The Tattoo Parlors, Tattoo Removal and Body Piercing Market
November 2015

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Nature & Operations of Tattoo Parlors 23-37
• Summary and history of tattoos in the United States: discussion
• Estimated number of tattoo parlors, $ size of the market
• Good/typical locations for a tattoo parlor (home, retail, college, flea mkt.)
• Avg. salary of a tattoo artist: commissions, rental of retail store space, subcontractor status, training/expertise, apprentices, building clientele
• Tattoo studio operations: start-up costs, avg. revenues, expenses (rent, tools, marketing, equipment), profits,

Table: Estimated income statement: avg. revenues and expenses, by type
• Potential dangers with inks, infections, FDA’s role
• Types of common tattoos, technology – smart tattoos
• Body piercings, costs.

Customer Demand & Demographics 38-50
• Percent of Americans with a tattoo (by age, race, sex, region, reasons, etc.)
• Attitudes toward persons with tattoos
• Piercings, Henna tattoos
• Findings of study by Public Opinion Laboratory at Northern Illinois University: characteristics of people with tattoos & body piercings (by gender, race, income, marital status, year of birth)

**Market Size and Growth**

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- Summary & discussion of various estimates of no. of tattoo parlors, $ size of the industry (U.S. Census Bureau data, articles, trade groups, other mkt. research firms)
- 2012 Census data, product line sales, avg. annual receipts per establishment (tattoo studios, tattoo removal, body piercing services)
- How the business holds up in recessions, reasons for growing popularity of tattoos
- Estimated no. of parlors, avg. revenues per parlor/artist

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- Types of laser equipment used (Q-switched lasers, pulse dye, CO2 lasers, diode, erg, yag, Palomar Medical Technologies etc.)
- Cost per session and no. of treatments needed, total cost
- American Academy of Dermatology 2004 survey findings
- Training of personnel
- Setting up a tattoo removal business: office layout, regulations, equipment, types of leases for laser machines, technology, marketing, staff)
- Tattoo removal demographics: sex, seize of tattoos, type ink used, typical patient motivations for removal, pricing, avg. revenue per patient)
- Market size & potential: data from Dr. Tattoff company 10K info., Census, Dermatology Assn. – no of procedures.
- Cynosure’s PicoSure FDA approved device, company profile, revenues
- Skinial USA company profile
- **Med Spas & Tattoo Removal: Findings of Custom ISPA/Marketdata Online Survey** (Oct. 2015 survey of med spa owners: do they offer tattoo removal, sex mix of clients, use of existing/new staff, biggest competitors, cost per session, no. of sessions, total cost, plans to add service in next year, age & sex of clients, brands of laser equip. used)
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- Discussion of market size, based on Zales 10K (owns Piercing Pagoda), and 2012 Census Bureau data
- Profile of Piercing Pagoda, 2012 financials from Zales financial summary (2009-2013, no. of sites, revenues per site, total revenues)
- Piercing Pagoda History & Description
- Acquisition of Piercing Pagoda by Zales (Oct. 2000)

Franchising & Company Profiles  79-90

- Why franchising hasn’t caught on in this industry
- Profiles of some companies that tried to franchise (background, cost to Purchase, interview comments by management, financials when avail.)

  - Deja Vu Tattoo & Piercing Studios
  - BodyCo
  - Pierced?
  - Piercing Pagoda (Zales)
  - Dr. Tatoff Tattoo Removal
  - Delete - Tattoo Removal & Laser Salon

Reference Directory of Industry Information Sources  91-95

Name/address/phone/key contacts: trade groups, journals, magazines, directories, special surveys, consultants, etc.