

U.S. Tattoo Parlors & Tattoo Removal Services:

A Market Analysis

June 2024

Table of Contents

	Page
<u>Introduction: Report Scope, Sources of Information, Methodology</u>	1-5

<u>Nature & Operations of Tattoo Parlors</u>	6-35
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- Overview of the market, structure and main characteristics
- Summary and history of tattoos in the United States: discussion
- Estimated number of tattoo studios, avg. receipts per studio, current \$ size of the market
- Geographic analysis, top states (no. of studios, state \$ market potentials)
- Key industry facts/indicators
- Good/typical locations for a tattoo parlor (home, retail, college, flea mkt.)
- Avg. salary of a tattoo artist: 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
- Discussion of concerns about safety of inks, regulation, FDA actions
- Types and styles of tattoos.

Tables:

- Estimated studio income statement: avg. revenues and expenses, by type
- Types of common tattoos, technology – smart tattoos
- Number of tattoo studios, by state, state mkt. potentials: 2024
- Average yearly salaries of tattoo artists, by state
- Tattoo artist, by gender, by year: 2010-2021
- Tattoo artists, by race, ethnicity, by year: 2010-2021
- Tattoo Artist Jobs, By Employer Size
- Tattoo Artist Unemployment Rate, By Year: 2010-2021
- Tattoo Artist Tenure Statistics

Industry Size and Growth

36-46

- Summary & discussion of various estimates of no. of tattoo studios, \$ size of the industry (U.S. Census Bureau data, articles, trade groups, other mkt. research firms)
- Market Status report: findings of Marketdata interviews with industry leaders regarding recovery since the pandemic, current issues, outlook, headwinds
- Estimates of no. of tattoo studios and artists (Census, Data Axle)
- Average revenues per studio
- Census data, product line sales, avg. annual receipts per establishment (tattoo studios, tattoo removal, body piercing services)
- Total industry size: estimates by PEW Research, Marketdata, others
- 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: **2020-2021 pandemic performance, 2022 recovery period, 2024-2025 Forecast, 2030 Forecast, rationale.**

Tables:

- Estimated \$ Size of The U.S. Tattoo Studios & Tattoo Removal Market: 2007-2030 F
- Market growth forecasts by other market research firms.

The Tattoo Removal Market

47-65

- Discussion of the basics of tattoo removal: time required, costs, trends since 2010, laser equipment used, etc.
- 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 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: estimates by U.S. Census, franchisor, other research firms: **2024 & 2030 Forecast**, rationale for estimates, discussion of estimates by other sources.
- Estimated market share of tattoo studios vs. dermatologists, med spas and other MDs.

- Med Spas & Tattoo Removal: Findings of Custom ISPA/Marketdata Online 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)
- Recent developments in the laser equipment market, list of top manufacturers

Company Profile: Removery

Tables & Infographics:

- Tattoo Market Characteristics
- Tattoo Removal Market Characteristics
- Tattoo removal profitability

Customer Demand & Demographics

66-72

- Who gets tattoos? – results of surveys/polls by Harris Polls, U.S News, other companies (by race, income, gender, etc.)
- Percent of Americans with a tattoo (by age, race, sex, region, reasons, etc.)
- Attitudes toward persons with tattoos
- Regrets, tattoo removal, factors affecting
- Findings of 2022 government survey: *Tattoos: Demographics, Motivations, and Regret in Dermatology Patients*

Table:

- Reasons for obtaining tattoos in all study groups and genders

Reference Directory of Industry Information Sources

73-75

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