

HOW IS THE BIG BOOK DATA DEVELOPED?

Creating a snapshot of the nail industry is an admittedly imprecise endeavor. We do surveys, conduct focus groups, consult experts, and do research to come up with these figures, which we know are relied upon not only by nail salon owners and nail technicians, but are referenced by product manufacturers and beauty suppliers. These figures have been cited in such esteemed publications as the *New York Times* and the *Wall Street Journal*. For all those reasons we are proud to be the source of good data, but it's also those same reasons that make us nervous ... because the process is indeed imprecise.

Because we base much of our data on a survey of our readership and online user communities, we're well aware that we don't have a truly representative picture of the market that includes the distinctly different demographics of the Vietnamese market. We do take into account the Vietnamese market in our market size projection, but the rest of the data is admittedly "skewed" toward the non-Vietnamese market profile.



Wireman



WHAT WERE THE TRENDS IN 2017?

I wish I could say that the industry was on an upward slope, but things in the professional market remain flat this year, a reflection as much on the overall economic situation in the U.S. as on specific issues in the nail industry, like the continued consolidation of the top marketers and product dealers.

From a service perspective, gel-polish remains very popular, and "dip systems" rose rapidly in popularity this year. Dip systems allow a nail technician to provide a fast and durable service with less filing and no light curing. Plus it's a service that can be mastered with much less training than standard acrylic overlays or sculpting (we created a new category in the 2017 NAILS Readers' Choice Awards for dip systems). Gelish's PolyGel made a big splash this year with its very different application method: a squeeze tube of pre-mixed formula, where a dollop is cut with a spatula-like tool and shaped to the nail. Curing is 30 seconds.

Long-wearing or hybrid polishes continued to sell, though they have not firmly taken hold in the market by either nail professionals or clients. Color is still preferred by many clients over pink-and-white or nudes, with a steady stream of new collections introduced in every product category (hard gels, gel-polish, colored powders).

One of my favorite stories this year is Lauren Wireman and her company Wildflowers Nail Academy. Wireman began her nail journey on the first season of NAILS Next Top Nail Artist and is now a major sponsor of the competition's fifth season. Wildflowers took top honors in the Favorite Additive category and placed second in two other categories in the 2017 NAILS Readers' Choice Awards.

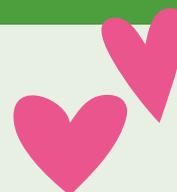
THANK YOU TO

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SOAK-OFF[®]
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Professional Nail Lacquer

We would like to extend a very heartfelt thank you to the group at Hand & Nail Harmony for their sponsorship of this year's Big Book Statistics, especially Danny Haile, David Daniel, Gari-Dawn Tingle, and David Trocker. There was an opportunity for them to align themselves with our research this year and they immediately accepted and it is greatly appreciated. That sponsorship allows us to run this substantial number of pages of data (including the consumer salon habits research on page 38). Though Hand & Nail Harmony does not participate in the data collection or analysis in any way, their commitment to hard data and this "verification" of the professional nail industry is absolute.



THANK YOU TO OUR READERS AND ONLINE COMMUNITIES

More than anyone, it's our readers and online communities who make the industry such a rewarding experience for all of us at NAILS. Year in and out, we marvel at the new ways nail technicians come up with to build their businesses and delight their clients. This year on NAILS editor Beth Livesay's national "Salon Fanatic Tour" across six states, 18 salons opened their doors to her and gave her an up-close-and-personal peek at how they do business (see her stories at www.nailsmag.com/salonfanatictour).

Although the last few years have seen a slowdown (and in fact, year over year is flat) the nail industry is healthy. We consider several factors to come up with these figures of how much is being spent on professional nail care each year. We look at the number of active nail technicians first. We believe that a little less than half of licensed nail technicians are actively practicing so we only base market size on half the number of licensees. Then we evaluate service prices of five basic services (looking at Vietnamese salons as a more than half of service dollars spent) and the number of services done per salon per year. We have a proprietary way of doing the math, and that's roughly how we determine the market size.

WHAT IS SPENT ON NAIL SERVICES?



HOW IS THE VIETNAMESE-AMERICAN NAIL MARKET DIFFERENT?

There are several key ways that Vietnamese-American salons are unique. For one, Vietnamese-American salons tend to be "employee" or "commission" salons instead of booth rental, which is a common practice in non-Vietnamese salons. Because of that, most business decision-making is made by the owner, not by the individuals in the salon.

Service pricing in Vietnamese salons tends to be lower. We estimate that on average, service prices in Vietnamese-American salons are 30%-40% lower than our published averages. That's why you can see an increase both in the number of nail technicians and nail salons in the U.S. but not see growth in the overall market size (which is a projection of dollars spent in nail salons).

Another significant difference in Vietnamese-owned salons is that most of them operate with predominantly walk-in services. Though plenty of salons do take appointments and have standing appointments and many loyal customers, it's much more common in Vietnamese salons to have a large walk-in business. That convenience has altered the way many consumers look at nail salon services as well: You will much more spontaneously get a manicure or pedicure than you would a haircut. And, as a result (or as a cause) there is much less client loyalty with Vietnamese salons.

