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US Collection

Hair, Nail, & Skin Care Services: United States

April 2020



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Table of Contents

1. Highlights	3
2. Market Environment	5
Historical Trends	5
Key Economic Indicators	7
Technology	8
Environmental & Regulatory Factors	9
3. Segmentation & Forecasts	10
Establishments	10
Beauty Salons	11
Nail Salons	14
Barber Shops	14
Other Establishments	15
4. Industry Structure	18
Industry Characteristics	18
Market Share	21
Regis	21
Great Clips	22
Sport Clips	22
5. About This Report	23
Scope	23
Sources	23
Industry Codes	24
Freedonia Methodology	24
Resources	26

List of Tables & Figures

Figure 1 Key Trends in US Hair, Nail, & Skin Care Revenue, 2019 – 2024	3
Figure 2 US Hair, Nail, & Skin Care Revenue Trends, 2009 – 2019	5
Table 1 Key Indicators for US Hair, Nail, & Skin Care Revenue, 2009 – 2024	7
Figure 3 US Hair, Nail, & Skin Care Revenue by Establishment, 2009 – 2024 (US\$ bil)	10
Table 2 US Hair, Nail, & Skin Care Revenue by Establishment, 2009 – 2024 (US\$ mil)	10
Figure 4 US Survey: Hair Care Customer Loyalty, 2019	12
Figure 5 US Survey: Hair Care Merchandise Sentiment, 2019	13
Figure 6 US Hair, Nail, & Skin Care Revenue by Establishment, 2009 – 2024 (%)	17
Table 3 US Barber, Beauty, & Nail Salon Firms, Establishments, & Employment, 2009 – 2019	18
Figure 7 US Barber, Beauty, & Nail Salon Employer Firm Net Profit Margin, 2009-2018	20
Figure 8 US Hair, Nail, & Skin Care Market Share by Company, 2019 (%)	21
Table 4 NAICS & SIC Codes Related to Hair, Nail, & Skin Care	24

About This Report

Scope

This report forecasts US hair, nail, and skin care establishment revenue in nominal US dollars to 2024. Total revenue is segmented by establishment in terms of:

- beauty salons
- nail salons
- barber shops
- other establishments such as day spas, ear piercing services, hair removal salons, massage parlors, tanning salons, and tattoo parlors

To illustrate historical trends, total revenue and the various segments are provided in annual series from 2009 to 2019.

Revenues attributable to hair, nail, and skin care services provided by diet and weight reducing centers are excluded from the scope of this report.

Key macroeconomic indicators are also provided with quantified trends. Other various topics, including profiles of pertinent leading companies, are covered in this report. A full outline of report items by page is available in the Table of Contents.

Sources

Hair, Nail, & Skin Care Services: United States (FF95049) represents the synthesis and analysis of data from various primary, secondary, macroeconomic, and demographic sources, such as:

- firms participating in the industry, and their suppliers and customers
- government/public agencies
- intergovernmental organizations
- proprietary and licensed national consumer survey data
- trade associations and their publications
- the business and trade press
- indicator forecasts by The Freedonia Group
- the findings of other reports and studies by The Freedonia Group

Specific sources and additional resources are listed in the Resources section of this publication for reference and to facilitate further research.

Industry Codes

Table 4 | NAICS & SIC Codes Related to Hair, Nail, & Skin Care

NAICS/SCIAN 2017		SIC	
North American Industry Classification System		Standard Industrial Classification	
812111	Barber Shops	7231	Beauty Shops
812112	Beauty Salons	7241	Barber Shops
812113	Nail Salons	7299	Miscellaneous Personal Services, NEC
812199	Other Personal Care Services		

Source: US Census Bureau

Freedonia Methodology

The Freedonia Group, a subsidiary of MarketResearch.com, has been in business for more than 30 years and in that time has developed a comprehensive approach to data analysis that takes into account the variety of industries covered and the evolving needs of our customers.

Every industry presents different challenges in market sizing and forecasting, and this requires flexibility in methodology and approach. Freedonia methodology integrates a variety of quantitative and qualitative techniques to present the best overall picture of a market’s current position as well as its future outlook: When published data are available, we make sure they are correct and representative of reality. We understand that published data often have flaws either in scope or quality, and adjustments are made accordingly. Where no data are available, we use various methodologies to develop market sizing (both top-down and bottom-up) and then triangulate those results to come up with the most accurate data series possible. Regardless of approach, we also talk to industry participants to verify both historical perspective and future growth opportunities.

Methods used in the preparation of Freedonia market research include, but are not limited to, the following activities: comprehensive data mining and evaluation, primary research, consensus forecasting and analysis, ratio analysis using key indicators, regression analysis, end use growth indices and intensity factors, purchase power parity adjustments for global data, consumer and end user surveys, market share and corporate sales analysis, product lifespan analysis, product or market life cycle analysis, graphical data modeling, long-term historical trend analysis, bottom-up and top-down demand modeling, and comparative market size ranking.

Freedonia quantifies trends in various measures of growth and volatility. Growth (or decline) expressed as an average annual growth rate (AAGR) is the least squares growth rate, which takes into account all available datapoints over a period. The volatility of datapoints around a least squares growth trend over time is expressed via the coefficient of determination, or r^2 . The most stable data series relative to the trend carries an r^2 value of

About This Report

1.0; the most volatile – 0.0. Growth calculated as a compound annual growth rate (CAGR) employs, by definition, only the first and last datapoints over a period. The CAGR is used to describe forecast growth, defined as the expected trend beginning in the base year and ending in the forecast year. Readers are encouraged to consider historical volatility when assessing particular annual values along the forecast trend, including in the forecast year.

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Resources

The Freedonia Group

Freedonia Industry Studies

Global Pools & Spas

Industrial & Institutional (I&I) Cleaning Chemicals in the US

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Contacts, Glasses, & Sunglasses: United States

Demographics: United States

Dermatological Drugs: United States

Jewelry & Watches: United States

Men's Clothing: United States

Personal Care Appliances: United States

Pet Grooming Products: United States

Pet Grooming Services: United States

Recreation: United States

Women's Clothing: United States

Freedonia Custom Research

Trade Publications

Against the Grain

Beauty Launchpad

Beauty Store Business

Behind the Chair

DAYS SPA Magazine

Modern Salon

NAILPRO Magazine

NAILS Magazine

Salon Today

Sheen Magazine

Agencies & Associations

American Barber Association

American Suntanning Association

Associated Hair Professionals

Associated Skin Care Professionals

International Franchise Association

International SalonSpa Business Network

Salon Spa Professional Association

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Spa Industry Association
United States Census Bureau
United States Department of Labor
Occupational Safety and Health Administration
United States Food and Drug Administration