty and hairdressing products based on fashion forecast and market trends. Gives advice on product quality and usage to customers. Provides feedback on product quality and usage to customers. Provides appropriate after-sales services. Takes charge of the overall stock of products. Oversees and follows up buyers' or sales orders and product deliveries to sales stations. 根據時尚預測和市場趨勢，領導美容及美髮產品的發展工作。就產品之素質及應用，為客人提供意見。提供售後服務提供意見。負責公司一切有關產品及存放事務，統籌及處理買手／銷售訂單，確保產品能準時傳送至銷售點。

Code 編號	Principal Job 主要職務	Job Description 工作說明
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 studies 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。
205	Beauty Advisor (Counter) 美容顧問 (櫃位)	Analyses skin types, recommends and sells skin care or cosmetic products. Provides other beauty care services and advice. Makes use of social media and livestreaming to promote and sell products and services. 分析皮膚種類，建議及銷售美容護理或化妝產品。提供其他美容護理服務及意見。利用社交媒體和直播方式推廣和銷售產品與服務。
206	Hair Care Consultant / Advisor 頭髮護理顧問	Analyses hair and scalp conditions. Recommends and provides proper hair care treatments or products, advises customers to establish appropriate life style and hair scalp care concepts. 分析頭髮及頭皮狀況，建議及提供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皮護理概念。
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。
208	Sales Representative / Executive 營業主任	Identifies potential customers to promote products and equipment. Provides supporting services to existing customers. 確定有潛力的客戶去銷售產品及儀器，及為現有客戶提供相關支援。
210	Trainer (products / equipment) 培訓主任 (產品／儀器)	Organises training courses/workshops of the application of products and/or equipment. Provides technical advices on the quality and its application of products/equipment. Assists in preparing technical manuals of equipment operations. 就產品及儀器應用提供培訓課程／講座。對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。
253	Sales / Marketing Executive 營業／市場推廣主任	Assists in soliciting business, preparing marketing plans and other sales and promotional activities. Monitors market conditions and reflect customer changing requirements to management. 協助招攬生意，製訂市務、推廣、營銷計劃及活動。監察市場動態，並向管理層及時反映客戶需求的變化。
255	Digital Marketing Executive 數碼營銷主任	Prepares and executes digital marketing plans and campaigns to drive sales and customer acquisition. Recommends and develops digital platforms and solutions. Responsible for all online promotion activities and conduct evaluation. 制定並執行數碼營銷計劃和活動，以推動銷售和爭取客群。推薦和開發數碼平台和解決方案。負責所有線上推廣活動及進行評估。

Code 編號	Principal Job 主要職務	Job Description 工作說明
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 promotional 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。
451	Business Development / Sales Assistant 業務開發／營銷助理	Assists in carrying out business development plans for company's brands and products and maintains close relationship with existing clients. Identifies customer needs and recommends products and services based on their preferences. 協助推行公司品牌和產品的商務發展計劃和與現有客戶建立緊密的聯繫與潛在客戶建立緊密網絡。根據客戶的喜好，辨識客戶需求並推薦產品和服務。
452	Digital Marketing Assistant 數碼市場營銷助理	Assists in selling digital marketing products and services, implements online marketing campaigns, conducts marketing research, and updates company social media site and web page that helps company to expand sales volume and raise public awareness. 就產品和服務的數位行銷和線上行銷活動，提供協助。進行市場研究，更新資料庫，並更新公司的社交媒體網站和網頁內容，以協助公司擴大銷售量和提升公眾認知。
453	Shop Assistant 店員	Assists in providing shopping advice and recommendations to customers, addressing customers inquiries and processing customer payments. 協助向顧客提供購物建議和推薦商品，解答顧客的查詢和處理顧客的付款。
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。

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美容及美髮業 2024 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 operation and management 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. Provides advices and suggestions of teaching techniques to training officers / instructors. Develops training manuals 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。

Quality Control Measures

Prior to fieldwork preparation

- Collect contact information of the sampled companies
- Group sampled companies to the same business organisation

Thorough training of fieldwork staff

- Industry briefing workshop by VTC
- Intensive briefing and training sessions by MOV in consultation with VTC

Monitoring of the fieldwork execution

- Well-trained enumerators who are experienced in conducting company surveys
- Closely monitor fieldwork progress and work of enumerators
- Debriefing sessions twice a week

Measures to increase the response rate

- Strategic directions given by VTC
- Assistance from the Training Boards and trade associations, etc.

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

- Double data entry system
- Validation of collected data via computer programming and systems

Data analysis by VTC

- Comparison of survey findings with last round
- Benchmarking with relevant manpower information (if deemed appropriate)

Response Profile

Sector	(a) No. of valid cases*	(b) No. of companies successfully enumerated	(b)/(a) Effective response rate
Hairdressing Salons	193	189	97.9%
Beauty Care, Health Care and Spa Centres	234	214	91.5%
Product Wholesale and Import/Export Companies	67	60	89.6%
Product Retail Companies	85	80	94.1%
Training Schools (Beauty, Hairdressing, Make-up and Nail)	32	31	96.9%
Overall	611	574	93.9%

Remarks: * Excluding companies which had ceased operation, had not employed any relevant technical staff, etc. at the time of the survey.

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 weight 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

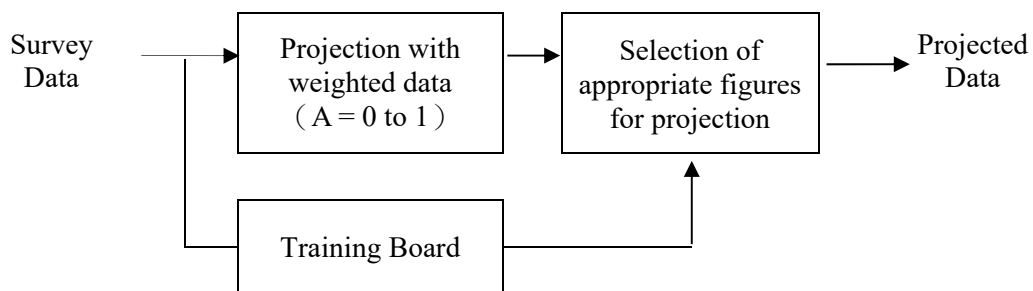


Table 9.1 Manpower statistics by principal job
表 9.1 按主要職務劃分的人力統計

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	Number of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	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	29	0	0	0	0
	102 Training Manager 培訓經理	35	2	2	0	0
	103 Director/General Manager 總監/總經理	417	0	0	0	0
	104 Shop/Operation Manager 分區店長/營運經理	852	0	2	0	0
	105 Corporate & Brand Manager 企業品牌經理	106	0	0	0	0
	106 Business Development/Sales Manager 業務開發/營業經理	63	0	0	0	0
	107 Marketing Manager 市場推廣經理	290	0	2	0	0
	108 Digital Marketing Manager 數碼營銷經理	86	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)	29	0	0	0	0
	110 Product/Technical Manager 產品/技術經理	88	0	0	0	0
	111 Art Director 髮型總監	40	0	2	0	0
	112 Technical Director 技術總監	8	4	3	0	0
		Sub-total 小計	2,043	6	11	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)	115	2	5	53	16
	202 Training Officer/Instructor (Hairdressing) 培訓主任/培訓導師(美髮)	52	2	2	41	2
	203 Shop Supervisor 店舖主任/分區主任	1,968	2	9	0	0
	204 Beauty Consultant 美容顧問	1,523	0	37	2	12
	205 Beauty Advisor (Counter) 美容顧問(櫃位)	3,009	54	107	84	22
	206 Hair Care Consultant/Advisor 頭髮護理顧問	66	0	10	0	0
	207 Buying Officer 買手	448	0	0	0	0
	208 Sales Representative/Executive 營業主任	452	0	1	45	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)	32	0	0	0	0
	210 Trainer (beauty products / equipment) 培訓主任(美容產品/儀器)	49	0	0	0	0
	251 Business Development/Sales Executive 業務開發/營業主任	0	0	0	0	0
	252 Marketing Executive 市場推廣主任	24	0	0	0	0
	253 Sales / Marketing Executive 營業/市場推廣主任	530	0	0	24	0
	254 Beauty & Health Care Consultant / Advisor 美容保健/養生顧問	82	0	8	0	0
	255 Digital Marketing Executive 數碼營銷主任	73	0	0	0	0
	Sub-total 小計	8,423	60	179	249	52

Table 9.1 Manpower statistics by principal job
表 9.1 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	Number of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	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	11,796	159	294	716	301
	302 Body Therapist 身體護理師	1,795	10	92	98	3
	303 Make Up Artist 化妝師	29	0	0	0	40
	304 Nail Artist/Therapist 甲藝師	1,517	4	0	95	324
	305 Hair Stylist/Hairdresser 髮型師	7,732	44	102	524	2,174
	306 Technician (perm and color) 電染技術員	305	2	10	20	14
	351 Beauty Assistant 美容師助理	278	10	16	4	15
	354 Nail Assistant/Trainee 指甲助理	0	0	0	0	0
	355 Hairdressing Assistant 髮型助理	2,203	4	165	1,213	218
	356 Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	73	0	2	0	0
	357 Personal Trainer / Fitness Coach 私人教練/健身教練	0	0	0	0	0
	358 Barber 男士理髮師	4	2	4	7	0
	399 Others 其他	13	0	0	1	0
		Sub-total 小計	25,745	235	685	2,678
Clerical/ Operative Level 輔助人員/文員級	401 Marketing Assistant 市場推廣助理	345	0	12	0	0
	402 Promoter 推廣員	930	8	10	123	1
	451 Business Development / Sales Assistant 業務開發/營銷助理	576	0	37	12	0
	452 Digital Marketing Assistant 數碼市場營銷助理	76	0	41	0	0
	453 Shop Assistant 店員	4,438	61	144	845	1
		Sub-total 小計	6,365	69	244	980
Other supporting staff 其他支援員工	501 Receptionist 接待員	1,615	4	57	139	1
	502 Healthcare Personnel (i.e. doctors, nurses, etc.) and other professionals (e.g., dietitians) 醫護人員(如醫生、護士等)和其他專業人士(如營養師)	120	0	0	0	7
		Sub-total 小計	1,735	4	57	139
Total 總數		44,311	374	1,176	4,046	3,151