	2017 # NAIL TECHS [1]	2017 # NAIL SALONS [2]
Alabama	4,279	98
Alaska	860	885
Arizona	8,274	502
Arkansas	2,137	1,145
California	100,909	7,897
Colorado	8,733	925
Connecticut	2,932	951
Delaware	212	104
Dist. of Columbia	958	186
Florida	33,999	4,230
Georgia	8,846	1,958
Hawaii	900	203
Idaho	2,186	390
Illinois	10,603	210
Indiana	6,639	2,103
Iowa	1,798	891
Kansas	1,080	447
Kentucky	2,895	530
Louisiana	4,768	1,065
Maine	1,173	1,411
Maryland	7,194	1,047
Massachusetts	16,745	162
Michigan	17,518	1,505
Minnesota	5,627	691
Mississippi	1,900	909
Missouri	6,329	449
Montana	1,401	164
Nebraska	1,175	1,661
Nevada	11,000	98
New Hampshire	1,650	322
New Jersey	8,255	208
New Mexico	1,311	2,145
New York	16,335	334
North Carolina	16,687	494
North Dakota	573	3,636
Ohio	13,380	1,455
Oklahoma	4,518	736
Oregon	12,714	591
Pennsylvania	11,801	2,216
Rhode Island	637	227
South Carolina	2,161	807
South Dakota	1,800	75
Tennessee	6,817	1,085
Texas	48,199	5,126
Utah	370	328
Vermont	263	1,406
Virginia	8,072	63
Washington	7,300	1,185
West Virginia	1,545	856
Wisconsin	1,718	164
Wyoming	575	110
Total	439,751	56,386

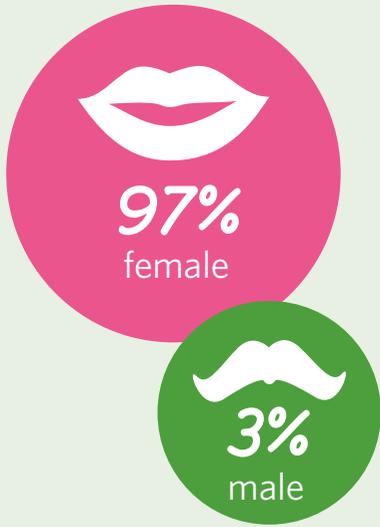
Variance Over 2016 ↑ 11.7% ↓ 19.1%

[2] InfoGroup is a list compiler that specializes in compiling business lists based on Standard Industrial Classification (SIC) codes, North American Industry Classification System (NAICS) codes, or industry descriptions. InfoGroup is the only business that exclusively uses a 6 digit SIC code for deeper segmentation. For this number, we use the code for businesses that claim their primary or secondary business as 'Manicuring' (SIC 7231-02).

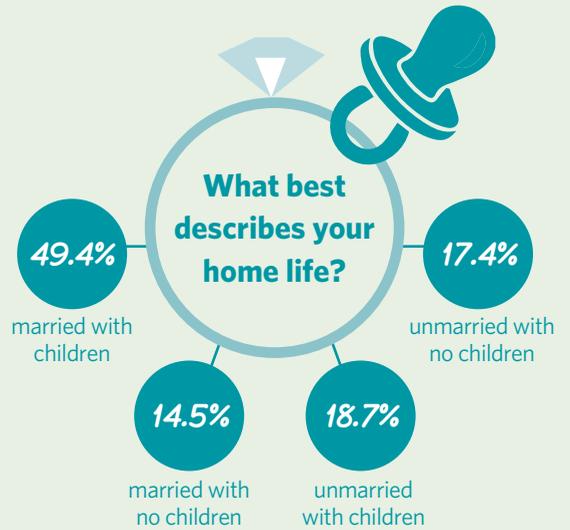
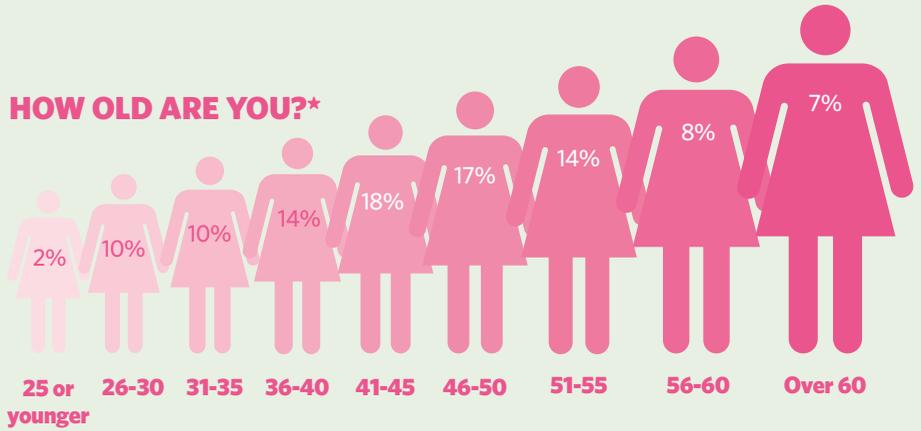
[1] Computerized Research is a list compiler that specializes in names and addresses of professionals and businesses that are currently licensed across multiple disciplines in each state. This information is based on their data, which Computerized Research receives from each state. Their data is updated once a year, except the state of California, which is updated at least twice a year. We have taken these numbers from the cited sources this year and have not altered them. Some of the numbers may seem illogical (why, for example, would a state have more salons than nail technicians). But we decided to publish this data from third-party sources that verify it themselves. We intend to continue our research throughout the year and refine these numbers to a point we're more comfortable with, to go into greater depth, and provide high-quality data that the industry so needs.

