

U.S. Nail Salons: An Industry Analysis

Data Pack

September 2021

Table of Contents

	Page
<u>Nature of the Industry</u>	1-4
Definition and number of nail salons and nail technicians, mobile salons, full-service salons, states with highest no. of nail salon workers	
Key Industry Statistics: amount spent on nail care, customer demographics, nail tech training, work hours, avg. salaries, pricing, etc.	
<u>Tables:</u>	
- Share of consumers of hair and nail salons by age group.	
<u>Market Size, Growth, Forecasts</u>	6-14
Estimates of industry size/no. of nail salons by U.S. Census Bureau vs. Nails Magazine, other sources, why some estimates don't make sense	
Discussion & analysis of historical growth trends, during last recession, recovery since then, current situation, rationale	
Discussion of major factors affecting industry growth	
2020 Performance: Effects of The Pandemic: Analysis & discussion, BLS payroll data	
2021 Industry Outlook: Prospects for a recovery: Analysis & discussion, recent BLS payroll data	
2025 Industry Forecast: Long-term outlook: Analysis & discussion, demand factors	

Tables:

- Number & Receipts of U.S. Nail Salons: Employers with Payrolls: 2007-2025 F
- Number & Receipts of U.S. Nail Salons: Non-Employers without Payrolls: 2007-2025 F
- Total Size of the U.S. Nail Salons Industry: Employers & Non-Employer: 2007-2025 F
- Non-employer Establishments, by Revenue Class: 2018
- Number of nail technicians in the U.S. from 2006 to 2018

Industry Economic Structure & Operating Metrics

15-42

- Summary of key industry metrics, NAICS code for the industry, discussion of employer vs. non-employer establishments, number and avg. salary of nail technicians
- Number of nail salon establishments, by employment size: 2017 & 2012
- Industry snapshot: 2007, 2012, 2017: no. of firms, estabs., receipts, employees
- Labor costs & productivity, sales/payroll ratio
- Avg. receipts per nail salon: 2017, 2019
- Avg. receipts, avg. payroll, avg. no employees: 2007, 2012, 2017

Industry ratios (no. of firms, establishments, receipts, payroll as % receipts for 2017 & 2012) by:

- legal form of organization -corporations, sole proprietorships, partnerships: no. of employees).
- Single vs. multi-unit firms, by size
- Concentration Ratios: ratios for top 4, 8, 20, 50 largest firms
- Receipts size of establishments (under \$100,000 to \$5 mill.)
- No. of nail salons, receipts & avg. receipts per establishment, alpha by state: 2019

Geographic Analysis

- Top 7 states, by no. of nail salons
- Top 6 states, by receipts
- No. of nail salons, receipts & avg. receipts per establishment, by state, ranked by number – 2019 (County Business Patterns, Marketdata estimates)

Nail Technicians Data

- No. of nail techs: 2006-2018

Tables:

- Mean wages, by state, for Manicurists and Pedicurists: 2020

Nail Salon Operating Costs & Metrics

- Discussion of FabJob Guide and BLS data on nail salon owner's potential earnings and salon profit margins, factors affecting profitability
- Sample **Profit & Loss Monthly Statement** for an Average Nail Salon: 2019 (Marketdata estimates)

Tables:

- Avg. price of nail services, by type (Nails Magazine data)
- Services provided by nail salons, percent offered (Nails Magazine data)

Franchising

43-45

Table:

- List of top nail salon franchises, no. of outlets
- Frenchie's Franchise Sample Annual Income Statement: Salon in year 4, 2018

Reference Directory

46-48

List of nail salon trade associations, journals, special industry reports, articles, other key contacts – address & phones