Table 9.2 Manpower statistics by sector by principal job
表 9.2 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	Number of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	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	42	0	0	0	0
	104 Shop/Operation Manager 分區店長/營運經理	110	0	2	0	0
	111 Art Director 髮型總監	40	0	2	0	0
	112 Technical Director 技術總監	8	4	3	0	0
	Sub-total 小計	200	4	7	0	0
Supervisory Level 督導級	203 Shop Supervisor 店舖主任/分區主任	195	2	2	0	0
	206 Hair Care Consultant/Advisor 頭髮護理顧問	35	0	2	0	0
	Sub-total 小計	230	2	4	0	0
Craftsman Level 技工級	301 Beautician/ Beauty Therapist 美容師	5	0	0	2	1
	304 Nail Artist/Therapist 甲藝師	57	4	0	7	9
	305 Hair Stylist/Hairdresser 髮型師	7,732	44	102	524	2,154
	306 Technician (perm and color) 電染技術員	305	2	10	20	14
	355 Hairdressing Assistant 髮型助理	2,200	4	165	1,213	218
	358 Barber 男士理髮師	4	2	4	7	0
	Sub-total 小計	10,303	56	281	1,773	2,396
Other supporting staff 其他支援員工	501 Receptionist 接待員	417	0	41	119	0
	Sub-total 小計	417	0	41	119	0
Total 總數		11,150	62	333	1,892	2,396

(b) Beauty Care, Health Care, Spa Centres
美容院、健康、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	Number of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	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	162	0	0	0	0
	104 Shop/Operation Manager 分區店長/營運經理	546	0	0	0	0
	105 Corporate & Brand Manager 企業品牌經理	25	0	0	0	0
	106 Business Development/Sales Manager 業務開發/營業經理	63	0	0	0	0
	107 Marketing Manager 市場推廣經理	36	0	1	0	0
	108 Digital Marketing Manager 數碼營銷經理	30	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)	29	0	0	0	0
	Sub-total 小計	891	0	1	0	0
Supervisory Level 督導級	203 Shop Supervisor 店舖主任/分區主任	601	0	0	0	0
	204 Beauty Consultant 美容顧問	1,523	0	37	2	12
	206 Hair Care Consultant/Advisor 頭髮護理顧問	12	0	8	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)	32	0	0	0	0
	251 Business Development/Sales Executive 業務開發/營業主任	0	0	0	0	0
	252 Marketing Executive 市場推廣主任	24	0	0	0	0
	254 Beauty & Health Care Consultant / Advisor 美容保健/養生顧問	82	0	8	0	0
	255 Digital Marketing Executive 數碼營銷主任	43	0	0	0	0
Sub-total 小計	2,317	0	53	2	12	
Craftsman Level 技工級	301 Beautician/ Beauty Therapist 美容師	11,776	159	284	709	300
	302 Body Therapist 身體護理師	1,795	10	92	98	3
	303 Make Up Artist 化妝師	29	0	0	0	40
	304 Nail Artist/Therapist 甲藝師	241	0	0	7	0
	305 Hair Stylist/Hairdresser 髮型師	0	0	0	0	20
	351 Beauty Assistant 美容師助理	278	10	16	4	15
	354 Nail Assistant/Trainee 指甲助理	0	0	0	0	0
	355 Hairdressing Assistant 髮型助理	3	0	0	0	0
	356 Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	73	0	2	0	0
	357 Personal Trainer / Fitness Coach 私人教練/健身教練	0	0	0	0	0
	399 Others 其他	13	0	0	1	0
	Sub-total 小計	14,208	179	394	819	378
Clerical/ Operative Level 輔助人員/文員級	401 Marketing Assistant 市場推廣助理	74	0	10	0	0
	402 Promoter 推廣員	122	8	8	31	0
	451 Business Development / Sales Assistant 業務開發/營業助理	7	0	8	12	0
	452 Digital Marketing Assistant 數碼市場營銷助理	30	0	8	0	0
	Sub-total 小計	233	8	34	43	0
Other supporting staff 其他支援員工	501 Receptionist 接待員	1,046	4	16	20	0
	502 Healthcare Personnel (i.e. doctors, nurses, etc.) and other professionals (e.g., dietitians) 醫護人員(如醫生、護士等)和其他專業人士(如營養師)	120	0	0	0	7
	Sub-total 小計	1,166	4	16	20	7
Total 總數		18,815	191	498	884	397

(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	Number of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	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	0	0	0	0	0
	104 Shop/Operation Manager 分區店長/營運經理	13	0	0	0	0
	105 Corporate & Brand Manager 企業品牌經理	0	0	0	0	0
	106 Business Development/Sales Manager 業務開發/營業經理	0	0	0	0	0
	107 Marketing Manager 市場推廣經理	0	0	0	0	0
	108 Digital Marketing Manager 數碼營銷經理	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
	Sub-total 小計	13	0	0	0	0
Supervisory Level 督導級	203 Shop Supervisor 店舖主任/分區主任	24	0	0	0	0
	204 Beauty Consultant 美容顧問	0	0	0	0	0
	206 Hair Care Consultant/Advisor 頭髮護理顧問	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
	251 Business Development/Sales Executive 業務開發/營業主任	0	0	0	0	0
	252 Marketing Executive 市場推廣主任	0	0	0	0	0
	254 Beauty & Health Care Consultant / Advisor 美容保健/養生顧問	0	0	0	0	0
	255 Digital Marketing Executive 數碼營銷主任	0	0	0	0	0
Sub-total 小計	24	0	0	0	0	
Craftsman Level 技工級	301 Beautician/ Beauty Therapist 美容師	15	0	10	5	0
	302 Body Therapist 身體護理師	0	0	0	0	0
	303 Make Up Artist 化妝師	0	0	0	0	0
	304 Nail Artist/Therapist 甲藝師	1,219	0	0	81	315
	351 Beauty Assistant 美容師助理	0	0	0	0	0
	354 Nail Assistant/Trainee 指甲助理	0	0	0	0	0
	356 Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	0	0	0	0	0
	357 Personal Trainer / Fitness Coach 私人教練/健身教練	0	0	0	0	0
Sub-total 小計	1,234	0	10	86	315	
Clerical/ Operative Level 輔助人員/文具級	401 Marketing Assistant 市場推廣助理	0	0	0	0	0
	402 Promoter 推廣員	0	0	0	0	0
	451 Business Development / Sales Assistant 業務開發/營業助理	0	0	0	0	0
	452 Digital Marketing Assistant 數碼市場營銷助理	0	0	0	0	0
	Sub-total 小計	0	0	0	0	0
Other supporting staff 其他支援員工	501 Receptionist 接待員	0	0	0	0	0
	502 Healthcare Personnel (i.e. doctors, nurses, etc.) and other professionals (e.g., dietitians) 醫護人員(如醫生、護士等)和其他專業人士(如營養師)	0	0	0	0	0
	Sub-total 小計	0	0	0	0	0
Total 總數		1,271	0	10	86	315

(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	Number of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	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	112	0	0	0	0
	104 Shop/Operation Manager 分區店長/營運經理	43	0	0	0	0
	105 Corporate & Brand Manager 企業品牌經理	43	0	0	0	0
	107 Marketing Manager 市場推廣經理	161	0	1	0	0
	108 Digital Marketing Manager 數碼營銷經理	30	0	0	0	0
	110 Product/Technical Manager 產品/技術經理	42	0	0	0	0
	Sub-total 小計	431	0	1	0	0
Supervisory Level 督導級	203 Shop Supervisor 店舖主任/分區主任	68	0	0	0	0
	205 Beauty Advisor (Counter) 美容顧問(櫃位)	142	0	1	8	0
	206 Hair Care Consultant/Advisor 頭髮護理顧問	1	0	0	0	0
	207 Buying Officer 買手	232	0	0	0	0
	208 Sales Representative/Executive 營業主任	388	0	1	45	0
	210 Trainer (beauty products / equipment) 培訓主任(美容產品/儀器)	14	0	0	0	0
	253 Sales / Marketing Executive 營業/市場推廣主任	424	0	0	0	0
	255 Digital Marketing Executive 數碼營銷主任	5	0	0	0	0
Sub-total 小計	1,274	0	2	53	0	
Clerical/ Operative Level 輔助人員/文員級	401 Marketing Assistant 市場推廣助理	173	0	2	0	0
	402 Promoter 推廣員	474	0	2	40	1
	451 Business Development / Sales Assistant 業務開發/營銷助理	310	0	29	0	0
	452 Digital Marketing Assistant 數碼市場營銷助理	10	0	33	0	0
	453 Shop Assistant 店員	894	0	2	43	0
	Sub-total 小計	1,861	0	68	83	1
Other supporting staff 其他支援員工	501 Receptionist 接待員	43	0	0	0	0
	Sub-total 小計	43	0	0	0	0
Total 總數		3,609	0	71	136	1

(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	Number of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	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	101	0	0	0	0
	104 Shop/Operation Manager 分區店長/營運經理	140	0	0	0	0
	105 Corporate & Brand Manager 企業品牌經理	38	0	0	0	0
	107 Marketing Manager 市場推廣經理	93	0	0	0	0
	108 Digital Marketing Manager 數碼營銷經理	26	0	0	0	0
	110 Product/Technical Manager 產品/技術經理	46	0	0	0	0
	Sub-total 小計	444	0	0	0	0
Supervisory Level 督導級	203 Shop Supervisor 店舖主任/分區主任	1,080	0	7	0	0
	205 Beauty Advisor (Counter) 美容顧問(櫃位)	2,867	54	106	76	22
	206 Hair Care Consultant/Advisor 頭髮護理顧問	18	0	0	0	0
	207 Buying Officer 買手	216	0	0	0	0
	208 Sales Representative/Executive 營業主任	64	0	0	0	0
	210 Trainer (beauty products / equipment) 培訓主任(美容產品/儀器)	35	0	0	0	0
	253 Sales / Marketing Executive 營業/市場推廣主任	106	0	0	24	0
	255 Digital Marketing Executive 數碼營銷主任	25	0	0	0	0
	Sub-total 小計	4,411	54	113	100	22
Clerical/ Operative Level 輔助人員/文員級	401 Marketing Assistant 市場推廣助理	98	0	0	0	0
	402 Promoter 推廣員	334	0	0	52	0
	451 Business Development / Sales Assistant 業務開發/營銷助理	259	0	0	0	0
	452 Digital Marketing Assistant 數碼市場營銷助理	36	0	0	0	0
	453 Shop Assistant 店員	3,544	61	142	802	1
	Sub-total 小計	4,271	61	142	854	1
Other supporting staff 其他支援員工	501 Receptionist 接待員	81	0	0	0	0
	Sub-total 小計	81	0	0	0	0
Total 總數		9,207	115	255	954	23