NAIL TECH DEMOGRAPHICS

GENDER*



HOW OLD ARE YOU?*



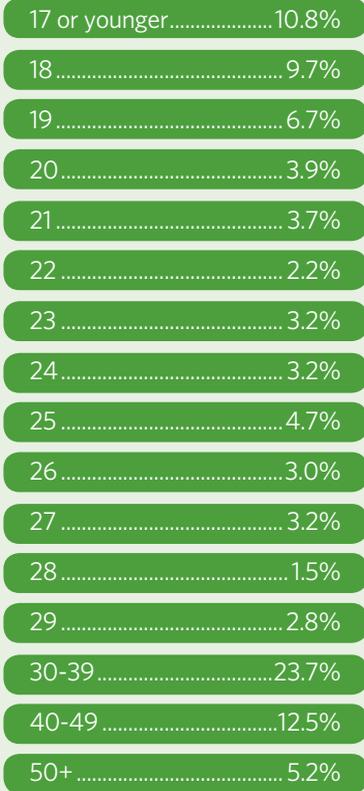
WHAT IS YOUR ETHNICITY?



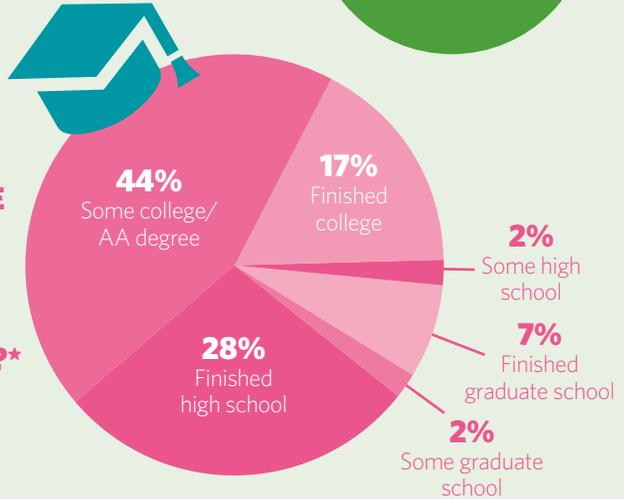
Which best describes your current employment situation? (Select all that apply)

I am a nail professional, but I don't work in a traditional salon environment...	31.6%
Salon owner doing nails (not a booth renter)	21.9%
Nail technician (booth renter)	18.6%
Nail technician (employee)	10.1%
Cosmetologist who does nails	8.9%
I have/had a license to do nails, but I'm NOT currently doing nails	7.1%
I am an educator or administrator at a cosmetology school	4.1%
Salon owner NOT doing nails	3.7%
Student or apprentice	3.4%
I work as a manufacturer's educator and I also work in a salon	2.0%
Salon manager or nail dept. manager (doing nails)	1.5%
I work as a manufacturer's educator and I do NOT work in a salon	0.8%
Salon manager or nail dept. manager (NOT doing nails)	0.6%
Other	12.6%

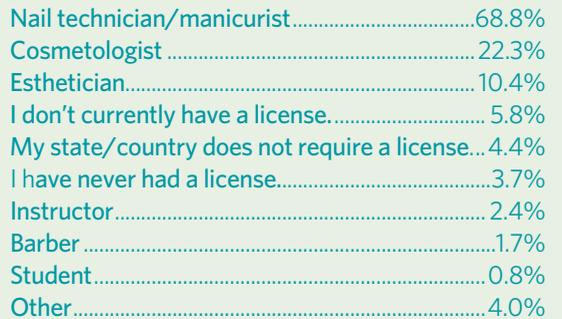
EDUCATION



WHAT IS THE HIGHEST LEVEL OF SCHOOL YOU HAVE COMPLETED?*



WHAT LICENSE(S) DO YOU HAVE?



How many of each of the following types of training have you attended within the last 12 months?

	0	1	2	3	4	5	More than 5
Tradeshow/conference	53%	29%	11%	4%	2%	1%	2%
Class with dealer/distributor at the dealer's location	66%	18%	10%	3%	2%	0%	1%
Class with dealer/distributor NOT at the dealer's location	75%	16%	5%	1%	1%	1%	1%
Class with manufacturer at the manufacturer's location	89%	8%	2%	1%	0%	0%	0%
Class with a manufacturer not at the manufacturer's location	82%	13%	2%	2%	0%	1%	0%
In-salon training	74%	12%	4%	3%	3%	1%	3%
Online training (include webinars or online video)							
offered by a manufacturer or distributor	39%	19%	9%	8%	4%	2%	19%
In-person networking event	74%	14%	6%	2%	1%	1%	3%
PAID private training or independent training (in person)	77%	14%	5%	2%	1%	0%	1%
PAID private training or independent training (online)	88%	8%	1%	1%	1%	0%	2%
Non-nail related training of any kind (a business seminar, for instance)	62%	15%	12%	3%	2%	1%	6%

NAIL TECH INCOME

DO YOU KNOW WHAT YOUR PERSONAL PROFIT MARGIN IS?

