

U.S. Tattoo Parlors, Tattoo Removal & Body Piercing Services: An Industry Analysis

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Abstracts

Tattoos and body art in the U.S. have soared in popularity lately, especially amongst Millennials, fueling an industry comprised of 20,000+ tattoo parlors or studios. The industry, which also includes body piercing, is estimated to be worth \$3 billion, and is growing strongly. According to polls, 21% of Americans now have a tattoo (up from 16% in 2003), but sometimes they have regrets about getting them, thus opening up a new market—tattoo removal, which is driven by new laser equipment and technology. This is a fragmented market of local artists, but it can be quite lucrative, especially with multiple artists renting space and working for a studio.

This is a completely new Marketdata report. The following topics are covered: why demand exists, history and evolution of tattoo parlors and the services they offer, typical operations/staff, separate analyses and \$ size of the markets for: tattoo studios, tattoo removal, and body piercing, trends and forecasts to 2020, operating ratios and profit margins, end-user demographics, estimated start-up costs, franchising, competitor profiles, and a comprehensive list of resources for follow-up. Includes custom online ISPA/Marketdata survey of med spas and their participation in tattoo removal services.

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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.

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BodyCo

Pierced?

Piercing Pagoda (Zales)

Dr. Tattoff Tattoo Removal

Delete Tattoo Removal & Laser Salon

Reference Directory of Industry Information Sources

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

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