(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	Number of Part Time Employees as at Survey Reference Date 在統計日期的兼職僱員人數	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	29	0	0	0	0
	102 Training Manager 培訓經理	35	2	2	0	0
	Sub-total 小計	64	2	2	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)	115	2	5	53	16
	202 Training Officer/Instructor (Hairdressing) 培訓主任/培訓導師 (美髮)	52	2	2	41	2
	Sub-total 小計	167	4	7	94	18
Other supporting staff 其他支援員工	501 Receptionist 接待員	28	0	0	0	1
	Sub-total 小計	28	0	0	0	1
Total 總數		259	6	9	94	19

Table 9.3 Number of full-time employees at time of survey by sector by principal job
表 9.3 按行業及主要職務劃分的全職僱員人數

		Overall 總數	Hairdressing Salon 髮廊	Beauty Care, Health Care, Spa Centres 美容院、健康、 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	29	0	0	0	0	29	
	102	Training Manager 培訓經理	35	0	0	0	0	35	
	103	Director/General Manager 總監/總經理	417	42	162	0	112	101	0
	104	Shop/Operation Manager 分區店長/營運經理	852	110	546	13	43	140	0
	105	Corporate & Brand Manager 企業品牌經理	106	0	25	0	43	38	0
	106	Business Development/Sales Manager 業務開發/營業經理	63	0	63	0	0	0	0
	107	Marketing Manager 市場推廣經理	290	0	36	0	161	93	0
	108	Digital Marketing Manager 數碼營銷經理	86	0	30	0	30	26	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)	29	0	29	0	0	0	0
	110	Product/Technical Manager 產品/技術經理	88	0	0	0	42	46	0
	111	Art Director 髮型總監	40	40	0	0	0	0	0
	112	Technical Director 技術總監	8	8	0	0	0	0	0
		Sub-total 小計	2,043	200	891	13	431	444	64
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)	115	0	0	0	0	0	115
	202	Training Officer/Instructor (Hairdressing) 培訓主任/培訓導師 (美髮)	52	0	0	0	0	0	52
	203	Shop Supervisor 店舖主任/分區主任	1,968	195	601	24	68	1,080	0
	204	Beauty Consultant 美容顧問	1,523	0	1,523	0	0	0	0
	205	Beauty Advisor (Counter) 美容顧問 (櫃位)	3,009	0	0	0	142	2,867	0
	206	Hair Care Consultant/Advisor 頭髮護理顧問	66	35	12	0	1	18	0
	207	Buying Officer 買手	448	0	0	0	232	216	0
	208	Sales Representative/Executive 營業主任	452	0	0	0	388	64	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)	32	0	32	0	0	0	0
	210	Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	49	0	0	0	14	35	0
	251	Business Development/Sales Executive 業務開發/營業主任	0	0	0	0	0	0	0
	252	Marketing Executive 市場推廣主任	24	0	24	0	0	0	0
	253	Sales / Marketing Executive 營業/市場推廣主任	530	0	0	0	424	106	0
	254	Beauty & Health Care Consultant / Advisor 美容保健/養生顧問	82	0	82	0	0	0	0
	255	Digital Marketing Executive 數碼營銷主任	73	0	43	0	5	25	0
		Sub-total 小計	8,423	230	2,317	24	1,274	4,411	167

Table 9.3 Number of full-time employees at time of survey by sector by principal job
表 9.3 按行業及主要職務劃分的全職僱員人數

		Overall 總數	Hairdressing Salon 髮廊	Beauty Care, Health Care, Spa Centres 美容院、健康、 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)	
Craftsman Level 技工級	301	Beautyician/ Beauty Therapist 美容師	11,796	5	11,776	15	0	0	0
	302	Body Therapist 身體護理師	1,795	0	1,795	0	0	0	0
	303	Make Up Artist 化妝師	29	0	29	0	0	0	0
	304	Nail Artist/Therapist 甲藝師	1,517	57	241	1,219	0	0	0
	305	Hair Stylist/Hairdresser 髮型師	7,732	7,732	0	0	0	0	0
	306	Technician (perm and color) 電染技術員	305	305	0	0	0	0	0
	351	Beauty Assistant 美容師助理	278	0	278	0	0	0	0
	354	Nail Assistant/Trainee 指甲助理	0	0	0	0	0	0	0
	355	Hairdressing Assistant 髮型助理	2,203	2,200	3	0	0	0	0
	356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	73	0	73	0	0	0	0
	357	Personal Trainer / Fitness Coach 私人教練/健身教練	0	0	0	0	0	0	0
	358	Barber 男士理髮師	4	4	0	0	0	0	0
	399	Others 其他	13	0	13	0	0	0	0
		Sub-total 小計	25,745	10,303	14,208	1,234	0	0	0
Clerical/ Operative Level 輔助人員/文員 級	401	Marketing Assistant 市場推廣助理	345	0	74	0	173	98	0
	402	Promoter 推廣員	930	0	122	0	474	334	0
	451	Business Development / Sales Assistant 業務開發/營銷助理	576	0	7	0	310	259	0
	452	Digital Marketing Assistant 數碼市場營銷助理	76	0	30	0	10	36	0
	453	Shop Assistant 店員	4,438	0	0	0	894	3,544	0
		Sub-total 小計	6,365	0	233	0	1,861	4,271	0
Other supporting staff 其他支援員工	501	Receptionist 接待員	1,615	417	1,046	0	43	81	28
	502	Medical Personnel (i.e. Doctor, Dietitian, registered nurse, etc.) 醫護人員	120	0	120	0	0	0	0
		Sub-total 小計	1,735	417	1,166	0	43	81	28
Total 總數		44,311	11,150	18,815	1,271	3,609	9,207	259	

Table 9.4 Percentage distribution of average monthly remuneration package of full-time employees by principal job
表 9.4 按主要職務劃分的全職僱員之每月平均薪酬的百分比

			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
Managerial Level 管理人員級	101	Director/ Principal 總監/院長	29	0.0%	0.0%	0.0%	0.0%	36.0%	44.0%	20.0%
	102	Training Manager 培訓經理	35	0.0%	0.0%	0.0%	0.0%	35.7%	42.9%	21.4%
	103	Director/General Manager 總監/總經理	417	0.0%	0.0%	0.0%	0.0%	10.5%	47.8%	41.6%
	104	Shop/Operation Manager 分店店長/營運經理	852	0.0%	0.0%	0.0%	0.0%	17.5%	65.9%	16.6%
	105	Corporate & Brand Manager 企業品牌經理	106	0.0%	0.0%	0.0%	0.0%	44.9%	46.9%	8.2%
	106	Business Development/Sales Manager 業務開發/營業經理	63	0.0%	0.0%	0.0%	0.0%	0.0%	53.1%	46.9%
	107	Marketing Manager 市場推廣經理	290	0.0%	0.0%	0.0%	0.0%	32.1%	67.1%	0.8%
	108	Digital Marketing Manager 數碼營銷經理	86	0.0%	0.0%	0.0%	0.0%	47.6%	52.4%	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)	29	0.0%	0.0%	0.0%	0.0%	53.6%	46.4%	0.0%
	110	Product/Technical Manager 產品/技術經理	88	0.0%	0.0%	0.0%	0.0%	8.5%	90.1%	1.4%
	111	Art Director 髮型總監	40	0.0%	0.0%	0.0%	0.0%	18.2%	27.3%	54.5%
	112	Technical Director 技術總監	8	0.0%	0.0%	0.0%	0.0%	50.0%	50.0%	0.0%
	Sub-total 小計	2,043	0.0%	0.0%	0.0%	0.0%	21.3%	59.8%	18.9%	
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)	115	0.0%	0.0%	0.0%	18.4%	58.3%	23.3%	0.0%
	202	Training Officer/Instructor (Hairdressing) 培訓主任/培訓導師 (美髮)	52	0.0%	0.0%	0.0%	9.5%	54.8%	35.7%	0.0%
	203	Shop Supervisor 店舖主任/分區主任	1,968	0.0%	0.0%	0.0%	6.2%	51.4%	40.2%	2.1%
	204	Beauty Consultant 美容顧問	1,523	0.0%	0.0%	0.0%	13.9%	55.1%	29.4%	1.6%
	205	Beauty Advisor (Counter) 美容顧問 (櫃位)	3,009	0.0%	0.0%	0.0%	20.3%	69.4%	10.3%	0.0%
	206	Hair Care Consultant/Advisor 頭髮護理顧問	66	0.0%	0.0%	0.0%	83.9%	16.1%	0.0%	0.0%
	207	Buying Officer 買手	448	0.0%	0.0%	0.0%	35.0%	29.5%	35.5%	0.0%
	208	Sales Representative/Executive 營業主任	452	0.0%	0.0%	0.0%	58.5%	41.2%	0.3%	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)	32	0.0%	0.0%	0.0%	34.5%	62.1%	3.4%	0.0%
	210	Trainer (beauty products / equipment) 培訓主任 (美容產品 / 儀器)	49	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
	251	Business Development/Sales Executive 業務開發/營業主任	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	252	Marketing Executive 市場推廣主任	24	0.0%	0.0%	0.0%	20.8%	79.2%	0.0%	0.0%
	253	Sales / Marketing Executive 營業/市場推廣主任	530	0.0%	0.0%	0.0%	32.6%	63.4%	4.0%	0.0%
	254	Beauty & Health Care Consultant / Advisor 美容保健/養生顧問	82	0.0%	0.0%	0.0%	29.3%	68.3%	2.4%	0.0%
	255	Digital Marketing Executive 數碼營銷主任	73	0.0%	0.0%	0.0%	61.6%	38.4%	0.0%	0.0%
	Sub-total 小計	8,423	0.0%	0.0%	0.0%	20.0%	57.0%	22.1%	0.8%	

Table 9.4 Percentage distribution of average monthly remuneration package of full-time employees by principal job
表 9.4 按主要職務劃分的全職僱員之每月平均薪酬的百分比