No.....	40.5%
Yes.....	24.3%
I can make a rough estimate.....	24.1%
I don't understand the question.....	2.7%
Other.....	8.4%

WHAT IS YOUR PERSONAL PROFIT MARGIN?

10% or less	17.1%
11%-15%	9.5%
16%-20%	9.8%
21%-30%	14.1%
31%-40%	14.5%
More than 40%	35.0%



What percentage of your family's household income does YOUR income represent?

up to 10%	19.7%
11%-20%	10.4%
21%-30%	9.3%
31%-40%	9.8%
41%-50%	11.6%
51%-60%	8.5%
61%-70%	2.3%
71%-80%	2.5%
81%-90%	2.9%
91%-100%	23.0%



On average, what is your total WEEKLY service income?

🌿 \$150 or less	17.5%
🌿🌿 \$151-\$250	9.8%
🌿🌿🌿 \$251-\$350	10.6%
🌿🌿🌿🌿 \$351-\$450	6.6%
🌿🌿🌿🌿🌿 \$451-\$550	11.2%
🌿🌿🌿🌿🌿🌿 \$551-\$650	5.2%
🌿🌿🌿🌿🌿🌿🌿 \$651-\$750	8.1%
🌿🌿🌿🌿🌿🌿🌿🌿 More than \$750	31.0%

Average **\$653.14** (2016: \$630)

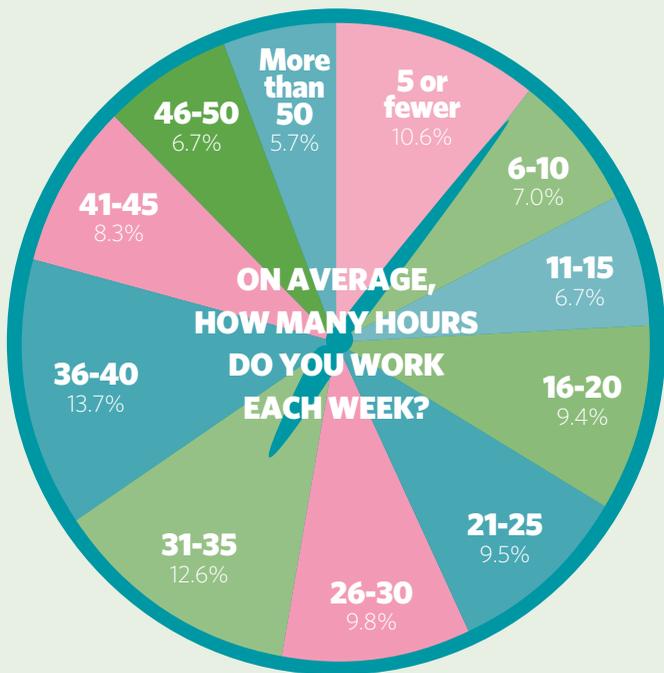
WHICH BEST DESCRIBES YOUR COMPENSATION SYSTEM?

I work at a home-based salon and keep both service income and business profits.	17.2%
I am a booth renter, I pay rent to the salon, and I keep all my service fees.	16.5%
I own the salon and pay myself a salary.	12.4%
I own the salon, and I also do nails and keep what I make from services I personally do.	12.1%
I am an employee and I receive a percentage of my service fees (no salary).	8.9%
I work as a freelance nail technician, traveling or doing nails for on-location work. I receive a fee for my work.	5.9%
I am an employee and I receive a salary.	5.0%
I work in a "salon suite" where I pay monthly rent for my space and keep my own earnings.	3.3%
I am a booth renter; I pay a percentage of service fees to the salon as rent.	2.3%
I am an employee and I receive a salary plus a percentage of my service fees.	1.7%
I am an employee and my compensation is based on the number of clients I serve or the amount of business I do (for example, I receive a higher commission if I bring in more clients).	0.8%
Other	13.9%



WHAT DAY IS THE BUSIEST DAY FOR YOU OR YOUR SALON?





How often do you pay your booth rental?



How much is your booth rental?

Average **\$445.36** monthly

average monthly booth rental



HOW LONG HAVE YOU WORKED AT YOUR CURRENT SALON?



HOW MANY OTHER SALON PROFESSIONALS WORK IN THIS SALON?

	0	1	2	3	4	5	More than 5
nail technicians	57%	18%	8%	6%	2%	2%	7%
hairstylists	54%	9%	8%	5%	4%	3%	18%
estheticians	67%	19%	8%	3%	2%	1%	2%
massage therapists	80%	10%	4%	3%	1%	1%	2%
other salon professionals	79%	9%	5%	3%	1%	0%	3%

How many salons do you currently work at?

