

The Tattoo Parlors, Tattoo Removal and Body Piercing Market

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Table of Contents

	Page
<u>Introduction: Report Scope, Sources of Information, Methodology</u>	1-5
<u>Executive Overview of Major Findings</u>	6-22
<p>Highlights of all report chapters: nature of the tattoo studios business, typical services, reasons for recent growth, revenues, profits, industry structure, \$ size of the combined tattoo studios market, tattoo removal market, body piercing market - 2007-2020 Forecast, 2014-2015 performance, customer demand/demographics, market trends and key issues, avg. tattoo artist salary, key operating ratios, outlook & forecasts, avg. income statement for tattoo parlor, franchising efforts, technology developments, dangers of infection, more.</p>	
<u>Nature & Operations of Tattoo Parlors</u>	23-37
<ul style="list-style-type: none">• 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,	
<p><u>Table:</u> Estimated income statement: avg. revenues and expenses, by type</p>	
<ul style="list-style-type: none">• Potential dangers with inks, infections, FDA's role• Types of common tattoos, technology – smart tattoos• Body piercings, costs.	
<u>Customer Demand & Demographics</u>	38-50
<ul style="list-style-type: none">• Who gets tattoos? – results of surveys/polls by Harris Polls, U.S News, other companies (2003, 2008, 2012 data)• 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

51-78

The Tattoo Parlors Market p. 51

- 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
- Marketdata estimates of \$ annual revenues of tattoo parlors, tattoo removal, body piercing market: **2014-2015 performance, 2007-2020 Forecast**, discussion of market estimates by U.S. News, other sources.

The Tattoo Removal Market p. 56

- 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, size of tattoos, type ink used, typical patient motivations for removal, pricing, avg. revenue per patient)
- Marketdata estimates of \$ annual revenues of tattoo removal market: **2014-2015 performance, 2007-2020 Forecast**, rationale for estimates, discussion of estimates by other sources.
- 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)

The Body Piercing Market p. 73

- 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)
- Marketdata estimates of \$ annual revenues of body piercing market: **2014-2015 performance, 2007-2020 Forecast.**

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. Tattoff 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.