			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
Craftsman Level 技工級	301	Beautician/ Beauty Therapist 美容師	11,796	0.9%	0.0%	13.6%	51.5%	34.0%	0.0%	0.0%
	302	Body Therapist 身體護理師	1,795	0.0%	9.0%	3.7%	45.3%	42.1%	0.0%	0.0%
	303	Make Up Artist 化妝師	29	0.0%	0.0%	0.0%	3.4%	96.6%	0.0%	0.0%
	304	Nail Artist/Therapist 甲藝師	1,517	0.0%	20.2%	10.4%	49.0%	20.3%	0.0%	0.0%
	305	Hair Stylist/Hairdresser 髮型師	7,732	0.0%	4.3%	19.3%	56.5%	19.9%	0.0%	0.0%
	306	Technician (perm and color) 電染技術員	305	0.0%	4.6%	13.0%	28.2%	54.2%	0.0%	0.0%
	351	Beauty Assistant 美容師助理	278	0.0%	6.8%	12.3%	75.8%	5.1%	0.0%	0.0%
	354	Nail Assistant/Trainee 指甲助理	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	355	Hairdressing Assistant 髮型助理	2,203	6.6%	21.3%	37.1%	33.9%	1.0%	0.0%	0.0%
	356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	73	0.0%	0.0%	17.2%	82.8%	0.0%	0.0%	0.0%
	357	Personal Trainer / Fitness Coach 私人教練/健身教練	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	358	Barber 男士理髮師	4	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%
	399	Others 其他	13	0.0%	0.0%	0.0%	66.7%	33.3%	0.0%	0.0%
		Sub-total 小計	25,745	1.0%	5.1%	16.4%	50.9%	26.7%	0.0%	0.0%
Clerical/ Operative Level 輔助人員/文 員級	401	Marketing Assistant 市場推廣助理	345	0.0%	9.3%	30.2%	53.4%	7.1%	0.0%	0.0%
	402	Promoter 推廣員	930	0.0%	5.3%	40.9%	53.4%	0.5%	0.0%	0.0%
	451	Business Development / Sales Assistant 業務開發/營銷助理	576	0.0%	1.2%	22.7%	74.3%	1.7%	0.0%	0.0%
	452	Digital Marketing Assistant 數碼市場營銷助理	76	0.0%	0.0%	40.4%	52.6%	7.0%	0.0%	0.0%
	453	Shop Assistant 店員	4,438	0.9%	2.6%	25.9%	61.1%	9.5%	0.0%	0.0%
		Sub-total 小計	6,365	0.7%	3.2%	28.1%	60.8%	7.4%	0.0%	0.0%
Total (except other supporting staff) 總數 (其他支援員工除外)			42,576	0.7%	3.6%	14.5%	44.5%	28.9%	6.7%	1.0%

Table 9.5
表 9.5

Percentage distribution of preferred level of education of full-time employees by principal job
按主要職務劃分的全職僱員宜有的教育程度的百分比

Appendix 9
附錄9

		Overall 總數	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
Managerial Level 管理人員級	101	Director/ Principal 總監/院長	29	14.3%	71.4%	3.6%	10.7%	0.0%
	102	Training Manager 培訓經理	35	0.0%	86.7%	6.7%	6.7%	0.0%
	103	Director/General Manager 總監/總經理	417	2.5%	80.1%	7.6%	7.4%	2.5%
	104	Shop/Operation Manager 分區店長/營運經理	852	0.2%	67.7%	15.7%	14.7%	1.6%
	105	Corporate & Brand Manager 企業品牌經理	106	0.0%	79.6%	20.4%	0.0%	0.0%
	106	Business Development/Sales Manager 業務開發/營業經理	63	0.0%	81.0%	15.9%	3.2%	0.0%
	107	Marketing Manager 市場推廣經理	290	0.0%	83.3%	13.9%	2.8%	0.0%
	108	Digital Marketing Manager 數碼營銷經理	86	0.0%	88.1%	8.3%	3.6%	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)	29	0.0%	48.3%	10.3%	13.8%	27.6%
	110	Product/Technical Manager 產品/技術經理	88	0.0%	75.3%	17.6%	7.1%	0.0%
	111	Art Director 髮型總監	40	0.0%	59.1%	22.7%	9.1%	9.1%
	112	Technical Director 技術總監	8	0.0%	25.0%	25.0%	25.0%	25.0%
		Sub-total 小計	2,043	0.8%	74.6%	13.5%	9.3%	1.8%
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)	115	0.0%	17.1%	10.5%	72.4%	0.0%
	202	Training Officer/Instructor (Hairdressing) 培訓主任/培訓導師(美髮)	52	0.0%	4.8%	54.8%	40.5%	0.0%
	203	Shop Supervisor 店舖主任/分區主任	1,968	0.0%	12.2%	35.9%	51.8%	0.1%
	204	Beauty Consultant 美容顧問	1,523	0.0%	14.5%	22.8%	58.1%	4.5%
	205	Beauty Advisor (Counter) 美容顧問(櫃位)	3,009	0.0%	0.1%	33.7%	66.2%	0.0%
	206	Hair Care Consultant/Advisor 頭髮護理顧問	66	0.0%	1.5%	6.1%	75.8%	16.7%
	207	Buying Officer 買手	448	0.0%	20.1%	9.7%	70.1%	0.0%
	208	Sales Representative/Executive 營業主任	452	0.0%	47.4%	13.6%	38.9%	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)	32	0.0%	0.0%	28.1%	59.4%	12.5%
	210	Trainer (beauty products / equipment) 培訓主任(美容產品/儀器)	49	0.0%	4.1%	75.5%	20.4%	0.0%
	251	Business Development/Sales Executive 業務開發/營業主任	0	0.0%	0.0%	0.0%	0.0%	0.0%
	252	Marketing Executive 市場推廣主任	24	0.0%	12.5%	41.7%	45.8%	0.0%
	253	Sales / Marketing Executive 營業/市場推廣主任	530	0.0%	2.1%	54.9%	43.0%	0.0%
	254	Beauty & Health Care Consultant / Advisor 美容保健/養生顧問	82	0.0%	0.0%	58.5%	29.3%	12.2%
	255	Digital Marketing Executive 數碼營銷主任	73	0.0%	2.7%	31.5%	65.8%	0.0%
	Sub-total 小計	8,423	0.0%	9.9%	31.3%	57.5%	1.2%	

Table 9.5 Percentage distribution of preferred level of education of full-time employees by principal job
表 9.5 按主要職務劃分的全職僱員宜有的教育程度的百分比

		Overall 總數	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	11,796	0.0%	0.0%	1.1%	41.1%	55.3%	2.5%
	302	Body Therapist 身體護理師	1,795	0.0%	0.0%	0.8%	48.2%	44.1%	6.9%
	303	Make Up Artist 化妝師	29	0.0%	0.0%	0.0%	96.6%	3.4%	0.0%
	304	Nail Artist/Therapist 甲藝師	1,517	0.0%	0.0%	0.4%	57.3%	18.3%	24.0%
	305	Hair Stylist/Hairdresser 髮型師	7,732	0.0%	0.0%	0.6%	24.4%	67.3%	7.7%
	306	Technician (perm and color) 電染技術員	305	0.0%	0.0%	0.0%	47.1%	40.7%	12.1%
	351	Beauty Assistant 美容師助理	278	0.0%	0.0%	0.0%	34.9%	56.8%	8.3%
	354	Nail Assistant/Trainee 指甲助理	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	355	Hairdressing Assistant 髮型助理	2,203	0.0%	0.0%	1.2%	14.2%	65.2%	19.3%
	356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	73	0.0%	0.0%	0.0%	47.9%	46.6%	5.5%
	357	Personal Trainer / Fitness Coach 私人教練/健身教練	0	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
	358	Barber 男士理髮師	4	0.0%	0.0%	0.0%	0.0%	100.0%	0.0%
	399	Others 其他	13	0.0%	0.0%	7.7%	76.9%	15.4%	0.0%
		Sub-total 小計	25,745	0.0%	0.0%	0.9%	35.4%	56.5%	7.2%
Clerical/ Operative Level 輔助人員/文 員級	401	Marketing Assistant 市場推廣助理	345	0.0%	0.0%	4.9%	49.3%	45.8%	0.0%
	402	Promoter 推廣員	930	0.0%	0.0%	0.0%	12.0%	88.0%	0.0%
	451	Business Development / Sales Assistant 業務開發/營銷助理	576	0.0%	0.0%	0.0%	31.8%	68.2%	0.0%
	452	Digital Marketing Assistant 數碼市場營銷助理	76	0.0%	0.0%	0.0%	48.7%	51.3%	0.0%
	453	Shop Assistant 店員	4,438	0.0%	0.0%	0.0%	14.8%	84.5%	0.7%
		Sub-total 小計	6,365	0.0%	0.0%	0.3%	18.2%	81.1%	0.5%
Total (except other supporting staff) 總數 (其他支援員工除外)		42,576	0.0%	5.4%	6.9%	35.5%	47.6%	4.5%	

Table 9.6
表 9.6

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

			Overall 總數	10 years or more 十年或以上	6 years to less than 10 years 六年至十年 以下	3 years to less than 6 years 三年至六年 以下	1 year to 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	29	35.7%	53.6%	10.7%	0.0%	0.0%
	102	Training Manager 培訓經理	35	10.0%	70.0%	20.0%	0.0%	0.0%
	103	Director/General Manager 總監/總經理	417	39.6%	54.3%	6.1%	0.0%	0.0%
	104	Shop/Operation Manager 分區店長/營運經理	852	24.7%	58.2%	17.2%	0.0%	0.0%
	105	Corporate & Brand Manager 企業品牌經理	106	17.5%	50.5%	32.0%	0.0%	0.0%
	106	Business Development/Sales Manager 業務開發/營業經理	63	3.2%	68.3%	28.6%	0.0%	0.0%
	107	Marketing Manager 市場推廣經理	290	8.0%	68.3%	23.7%	0.0%	0.0%
	108	Digital Marketing Manager 數碼營銷經理	86	0.0%	73.8%	26.2%	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)	29	44.8%	6.9%	48.3%	0.0%	0.0%
	110	Product/Technical Manager 產品/技術經理	88	11.8%	69.4%	18.8%	0.0%	0.0%
	111	Art Director 髮型總監	40	86.4%	13.6%	0.0%	0.0%	0.0%
	112	Technical Director 技術總監	8	37.5%	62.5%	0.0%	0.0%	0.0%
		Sub-total 小計	2,043	23.6%	58.8%	17.6%	0.0%	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)	115	4.8%	28.6%	66.7%	0.0%	0.0%
	202	Training Officer/Instructor (Hairdressing) 培訓主任/培訓導師(美髮)	52	4.8%	11.9%	83.3%	0.0%	0.0%
	203	Shop Supervisor 店鋪主任/分區主任	1,968	3.6%	50.9%	45.4%	0.1%	0.0%
	204	Beauty Consultant 美容顧問	1,523	0.2%	32.5%	67.2%	0.1%	0.0%
	205	Beauty Advisor (Counter) 美容顧問(櫃位)	3,009	0.0%	9.8%	90.2%	0.0%	0.0%
	206	Hair Care Consultant/Advisor 頭髮護理顧問	66	0.0%	18.2%	78.8%	3.0%	0.0%
	207	Buying Officer 買手	448	0.0%	15.6%	84.4%	0.0%	0.0%
	208	Sales Representative/Executive 營業主任	452	0.0%	34.1%	65.9%	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)	32	0.0%	43.8%	53.1%	3.1%	0.0%
	210	Trainer (beauty products / equipment) 培訓主任(美容產品/儀器)	49	0.0%	4.1%	95.9%	0.0%	0.0%
	251	Business Development/Sales Executive 業務開發/營業主任	0	0.0%	0.0%	0.0%	0.0%	0.0%
	252	Marketing Executive 市場推廣主任	24	0.0%	16.7%	79.2%	4.2%	0.0%
	253	Sales / Marketing Executive 營業/市場推廣主任	530	0.0%	9.2%	87.7%	3.0%	0.0%
	254	Beauty & Health Care Consultant / Advisor 美容保健/養生顧問	82	0.0%	9.8%	90.2%	0.0%	0.0%
	255	Digital Marketing Executive 數碼營銷主任	73	0.0%	0.0%	98.6%	1.4%	0.0%
	Sub-total 小計	8,423	1.0%	26.6%	72.0%	0.3%	0.0%	