89.2%

This is the only salon I work at

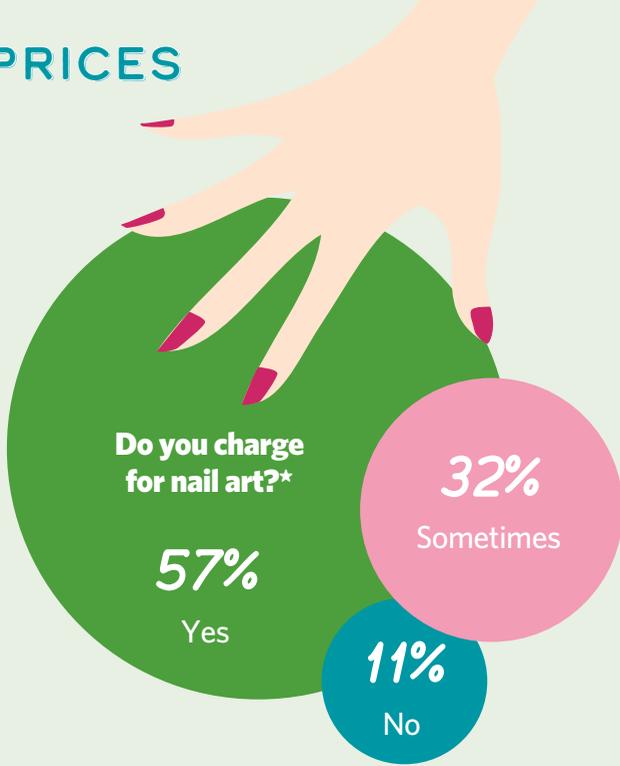
5.2%

I work at one other salon.

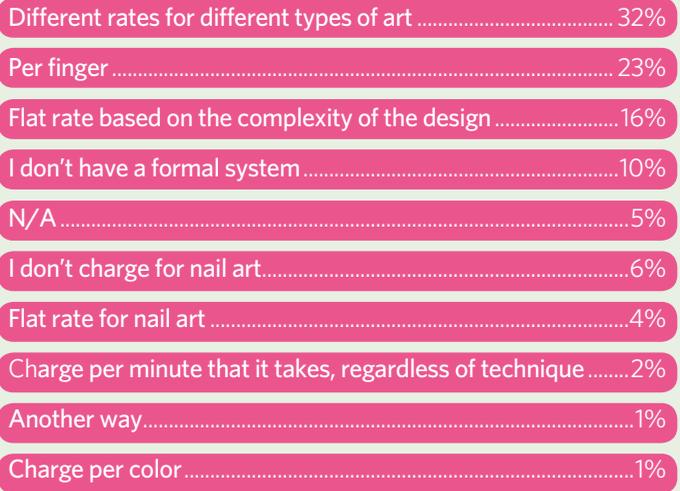
5.6%

I work at more than one other salon

PRICES



HOW DO YOU CHARGE FOR NAIL ART?*



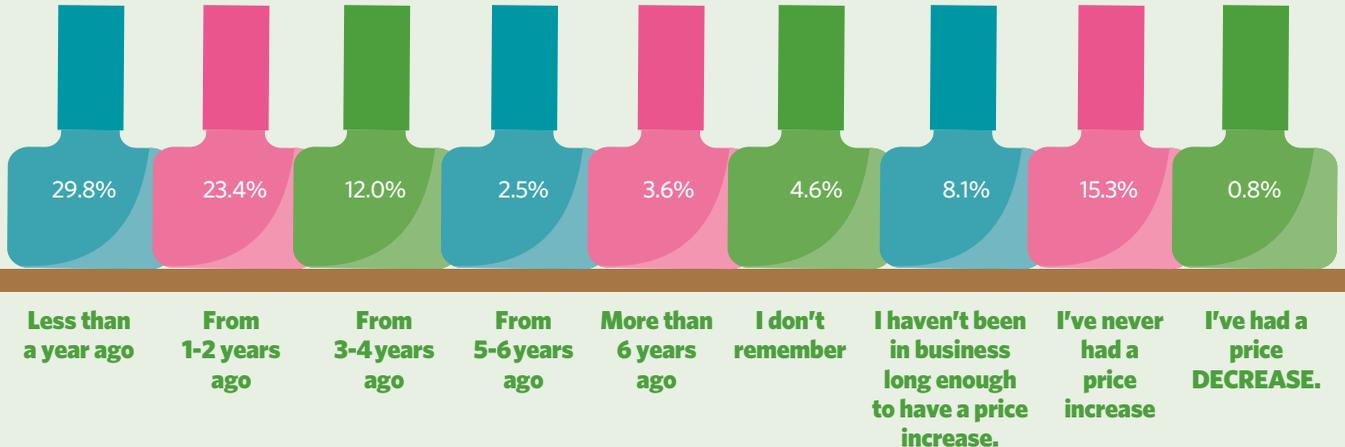
What is your AVERAGE price for each of these services?



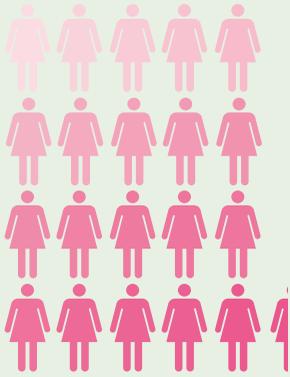
	2017	2016
Basic manicure	\$20.93	\$19.53
Deluxe or specialty manicures	\$30.85	\$29.00
Basic pedicures	\$33.56	\$32.09
Deluxe or specialty pedicures	\$45.96	\$43.79
Full set acrylics (sculpt or tips)	\$45.56	\$38.41
Acrylic fills	\$30.57	
Gels (traditional or hard gels)	\$29.41	\$49.22*
Acrylic dip systems (full set)	\$38.83	
Gel-polish (using a polish-like brush)	\$29.72	\$28.07*
Hybrid or long-wearing nail polish manicures	\$26.86	

*DATA FROM 2015

WHEN WAS THE LAST TIME YOU HAD A PRICE INCREASE (ON ANY OF YOUR NAIL CARE SERVICES)?



CLIENT DEMOGRAPHICS

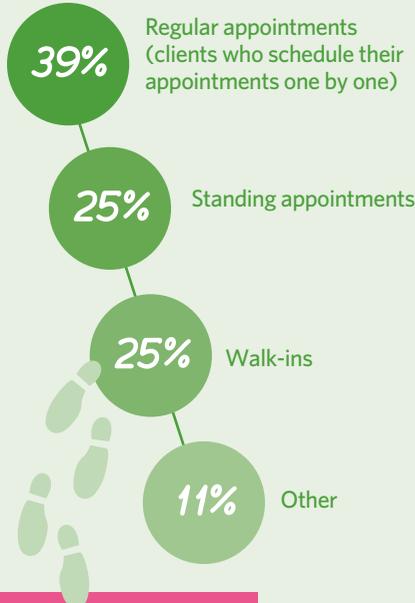


On average, how many clients do you personally service PER WEEK?

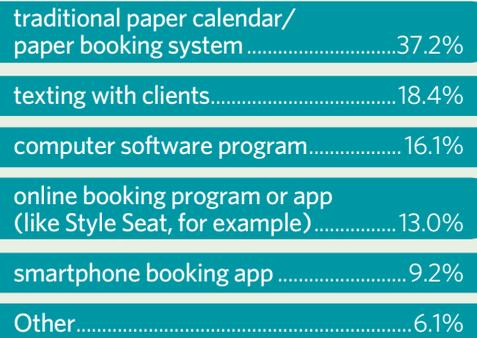
20.3



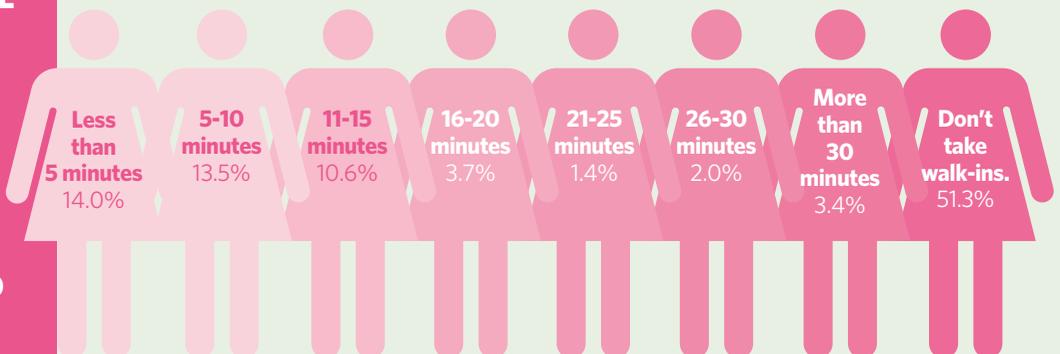
HOW DO YOUR CLIENTS TYPICALLY MAKE THEIR APPOINTMENTS? *



Which of the following do you use primarily for booking client appointments?



IF YOU TAKE WALK-INS IN YOUR SALON, HOW LONG DO THEY WAIT ON AVERAGE FOR THEIR SERVICE TO BEGIN?



What percentage of your clients are ...

Girls under 12	1.1%
Girls 12-15	2.6%
Girls 16-20	6.6%
Women 21-25	10.4%
Women 26-35	19.4%
Women 36-45	21.3%
Women 46+	33.2%
Men	5.4%

Of these client segments, where have you seen growth?

	INCREASE in this segment	DECREASE in this segment	NO CHANGE
Girls under 12	5%	3%	93%
Girls 12-15	11%	3%	86%
Girls 16-20	21%	3%	76%
Women 21-25	28%	5%	67%
Women 26-35	36%	3%	61%
Women 36-45	42%	3%	56%
Women 46+	40%	5%	55%
Men	31%	6%	64%

BUYING HABITS



WHERE DO YOU MOST FREQUENTLY SHOP FOR NAIL SUPPLIES?*

Respondents chose top 3 most frequent sources.

	2016	2015
I shop in a professional beauty supply store.	88%	83%
I order from an online-only distributor (one that does not have a store).	60%	42%
I buy direct from the manufacturer.	33%	36%
I buy products at tradeshow.	25%	34%
I order by phone from my dealer's catalog or deal sheets.	12%	30%
For some items, I buy from non-traditional places that don't carry professional nail supplies (arts and crafts stores, for example).	16%	30%
I shop at an open-to-the-public beauty store.	15%	23%

On average, how often do you shop for nail supplies?



Twice or more a week	8%
Once a week	13%
Three times a month	11%
Every two weeks or twice a month	16%
Once a month	32%
Every other month	9%
Quarterly	7%
Less often than quarterly	3%
Other	2%

Do you retail nail care products to clients?



How much does it matter to you that professional nail products are sold exclusively to nail professionals and not the general public? Choose all the statements that are TRUE for you PERSONALLY.