Table 9.6
表 9.6

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

			Overall 總數	10 years or more 十年或以上	6 years to less than 10 years 六年至十年 以下	3 years to less than 6 years 三年至六年 以下	1 year to less than 3 years 一年至三年 以下	Less than 1 year 一年以下
Craftsman Level 技工級	301	Beautician/ Beauty Therapist 美容師	11,796	0.0%	4.0%	29.5%	64.8%	1.8%
	302	Body Therapist 身體護理師	1,795	0.0%	1.8%	34.3%	61.7%	2.2%
	303	Make Up Artist 化妝師	29	0.0%	0.0%	0.0%	100.0%	0.0%
	304	Nail Artist/Therapist 甲藝師	1,517	0.1%	1.4%	28.9%	69.6%	0.0%
	305	Hair Stylist/Hairdresser 髮型師	7,732	0.2%	5.0%	38.4%	53.3%	3.1%
	306	Technician (perm and color) 電染技術員	305	0.0%	6.1%	45.5%	45.5%	3.0%
	351	Beauty Assistant 美容師助理	278	0.0%	0.0%	18.0%	53.2%	28.8%
	354	Nail Assistant/Trainee 指甲助理	0	0.0%	0.0%	0.0%	0.0%	0.0%
	355	Hairdressing Assistant 髮型助理	2,203	0.0%	3.5%	4.2%	54.9%	37.3%
	356	Assistant to Medical Practitioner (beauty care) 醫護人員助理(美容)	73	0.0%	0.0%	31.5%	68.5%	0.0%
	357	Personal Trainer / Fitness Coach 私人教練/健身教練	0	0.0%	0.0%	0.0%	0.0%	0.0%
	358	Barber 男士理髮師	4	0.0%	0.0%	100.0%	0.0%	0.0%
	399	Others 其他	13	0.0%	0.0%	100.0%	0.0%	0.0%
	Sub-total 小計	25,745	0.1%	3.9%	30.3%	60.3%	5.4%	
Clerical/ Operative Level 輔助人員/文 員級	401	Marketing Assistant 市場推廣助理	345	0.0%	0.0%	2.0%	84.6%	13.3%
	402	Promoter 推廣員	930	0.0%	0.0%	7.2%	78.9%	13.9%
	451	Business Development / Sales Assistant 業務開發/營銷助理	576	0.0%	0.0%	22.6%	37.7%	39.8%
	452	Digital Marketing Assistant 數碼市場營銷助理	76	0.0%	0.0%	13.2%	52.6%	34.2%
	453	Shop Assistant 店員	76	0.0%	0.0%	1.2%	59.1%	39.6%
		Sub-total 小計	6,365	0.0%	0.0%	4.2%	61.4%	34.4%
Total (except other supporting staff) 總數(其他支援員工除外)			42,576	1.3%	10.0%	33.3%	46.7%	8.7%

Table 9.7 Percentage distribution of preferred vocational qualification(s) of full-time employee by sector by job level
表 9.7 按行業及技能等級劃分的全職僱員宜有相關職業資格的百分比

(a) Overall 總數

Vocational Qualification 職業資格	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Local 本地			
(a) Certificates issued by the VTC: 由職業訓練局頒發之證書			
(i) Hong Kong Institute of Vocational Education – Diploma of Foundation Studies / Higher Diploma 香港專業教育學院 – 基礎課程文憑 / 高級文憑	38.4%	30.0%	44.3%
(ii) Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate 青年學院 – 基礎課程文憑 / 職專文憑 / 職專國際文憑	17.7%	10.9%	11.6%
(iii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	5.4%	1.8%	11.7%
(iv) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	20.5%	17.9%	16.7%
(b) 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	11.6%	14.9%	19.3%
(c) Qualifications obtained via Recognition of Prior Learning 透過「過往資歷認可」機制獲得資歷	27.2%	39.3%	29.4%
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	3.8%	1.3%	0.0%
Overseas 海外			
(e) Beauty care: 美容			
(i) VTCT (ITEC) (United Kingdom)	33.7%	31.4%	27.9%
(ii) TQUK (United Kingdom)	5.3%	5.0%	5.6%
(iii) CIBTAC (United Kingdom)	10.5%	9.7%	6.3%
(iv) CIDESDO (Switzerland)	5.7%	3.6%	5.2%
(v) City & Guilds (United Kingdom)	13.5%	7.0%	13.4%
(vi) INFA (Belgium)	5.6%	2.3%	6.3%
(f) Hairdressing: 美髮			
(i) VTCT (ITEC) (United Kingdom)	1.8%	4.2%	10.0%
(ii) TQUK (United Kingdom)	0.6%	0.7%	3.1%
(iii) Toni & Guy (United Kingdom)	0.9%	3.0%	6.1%
(iv) Vidal Sassoon (United Kingdom)	1.2%	0.6%	4.6%
(v) City & Guilds (United Kingdom)	0.9%	3.1%	3.9%
(g) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書 / 專業資格	1.5%	0.7%	2.1%
No qualification is required 所有的職業資格皆不適宜	7.8%	10.3%	6.3%
Number of companies with such level of staff 有相關技能等級的員工的公司數目	724	1,467	10,265

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
- (3) Respondents are allowed to select more than one vocational qualification

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
- (3) 受訪者可剔選多於一項

(b) Hairdressing Salon 髮廊

Vocational Qualification 職業資格	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Local 本地			
(a) Certificates issued by the VTC: 由職業訓練局頒發之證書			
(i) Hong Kong Institute of Vocational Education – Diploma of Foundation Studies / Higher Diploma 香港專業教育學院 – 基礎課程文憑 / 高級文憑	35.4%	5.6%	37.2%
(ii) Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate 青年學院 – 基礎課程文憑 / 職專文憑 / 職專國際文憑	17.1%	3.5%	12.1%
(iii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	37.8%	9.7%	31.8%
(iv) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	1.2%	0.7%	0.0%
(b) 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	7.3%	5.6%	15.3%
(c) Qualifications obtained via Recognition of Prior Learning 透過「過往資歷認可」機制獲得資歷	42.7%	52.1%	32.0%
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	0.0%	0.0%	0.0%
Overseas 海外			
(e) Beauty care: 美容			
(i) VTCT (ITEC) (United Kingdom)	0.0%	0.0%	0.2%
(ii) TQUK (United Kingdom)	0.0%	0.0%	0.0%
(iii) CIBTAC (United Kingdom)	0.0%	0.0%	0.0%
(iv) CIDESDO (Switzerland)	0.0%	0.0%	0.0%
(v) City & Guilds (United Kingdom)	0.0%	0.0%	0.0%
(vi) INFA (Belgium)	0.0%	0.0%	0.0%
(f) Hairdressing: 美髮			
(i) VTCT (ITEC) (United Kingdom)	12.2%	38.9%	27.0%
(ii) TQUK (United Kingdom)	4.9%	6.9%	8.4%
(iii) Toni & Guy (United Kingdom)	7.3%	29.2%	16.6%
(iv) Vidal Sassoon (United Kingdom)	9.8%	5.6%	12.6%
(v) City & Guilds (United Kingdom)	4.9%	29.2%	10.7%
(g) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書 / 專業資格	1.2%	1.4%	0.3%
No qualification is required 所有的職業資格皆不適宜	3.7%	2.8%	8.4%
Number of companies with such level of staff 有相關技能等級的員工的公司數目	89	147	3,766

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
- (3) Respondents are allowed to select more than one vocational qualification

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
- (3) 受訪者可剔選多於一項

(c) Beauty Care, Health Care, Spa Centres

美容院、健康、水療中心

Vocational Qualification 職業資格	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Local 本地			
(a) Certificates issued by the VTC: 由職業訓練局頒發之證書			
(i) Hong Kong Institute of Vocational Education – Diploma of Foundation Studies / Higher Diploma 香港專業教育學院 – 基礎課程文憑 / 高級文憑	31.3%	28.8%	42.9%
(ii) Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate 青年學院 – 基礎課程文憑 / 職專文憑 / 職專國際文憑	11.5%	12.7%	7.8%
(iii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	0.5%	0.0%	0.0%
(iv) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	33.7%	44.6%	31.1%
(b) 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	14.7%	13.5%	20.0%
(c) Qualifications obtained via Recognition of Prior Learning 透過「過往資歷認可」機制獲得資歷	27.3%	28.5%	26.2%
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	3.5%	0.6%	0.0%
Overseas 海外			
(e) Beauty care: 美容			
(i) VTCT (ITEC) (United Kingdom)	49.7%	67.8%	51.3%
(ii) TQUK (United Kingdom)	5.6%	11.4%	10.5%
(iii) CIBTAC (United Kingdom)	13.1%	22.3%	9.9%
(iv) CIDESDO (Switzerland)	9.4%	9.7%	9.7%
(v) City & Guilds (United Kingdom)	16.0%	12.7%	22.6%
(vi) INFA (Belgium)	9.6%	6.2%	11.7%
(f) Hairdressing: 美髮			
(i) VTCT (ITEC) (United Kingdom)	0.0%	0.0%	0.0%
(ii) TQUK (United Kingdom)	0.0%	0.0%	0.0%
(iii) Toni & Guy (United Kingdom)	0.0%	0.0%	0.0%
(iv) Vidal Sassoon (United Kingdom)	0.0%	0.0%	0.0%
(v) City & Guilds (United Kingdom)	0.0%	0.0%	0.0%
(g) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書 / 專業資格	0.8%	0.2%	3.7%
<i>No qualification is required</i> 所有的職業資格皆不適宜	4.5%	4.1%	5.9%
Number of companies with such level of staff 有相關技能等級的員工的公司數目	385	480	5,522