It matters a lot. I think professional brands should sell only to nail professionals.....	79%
When manufacturers sell their products at consumer outlets, it hurts my business because the products aren't considered "special."	33%
I only buy products from companies that I know are committed to nail professionals.	26%
I don't really care where POLISH is sold, but products like gels or acrylics should only be sold to professionals.	25%
It makes me very mad when I see so-called professional brands in drugstores and other stores.....	24%
It bothers me a LOT. Our business is so competitive and we need every advantage we can get, including having exclusive products.	23%
My services are professional and I offer a unique service, so it doesn't bother me if my clients can get the products themselves. They still can't do nails like I can.....	21%
There are so many places to get "professional" nail products that it doesn't matter that much.....	5%
It used to matter to me more than it does now.	4%
I don't think it matters that much.....	2%
It doesn't matter to me at all where products are sold.....	2%
Other.....	2%



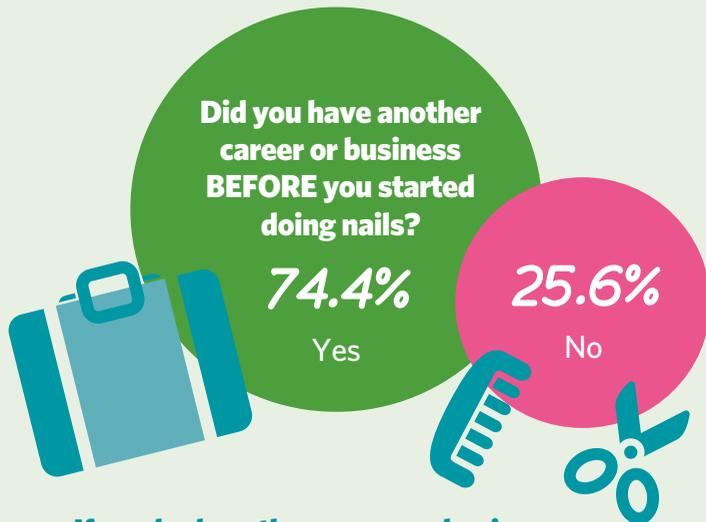
WHAT SERVICES ARE OFFERED AT THIS SALON?

manicures/pedicures	94%
gel-polish.....	86%
nail art.....	75%
acrylics (traditional).....	59%
waxing	58%
hard gels (traditional gels).....	55%
eyebrow services.....	49%
hair care.....	46%
paraffin dips.....	44%
skin care.....	36%
nail reconstruction.....	36%
natural nail care only (not gels, acrylics, tips, etc.).....	34%
makeup	33%
acrylics (dip system).....	30%
eyelash services.....	28%
massage.....	22%
tanning	11%
airbrushing for nails.....	10%
airbrushing for makeup.....	9%
Other.....	14%



BEST SELLING RETAIL PRODUCTS*

	this product is sold in my salon	this product is one of my top 3 best selling items.
nail polish	45%	23%
top/base coats	47%	12%
cuticle treatments	45%	34%
nail strengtheners	44%	24%
nail decals/ embellishments	17%	5%
hand and skin care	48%	39%
hair products	38%	26%
bath and body	35%	11%
makeup products	29%	9%
clothing/jewelry	28%	7%
home goods	8%	3%



If you had another career or business before going into nails, what did you do?

- administrative/clerical.....20%
- medical.....9%
- retail.....9%
- customer service.....8%
- hospitality/food service.....5%
- hairstylist.....4%
- accounting/bookkeeping/finance.....2%
- education.....3%
- I owned my own business/
I was in a family business.....5%
- general business management.....4%
- child care.....4%
- armed services/government work/
law enforcement.....3%
- banking.....2%
- makeup artist/esthetician.....1%
- graphic artist.....1%
- Other.....20%



professional nail care magazines	70%
websites of professional manufacturers	53%
trade shows and conferences	35%
my beauty products supplier	28%
YouTube	27%
websites of professional nail care magazines	26%
directly from the manufacturers	20%
nail professional blogs	19%
Facebook	19%
word of mouth from other nail technicians	18%
Instagram	16%
consumer beauty magazines	8%
newsletters	6%
Pinterest	6%
other websites (not professional sites)	3%
other social media	2%



	2017		2016	
	I HAVE	THE SALON HAS	I HAVE	THE SALON HAS
Snapchat	95%	12%	91%	n/a
Pinterest page/account	92%	21%	93%	16%
LinkedIn profile/account	92%	19%	90%	20%
YouTube channel	86%	31%	84%	23%
Twitter account	81%	30%	85%	32%
Instagram page/account	80%	50%	84%	49%
Facebook page/account	80%	64%	85%	69%
A blog	72%	45%	69%	39%
Foursquare page/account	42%	70%	59%	45%

CANADA



Market size: \$5 billion (hair and nail salons)
Licensing: Only in Manitoba, New Brunswick, and Nova Scotia, though outside of these jurisdictions some aspiring techs do still opt for formal education and training
Trending nail styles: Natural-colored nails with coffin, almond, or pointed shaping
Salon types: Home-based nail salons are more common, though standalone nail salons and full-service salons and spas exist
Popular products: Same as in the U.S., favoring Canada-based brands
What they do well: Health-consciousness means Canadian techs pay attention to product ingredients and maintaining the integrity of their clients' nails

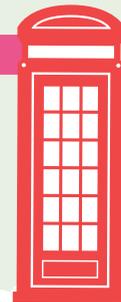


MEXICO AND CENTRAL AMERICA

Market size: \$138.2 billion (estimated between 2014 and 2020 for South America, Central America, and North America)
Licensing: Varies by country, but typically minimal or nonexistent
Trending nail styles: Bright colored acrylic sets and eye-catching nail designs
Salon types: Mostly full-service; a few nails-only salons
Popular products: StarNail/Cuccio, Organic Nails, Masglo, and Mia Secret
What they do well: Making professional nail services accessible to most of the population; creating technically difficult nail art designs



UNITED KINGDOM



Market size: Annual beauty spending is £876 (US\$1,270) for women and £711 (US\$1,031) for men
Licensing: Inconsistent — some parts of London require licensing but each council makes its own rules; no government licensing outside of London
Trending nail styles: Solid-colored gel-polish manicures
Salon types: High-end spas, mid-range salons, discount salons; nails-only salons/nail bars are trendy
Popular brands: OPI, Cuccio, Morgan Taylor, Gellux by Salon System, Artistic Nail Design, Gelish, Palms Extra Ltd, CND, Minx, Nails Inc.
What they do well: Nail bar chains, such as Nails Inc.



GERMANY

Market size: €2.5 billion (US\$2.8 billion)
Licensing: None for manicures or pedicures; cosmetologists (hair and skin professionals) and podiatrists (those who specialize in the health of feet) do have licensing requirements
Trending nail styles: UV gels and gel-polishes; classic reds are a perennial favorite
Salon types: Nails-only in three tiers (high, middle, and discount)
Popular products: Alessandro International, Catherine Nail Collection, LCN, Gehwol
What they do well: Continuing education in the form of large tradeshow and manufacturer classes for nail techs at all levels

SOUTH AFRICA

Market size: R25.3 billion (US\$1.9 billion) for all cosmetics and personal care together
Licensing: No government licensing; many nail schools but no standard curriculum
Trending nail styles: Gel-polish in solid colors; chrome looks
Salon types: All kinds, including full-service, nail only, and home-based
Popular products: OPI, Essie, Morgan Taylor, CND, LCN, Gelish, NSI, Cagel, Star Nail, Bio Sculpture Gel
What they do well: Service a wide variety of clients, from tween girls to men

RUSSIA

Market size (beauty): USD\$14.6 billion (RUB555.1 billion) in 2014

Schooling: Certificate of Training Completion earned from nail school; no license required

Trending nail styles: Moon manicure, cat-eye effect using magnetic polish, gel nails, bold colors

Salon types: Full-service salons

Popular products: International brands including NSI, Entity, CND, Hand & Nail Harmony, BeNatural, Color Club; national brands including L'Oreal Russia, Valeri d, Dance Legend, Milv

What they do well: Customization of services and nail art; attention to detail



JAPAN

Market size: 160 billion yen (US\$1.4 billion)

Licensing: Private licensing via Japanese Nailist Association and nail manufacturers; no government licensing

Trending nail styles: Gel nails with art, everything kawaii (cute)

Salon types: Primarily nails-only salons, but increasingly seeing full-service salons

Popular products: Vetro, OPI, Bio Sculpture Gel, Calgel, Ace UV Gel, TAT Inc., Nail Partner Co., Ltd

What they do well: Nail art, innovative nail product launches

INDIA

Market size: \$3.5 billion in 2015 (all professional salon services combined)

Licensing: None required by the government; multinational organizations and nail brands offer their own certifications via designated training facilities

Trending nail styles: Long nail enhancements with either solid gel-polish or with nail art

Salon types: Historically nails are part of full-service salons; more recently, nails-only salons are growing

Popular products: Nubar, Cuccio, OPI, BlueSky, R Nail Lounge, Headstart, Streamline, Nail Pro, Nail Cats, Nail Artist Germany, Colorista

What they do well: Cater to a changing client base and staying open to new products and trends



VIETNAM

Market size: 931,000 VND (US\$42) average annual per-woman spending on beauty services (includes hair, skin, eyebrows, nails, and other professional beauty services)

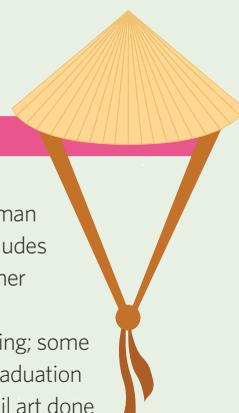
Licensing: No government licensing; some schools issue certificates upon graduation

Trending nail styles: Detailed nail art done in traditional nail polish

Salon types: Historically full-service; recently, nails-only salons are opening

Popular products: Unbranded products are the norm, but branded products are gaining ground, including those by OPI, Odyssey Nail Systems, Cuccio, Hand & Nail Harmony (Gelish), and CND

What they do well: Speed and attention to detail



AUSTRALIA

Market size: \$541.2 million

Schooling: Nail courses available at beauty schools but many nail professionals are self-taught; no government licensing

Trending nail styles: Nail art including negative space designs, nude and pastel colors

Salon types: Both full-service and nails-only salons

Popular products: International brands including OPI, CND, Essie, Orly, Gelish, IBD, Bio Sculpture Gel, Young Nails; national brands including MoYou Nails, Emendee, Kester Black

What they do well: Variety of nail salons available for every style and budget; savvy salon owners differentiate themselves on hygiene