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
- (3) Respondents are allowed to select more than one vocational qualification

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
- (3) 受訪者可剔選多於一項

(d) Nail Salon
美甲中心

Vocational Qualification 職業資格	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level 技工級
Local 本地			
(a) Certificates issued by the VTC: 由職業訓練局頒發之證書			
(i) Hong Kong Institute of Vocational Education – Diploma of Foundation Studies / Higher Diploma 香港專業教育學院 – 基礎課程文憑 / 高級文憑	0.0%	0.0%	79.4%
(ii) Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate 青年學院 – 基礎課程文憑 / 職專文憑 / 職專國際文憑	0.0%	0.0%	30.6%
(iii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術 「一試多證」	0.0%	0.0%	0.0%
(iv) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理 「一試多證」	0.0%	26.3%	0.7%
(b) 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%	30.9%
(c) Qualifications obtained via Recognition of Prior Learning 透過「過往資歷認可」機制獲得資歷	0.0%	73.7%	36.8%
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	0.0%	0.0%	0.0%
Overseas 海外			
(e) Beauty care: 美容			
(i) VTCT (ITEC) (United Kingdom)	62.5%	26.3%	3.4%
(ii) TQUK (United Kingdom)	0.0%	0.0%	0.0%
(iii) CIBTAC (United Kingdom)	62.5%	26.3%	10.7%
(iv) CIDESDO (Switzerland)	0.0%	0.0%	0.0%
(v) City & Guilds (United Kingdom)	62.5%	26.3%	13.6%
(vi) INFA (Belgium)	0.0%	0.0%	0.0%
(f) Hairdressing: 美髮			
(i) VTCT (ITEC) (United Kingdom)	0.0%	0.0%	0.3%
(ii) TQUK (United Kingdom)	0.0%	0.0%	0.0%
(iii) Toni & Guy (United Kingdom)	0.0%	0.0%	0.0%
(iv) Vidal Sassoon (United Kingdom)	0.0%	0.0%	0.0%
(v) City & Guilds (United Kingdom)	0.0%	0.0%	0.0%
(g) 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%	0.0%	0.0%
<i>No qualification is required</i> <i>所有的職業資格皆不適宜</i>	37.5%	0.0%	0.8%
Number of companies with such level of staff 有相關技能等級的員工的公司數目	8	19	977

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
- (3) Respondents are allowed to select more than one vocational qualification

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
- (3) 受訪者可剔選多於一項

(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	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level# 技工級#
Local 本地			
(a) Certificates issued by the VTC: 由職業訓練局頒發之證書			
(i) Hong Kong Institute of Vocational Education – Diploma of Foundation Studies / Higher Diploma 香港專業教育學院 – 基礎課程文憑 / 高級文憑	57.1%	25.2%	
(ii) Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate 青年學院 – 基礎課程文憑 / 職專文憑 / 職專國際文憑	32.8%	7.1%	
(iii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術 「一試多證」	0.0%	0.0%	
(iv) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理 「一試多證」	1.7%	0.4%	
(b) 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%	21.0%	
(c) Qualifications obtained via Recognition of Prior Learning 透過「過往資歷認可」機制獲得資歷	17.6%	42.6%	
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	4.2%	0.9%	
Overseas 海外			
(e) Beauty care: 美容			
(i) VTCT (ITEC) (United Kingdom)	16.0%	13.0%	
(ii) TQUK (United Kingdom)	10.9%	3.1%	
(iii) CIBTAC (United Kingdom)	1.7%	0.7%	
(iv) CIDESDO (Switzerland)	1.7%	0.7%	
(v) City & Guilds (United Kingdom)	9.2%	3.1%	
(vi) INFA (Belgium)	0.0%	0.0%	
(f) Hairdressing: 美髮			
(i) VTCT (ITEC) (United Kingdom)	0.0%	0.0%	
(ii) TQUK (United Kingdom)	0.0%	0.0%	
(iii) Toni & Guy (United Kingdom)	0.0%	0.0%	
(iv) Vidal Sassoon (United Kingdom)	0.0%	0.0%	
(v) City & Guilds (United Kingdom)	0.0%	0.0%	
(g) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書 / 專業資格	4.2%	0.9%	
No qualification is required 所有的職業資格皆不適宜	7.6%	18.8%	
Number of companies with such level of staff 有相關技能等級的員工的公司數目	134	569	

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
- (3) Respondents are allowed to select more than one vocational qualification
- (4) # Craftsman level is not applicable to this type of industry

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
- (3) 受訪者可剔選多於一項
- (4) # 技工級員工不適用於該行業類別

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

Vocational Qualification 職業資格	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level# 技工級#
Local 本地			
(a) Certificates issued by the VTC: 由職業訓練局頒發之證書			
(i) Hong Kong Institute of Vocational Education – Diploma of Foundation Studies / Higher Diploma 香港專業教育學院 – 基礎課程文憑 / 高級文憑	52.2%	62.9%	
(ii) Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate 青年學院 – 基礎課程文憑 / 職專文憑 / 職專國際文憑	30.4%	23.8%	
(iii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術 「一試多證」	5.8%	5.4%	
(iv) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理 「一試多證」	8.7%	17.3%	
(b) 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	24.6%	8.4%	
(c) Qualifications obtained via Recognition of Prior Learning 透過「過往資歷認可」機制獲得資歷	26.1%	42.1%	
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書 / 專業資格	4.3%	3.5%	
Overseas 海外			
(e) Beauty care: 美容			
(i) VTCT (ITEC) (United Kingdom)	15.9%	19.3%	
(ii) TQUK (United Kingdom)	0.0%	0.0%	
(iii) CIBTAC (United Kingdom)	15.9%	8.9%	
(iv) CIDESDO (Switzerland)	0.0%	0.0%	
(v) City & Guilds (United Kingdom)	11.6%	4.0%	
(vi) INFA (Belgium)	0.0%	0.0%	
(f) Hairdressing: 美髮			
(i) VTCT (ITEC) (United Kingdom)	0.0%	0.0%	
(ii) TQUK (United Kingdom)	0.0%	0.0%	
(iii) Toni & Guy (United Kingdom)	0.0%	0.0%	
(iv) Vidal Sassoon (United Kingdom)	0.0%	0.0%	
(v) City & Guilds (United Kingdom)	0.0%	0.0%	
(g) 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%	0.0%	
<i>No qualification is required</i> 所有的職業資格皆不適宜	29.0%	8.9%	
Number of companies with such level of staff 有相關技能等級的員工的公司數目	77	213	

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
- (3) Respondents are allowed to select more than one vocational qualification
- (4) # Craftsman level is not applicable to this type of industry

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
- (3) 受訪者可剔選多於一項
- (4) # 技工級員工不適用於該行業類別

(g) School (Beauty, Hairdressing, Make-up and Nail)

學校 (美容/美髮/化妝/美甲)

Vocational Qualification 職業資格	Managerial Level 管理人員級	Supervisory Level 督導級	Craftsman Level# 技工級#
Local 本地			
(a) Certificates issued by the VTC: 由職業訓練局頒發之證書			
(i) Hong Kong Institute of Vocational Education – Diploma of Foundation Studies / Higher Diploma 香港專業教育學院 – 基礎課程文憑/高級文憑	40.7%	51.5%	
(ii) Youth College - Diploma of Foundation Studies / Diploma of Vocational Education / Diploma of Vocational Baccalaureate 青年學院 – 基礎課程文憑/職專文憑/職專國際文憑	11.1%	12.1%	
(iii) Competency Certificate in Hairdressing Techniques (One Examination, Multiple Certification) 美髮技術「一試多證」	0.0%	0.0%	
(iv) Competency Certificate in Beauty and Body Care (One Examination, Multiple Certification) 美容及美體護理「一試多證」	14.8%	6.1%	
(b) 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	3.7%	21.2%	
(c) Qualifications obtained via Recognition of Prior Learning 透過「過往資歷認可」機制獲得資歷	33.3%	42.4%	
(d) Other Local Certificates of Recognized Training Courses / Professional Qualifications 其他本地認可課程證書/專業資格	18.5%	12.1%	
Overseas 海外			
(e) Beauty care: 美容			
(i) VTCT (ITEC) (United Kingdom)	29.6%	36.4%	
(ii) TQUK (United Kingdom)	7.4%	3.0%	
(iii) CIBTAC (United Kingdom)	14.8%	18.2%	
(iv) CIDESDO (Switzerland)	7.4%	6.1%	
(v) City & Guilds (United Kingdom)	29.6%	30.3%	
(vi) INFA (Belgium)	7.4%	9.1%	
(f) Hairdressing: 美髮			
(i) VTCT (ITEC) (United Kingdom)	7.4%	12.1%	
(ii) TQUK (United Kingdom)	0.0%	0.0%	
(iii) Toni & Guy (United Kingdom)	0.0%	0.0%	
(iv) Vidal Sassoon (United Kingdom)	0.0%	0.0%	
(v) City & Guilds (United Kingdom)	7.4%	6.1%	
(g) Other International Certificates of Recognised Training Courses / Professional Qualifications 其他國際性認可課程證書/專業資格	3.7%	6.1%	
<i>No qualification is required</i> 所有的職業資格皆不適宜	3.7%	3.0%	
Number of companies with such level of staff 有相關技能等級的員工的公司數目	31	39	

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
- (3) Respondents are allowed to select more than one vocational qualification
- (4) # Craftsman level is not applicable to this type of industry

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
- (3) 受訪者可剔選多於一項
- (4) # 技工級員工不適用於該行業類別

Table 9.8 Percentage distribution and ranking of training provided to employees to keep up with the emerging trend and development of the industry by sector by job level
表 9.8 按行業及技能等級劃分的業內僱員所需培訓範疇以配合美容及美髮業的新興趨勢的百分比及排名

(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)Strategic Management 策略管理	68.4%	20.8%	0.0%	0.1%	1	9	19	18
(ii)Store Operations Management 店舖營運管理	53.1%	48.3%	0.0%	0.2%	2	1	19	16
(iii)Change Management 變革管理	28.8%	14.9%	0.0%	0.0%	6	13	19	20
(iv)Public Relations (e.g., media relations, internal communications, crisis management and community relations) 公共關係(如媒體關係, 內部溝通, 危機管理和社區關係)	28.9%	20.7%	0.0%	0.0%	5	10	19	20
(v)Human Resources Management 人力資源管理	45.6%	22.0%	0.0%	0.0%	3	8	18	20
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)	19.5%	30.5%	43.0%	15.0%	11	6	2	8
(ii)Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	14.3%	34.6%	33.7%	12.6%	14	5	5	10
(iii)Chemical Knowledge and Skills (e.g., Perming and Colouring) 化學療程(例如電髮、染髮)	3.8%	5.2%	21.4%	0.2%	21	20	8	16
(iv)Product Knowledge (e.g., product formulation and ingredients) 產品知識(如產品配方及成分)	20.8%	36.1%	46.3%	31.6%	10	4	1	4
(v)Hair Care and Scalp Care 頭髮及頭皮護理	5.2%	10.1%	31.4%	0.9%	20	15	6	15
(vi)Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	13.0%	16.2%	4.4%	18.8%	16	12	11	6
(vii)Big Data Analysis 大數據分析	15.5%	12.9%	2.8%	4.2%	12	14	14	13
C. Generic Skills 通用技能								
(i)Customers Services and Complaint Handling 顧客服務及處理投訴	33.6%	40.1%	42.5%	61.4%	4	2	3	1
(ii)Communication and Interpersonal Abilities 溝通及人際交往能力	26.0%	38.4%	40.2%	58.4%	9	3	4	2
(iii)Problem Solving Abilities 解難能力	26.8%	19.6%	14.8%	37.0%	8	11	9	3
(iv)Sustainability (Environment, Social and Governance) 可持續發展(環境、社會、管治)	15.2%	7.2%	2.1%	6.7%	13	17	15	11
(v)Multi-languages (e.g., Putonghua, English) 多種語言(例如: 普通話、英文)	28.2%	24.7%	22.6%	24.6%	7	7	7	5
(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, 找出突發的創新解決方案)	13.9%	5.7%	3.9%	6.7%	15	19	12	12
(vii)Digital Literacy (i.e., to use software features to arrange bookings, create and edit documents, evaluate and analyze online information) 數碼應用能力/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)	12.7%	5.9%	3.6%	14.3%	17	18	13	9
(viii)Personal Career Planning (i.e., self-understanding, personal planning, goal setting, self-reflection and revision) 個人職業生涯規劃(即是認識自我、個人規劃、訂立目標及反思和修訂的能力)	7.4%	3.6%	1.3%	2.2%	19	21	16	14
(ix)Enhancement of industry awareness 加強對行業的認知	11.7%	7.6%	4.7%	16.5%	18	16	10	7
Others 其他	0.0%	0.0%	1.0%	0.1%	22	22	17	18
Training not required 不需要任何培訓	0.6%	0.1%	0.0%	0.6%				
Number of companies with such level of staff 具有此技能等級員工的公司數量	724	1,467	10,265	1,952				

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
- (3) Respondents are allowed to select more than one skills

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
- (3) 受訪者可剔選多於一項

(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) Strategic Management 策略管理	72.0%	10.4%	0.0%		2	14	18	
(ii) Store Operations Management 店舖營運管理	89.0%	62.5%	0.0%		1	2	18	
(iii) Change Management 變革管理	53.7%	10.4%	0.0%		5	14	18	
(iv) Public Relations (e.g., media relations, internal communications, crisis management and community relations) 公共關係(如媒體關係, 內部溝通, 危機管理和社區關係)	61.0%	14.6%	0.0%		3	10	18	
(v) Human Resources Management 人力資源管理	56.1%	40.3%	0.1%		4	5	17	
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%	0.2%		20	20	15	
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	0.0%	0.0%	0.2%		20	20	15	
(iii) Chemical Knowledge and Skills (e.g., Perming and Colouring) 化學療程(例如電髮、染髮)	25.6%	33.3%	57.6%		12	6	2	
(iv) Product Knowledge (e.g., product formulation and ingredients) 產品知識(如產品配方及成分)	34.1%	31.3%	53.5%		10	7	3	
(v) Hair Care and Scalp Care 頭髮及頭皮護理	26.8%	73.6%	80.3%		11	1	1	
(vi) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	14.6%	17.4%	1.0%		16	9	13	
(vii) Big Data Analysis 大數據分析	15.9%	11.1%	0.6%		14	13	14	
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	47.6%	61.8%	45.6%		6	4	5	
(ii) Communication and Interpersonal Abilities 溝通及人際交往能力	36.6%	62.5%	49.8%		8	2	4	
(iii) Problem Solving Abilities 解難能力	36.6%	11.8%	21.8%		8	12	6	
(iv) Sustainability (Environment, Social and Governance) 可持續發展(環境、社會、管治)	14.6%	7.6%	1.2%		16	17	12	
(v) Multi-languages (e.g., Putonghua, English) 多種語言(例如: 普通話、英文)	43.9%	28.5%	17.0%		7	8	7	
(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, 找出突發的創新解決方案)	15.9%	6.9%	2.7%		14	18	10	
(vii) Digital Literacy (i.e., to use software features to arrange bookings, create and edit documents, evaluate and analyze online information) 數碼應用能力/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)	13.4%	13.9%	3.4%		18	11	9	
(viii) Personal Career Planning (i.e., self-understanding, personal planning, goal setting, self-reflection and revision) 個人職業生涯規劃(即是認識自我、個人規劃、訂立目標及反思和修訂的能力)	7.3%	3.5%	1.3%		19	19	11	
(ix) Enhancement of industry awareness 加強對行業的認知	17.1%	9.0%	4.0%		13	16	8	
Others 其他	0.0%	0.0%	0.0%		20	20	18	
Training not required 不需要任何培訓	1.2%	0.7%	0.0%					
Number of companies with such level of staff 具有此技能等級員工的公司數量	89	147	3,766					

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
- (3) Respondents are allowed to select more than one skills
- (4) # Clerical/ Operative level is not applicable to this type of industry

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
- (3) 受訪者可剔選多於一項
- (4) # 輔助人員/文員級員工不適用於該行業類別

(c) Beauty Care, Health Care, Spa Centres 美容院、健康、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) Strategic Management 策略管理	74.1%	23.8%	0.0%	0.0%	1	9	18	16
(ii) Store Operations Management 店舖營運管理	48.1%	68.2%	0.0%	0.0%	2	1	18	16
(iii) Change Management 變革管理	25.4%	6.9%	0.0%	0.0%	8	14	18	16
(iv) Public Relations (e.g., media relations, internal communications, crisis management and community relations) 公共關係(如媒體關係、內部溝通、危機管理和社區關係)	28.1%	26.2%	0.0%	0.0%	4	7	18	16
(v) Human Resources Management 人力資源管理	40.1%	23.4%	0.0%	0.0%	3	10	18	16
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)	26.7%	49.1%	79.2%	10.0%	6	2	1	10
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	19.8%	41.0%	61.9%	14.3%	11	3	2	7
(iii) Chemical Knowledge and Skills (e.g., Perming and Colouring) 化學療程(例如電髮、染髮)	0.0%	1.9%	0.3%	0.0%	21	21	16	16
(iv) Product Knowledge (e.g., product formulation and ingredients) 產品知識(如產品配方及成分)	15.8%	25.1%	43.9%	34.3%	12	8	3	3
(v) Hair Care and Scalp Care 頭髮及頭皮護理	0.5%	2.4%	3.4%	0.0%	20	19	13	16
(vi) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	7.2%	4.1%	7.5%	14.3%	18	18	8	7
(vii) Big Data Analysis 大數據分析	11.8%	4.5%	4.8%	8.6%	14	17	10	12
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	28.1%	36.7%	41.6%	58.6%	4	5	4	1
(ii) Communication and Interpersonal Abilities 溝通及人際交往能力	23.0%	31.8%	34.2%	47.1%	9	6	5	2
(iii) Problem Solving Abilities 解難能力	22.2%	19.3%	11.9%	20.0%	10	11	7	6
(iv) Sustainability (Environment, Social and Governance) 可持續發展(環境、社會、管治)	14.4%	6.9%	1.2%	10.0%	13	14	14	10
(v) Multi-languages (e.g., Putonghua, English) 多種語言(例如：普通話、英文)	25.9%	36.9%	30.2%	25.7%	7	4	6	4
(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，找出突發的創新解決方案)	11.0%	8.8%	4.6%	5.7%	16	13	11	14
(vii) Digital Literacy (i.e., to use software features to arrange bookings, create and edit documents, evaluate and analyze online information) 數碼應用能力/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)	11.2%	6.2%	4.1%	12.9%	15	16	12	9
(viii) Personal Career Planning (i.e., self-understanding, personal planning, goal setting, self-reflection and revision) 個人職業生涯規劃(即是認識自我、個人規劃、訂立目標及反思和修訂的能力)	6.7%	2.4%	1.2%	7.1%	19	19	15	13
(ix) Enhancement of industry awareness 加強對行業的認知	9.1%	9.0%	6.1%	24.3%	17	12	9	5
Others 其他	0.0%	0.0%	0.1%	1.4%	21	22	17	15
Training not required 不需要任何培訓	0.8%	0.2%	0.0%	5.7%				
Number of companies with such level of staff 具有此技能等級員工的公司數量	385	480	5,522	71				

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
- (3) Respondents are allowed to select more than one skills

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
- (3) 受訪者可剔選多於一項

(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) Strategic Management 策略管理	37.5%	0.0%	0.0%	0.0%	3	7	13	1
(ii) Store Operations Management 店舖營運管理	62.5%	100.0%	0.0%	0.0%	1	1	13	1
(iii) Change Management 變革管理	0.0%	0.0%	0.0%	0.0%	4	7	13	1
(iv) Public Relations (e.g., media relations, internal communications, crisis management and community relations) 公共關係(如媒體關係, 內部溝通, 危機管理和社區關係)	0.0%	73.7%	0.0%	0.0%	4	2	13	1
(v) Human Resources Management 人力資源管理	0.0%	0.0%	0.0%	0.0%	4	7	13	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)	0.0%	26.3%	5.1%	0.0%	4	4	6	1
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	0.0%	0.0%	4.6%	0.0%	4	7	7	1
(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%	4	7	13	1
(iv) Product Knowledge (e.g., product formulation and ingredients) 產品知識(如產品配方及成分)	0.0%	73.7%	32.5%	0.0%	4	2	3	1
(v) Hair Care and Scalp Care 頭髮及頭皮護理	0.0%	0.0%	0.0%	0.0%	4	7	13	1
(vi) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	0.0%	0.0%	0.0%	0.0%	4	7	13	1
(vii) Big Data Analysis 大數據分析	0.0%	0.0%	0.0%	0.0%	4	7	13	1
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	0.0%	26.3%	35.3%	0.0%	4	4	2	1
(ii) Communication and Interpersonal Abilities 溝通及人際交往能力	0.0%	0.0%	37.3%	0.0%	4	7	1	1
(iii) Problem Solving Abilities 解難能力	0.0%	0.0%	4.2%	0.0%	4	7	8	1
(iv) Sustainability (Environment, Social and Governance) 可持續發展(環境、社會、管治)	0.0%	0.0%	10.2%	0.0%	4	7	5	1
(v) Multi-languages (e.g., Putonghua, English) 多種語言(例如: 普通話、英文)	62.5%	26.3%	1.3%	0.0%	1	4	12	1
(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, 找出突發的創新解決方案)	0.0%	0.0%	4.2%	0.0%	4	7	8	1
(vii) Digital Literacy (i.e., to use software features to arrange bookings, create and edit documents, evaluate and analyze online information) 數碼應用能力/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%	1.4%	0.0%	4	7	10	1
(viii) Personal Career Planning (i.e., self-understanding, personal planning, goal setting, self-reflection and revision) 個人職業生涯規劃(即是認識自我、個人規劃、訂立目標及反思和修訂的能力)	0.0%	0.0%	1.4%	0.0%	4	7	10	1
(ix) Enhancement of industry awareness 加強對行業的認知	0.0%	0.0%	0.0%	0.0%	4	7	13	1
Others 其他	0.0%	0.0%	10.3%	0.0%	4	7	4	1
Training not required 不需要任何培訓	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	8	19	977	0				

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
- (3) Respondents are allowed to select more than one skills

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
- (3) 受訪者可剔選多於一項

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) Strategic Management 策略管理	48.7%	26.8%		0.0%	2	5		15
(ii) Store Operations Management 店舖營運管理	36.1%	24.6%		0.0%	4	7		15
(iii) Change Management 變革管理	10.9%	24.6%		0.0%	9	7		15
(iv) Public Relations (e.g., media relations, internal communications, crisis management and community relations) 公共關係(如媒體關係, 內部溝通, 危機管理和社區關係)	10.1%	20.3%		0.0%	12	10		15
(v) Human Resources Management 人力資源管理	52.1%	17.9%		0.0%	1	12		15
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)	10.9%	19.7%		14.8%	9	11		8
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	5.0%	37.9%		14.8%	16	3		8
(iii) Chemical Knowledge and Skills (e.g., Perming and Colouring) 化學療程(例如電髮、染髮)	0.0%	1.6%		0.0%	20	17		15
(iv) Product Knowledge (e.g., product formulation and ingredients) 產品知識(如產品配方及成分)	10.9%	39.3%		18.5%	9	1		6
(v) Hair Care and Scalp Care 頭髮及頭皮護理	0.0%	1.6%		0.0%	20	17		15
(vi) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	14.3%	25.4%		18.5%	6	6		6
(vii) Big Data Analysis 大數據分析	6.7%	20.8%		1.3%	15	9		14
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	40.3%	35.5%		69.1%	3	4		1
(ii) Communication and Interpersonal Abilities 溝通及人際交往能力	12.6%	38.8%		57.5%	7	2		2
(iii) Problem Solving Abilities 解難能力	17.6%	15.4%		39.7%	5	13		3
(iv) Sustainability (Environment, Social and Governance) 可持續發展(環境、社會、管治)	4.2%	1.6%		12.6%	18	17		11
(v) Multi-languages (e.g., Putonghua, English) 多種語言(例如: 普通話、英文)	11.8%	3.1%		3.9%	8	14		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, 找出突發的創新解決方案)	5.0%	1.4%		12.9%	16	20		10
(vii) Digital Literacy (i.e., to use software features to arrange bookings, create and edit documents, evaluate and analyze online information) 數碼應用能力/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)	7.6%	1.4%		27.4%	13	20		4
(viii) Personal Career Planning (i.e., self-understanding, personal planning, goal setting, self-reflection and revision) 個人職業生涯規劃(即是認識自我、個人規劃、訂立目標及反思和修訂的能力)	1.7%	1.8%		1.5%	19	16		13
(ix) Enhancement of industry awareness 加強對行業的認知	7.6%	2.4%		25.9%	13	15		5
Others 其他	0.0%	0.0%		0.0%	20	22		15
Training not required 不需要任何培訓	0.0%	0.0%		0.5%				
Number of companies with such level of staff 具有此技能等級員工的公司數量	134	569		917				

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
- (3) Respondents are allowed to select more than one skills
- (4) # Craftsman level is not applicable to this type of industry

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
- (3) 受訪者可剔選多於一項
- (4) # 技工級員工不適用於該行業類別

(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) Strategic Management 策略管理	73.9%	5.9%		0.1%	1	20		18
(ii) Store Operations Management 店舖營運管理	72.5%	53.5%		0.3%	2	1		16
(iii) Change Management 變革管理	50.7%	11.4%		0.0%	7	15		19
(iv) Public Relations (e.g., media relations, internal communications, crisis management and community relations) 公共關係(如媒體關係, 內部溝通, 危機管理和社區關係)	36.2%	8.9%		0.0%	14	17		19
(v) Human Resources Management 人力資源管理	55.1%	19.8%		0.0%	4	11		19
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)	18.8%	35.6%		15.6%	18	8		7
(ii) Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	18.8%	40.1%		10.4%	18	6		8
(iii) Chemical Knowledge and Skills (e.g., Perming and Colouring) 化學療程(例如電髮、染髮)	5.8%	2.0%		0.3%	21	21		16
(iv) Product Knowledge (e.g., product formulation and ingredients) 產品知識(如產品配方及成分)	47.8%	51.5%		43.9%	9	2		4
(v) Hair Care and Scalp Care 頭髮及頭皮護理	14.5%	6.4%		1.8%	20	19		13
(vi) Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	39.1%	20.3%		19.5%	13	10		6
(vii) Big Data Analysis 大數據分析	52.2%	14.9%		6.5%	6	12		10
C. Generic Skills 通用技能								
(i) Customers Services and Complaint Handling 顧客服務及處理投訴	42.0%	49.0%		54.3%	10	3		2
(ii) Communication and Interpersonal Abilities 溝通及人際交往能力	55.1%	41.1%		60.0%	4	5		1
(iii) Problem Solving Abilities 解難能力	60.9%	38.1%		35.6%	3	7		5
(iv) Sustainability (Environment, Social and Governance) 可持續發展(環境、社會、管治)	40.6%	22.3%		0.9%	11	9		14
(v) Multi-languages (e.g., Putonghua, English) 多種語言(例如: 普通話、英文)	49.3%	48.0%		44.1%	8	4		3
(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, 找出突發的創新解決方案)	40.6%	7.9%		0.8%	11	18		15
(vii) Digital Literacy (i.e., to use software features to arrange bookings, create and edit documents, evaluate and analyze online information) 數碼應用能力/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)	31.9%	12.4%		2.0%	15	14		12
(viii) Personal Career Planning (i.e., self-understanding, personal planning, goal setting, self-reflection and revision) 個人職業生涯規劃(即是認識自我、個人規劃、訂立目標及反思和修訂的能力)	20.3%	10.9%		2.4%	17	16		11
(ix) Enhancement of industry awareness 加強對行業的認知	26.1%	14.9%		7.0%	16	12		9
Others 其他	0.0%	0.0%		0.0%	22	22		19
Training not required 不需要任何培訓	0.0%	0.0%		0.2%				
Number of companies with such level of staff 具有此技能等級員工的公司數量	77	213		964				

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
- (3) Respondents are allowed to select more than one skills
- (4) # Craftsman level is not applicable to this type of industry

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
- (3) 受訪者可剔選多於一項
- (4) # 技工級員工不適用於該行業類別

(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)Strategic Management 策略管理	61.5%	25.0%			1	8		
(ii)Store Operations Management 店舖營運管理	34.6%	37.5%			3	4		
(iii)Change Management 變革管理	30.8%	15.6%			4	13		
(iv)Public Relations (e.g., media relations, internal communications, crisis management and community relations) 公共關係(如媒體關係, 內部溝通, 危機管理和社區關係)	15.4%	18.8%			13	11		
(v)Human Resources Management 人力資源管理	50.0%	15.6%			2	13		
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)	23.1%	50.0%			8	2		
(ii)Beauty Health Care (Product and Equipment Application) 美容保健(產品及儀器應用)	15.4%	28.1%			13	5		
(iii)Chemical Knowledge and Skills (e.g., Perming and Colouring) 化學療程(例如電髮、染髮)	3.8%	12.5%			20	16		
(iv)Product Knowledge (e.g., product formulation and ingredients) 產品知識(如產品配方及成分)	30.8%	43.8%			4	3		
(v)Hair Care and Scalp Care 頭髮及頭皮護理	3.8%	12.5%			20	16		
(vi)Online to Offline Integration and Digital Marketing 線上線下結合及數碼營銷	19.2%	12.5%			11	16		
(vii)Big Data Analysis 大數據分析	15.4%	0.0%			13	21		
C. Generic Skills 通用技能								
(i)Customers Services and Complaint Handling 顧客服務及處理投訴	26.9%	25.0%			6	8		
(ii)Communication and Interpersonal Abilities 溝通及人際交往能力	26.9%	28.1%			6	5		
(iii)Problem Solving Abilities 解難能力	23.1%	25.0%			8	8		
(iv)Sustainability (Environment, Social and Governance) 可持續發展(環境、社會、管治)	15.4%	15.6%			13	13		
(v)Multi-languages (e.g., Putonghua, English) 多種語言(例如: 普通話、英文)	19.2%	53.1%			11	1		
(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, 找出突發的創新解決方案)	23.1%	18.8%			8	11		
(vii)Digital Literacy (i.e., to use software features to arrange bookings, create and edit documents, evaluate and analyze online information) 數碼應用能力/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)	7.7%	6.3%			19	20		
(viii)Personal Career Planning (i.e., self-understanding, personal planning, goal setting, self-reflection and revision) 個人職業生涯規劃(即是認識自我、個人規劃、訂立目標及反思和修訂的能力)	11.5%	9.4%			18	19		
(ix)Enhancement of industry awareness 加強對行業的認知	15.4%	28.1%			13	5		
Others 其他	0.0%	0.0%			22	21		
Training not required 不需要任何培訓	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	31	39						

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
- (3) Respondents are allowed to select more than one skills
- (4) # Craftsman and Clerical/ Operative level are not applicable to this type of industry

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
- (3) 受訪者可剔選多於一項
- (4) # 技工級員工及輔助人員/文員級員工不適用於該行業類別