

Consumer Goods and Services • OD5627

Cosmetology & Beauty Schools in the US

Lock in: Lackluster wages for graduates is slowing enrollment



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Published May 2024

About

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About This Industry

Definition

This industry includes schools that offer training in barbering, hair styling or cosmetic arts, like makeup or skin care. These schools provide job-specific certification to prepare students for a career as a beauty professional.

Codes

2022	61151-Technical and Trade Schools
2017	61151-Technical and Trade Schools

What's Included

- Hair design and barbering training
- Nail care training
- Massage therapy training
- Esthetics training
- Makeup artist training

Companies

- Empire Education Group
- Paul Mitchell Advanced Education

Related Industries

Domestic industries

Competitors

- Community Colleges in the US
- Trade & Technical Schools in the US

Complementors

- Cosmetic & Beauty Products Manufacturing in the US
- Hair & Nail Salons in the US
- Barber Shops in the US
- Aestheticians in the US
- Makeup Artists in the US

International industries

- Global Cosmetics Manufacturing
- Cosmetic & Beauty Product Manufacturing in Canada
- Technical and Vocational Education and Training in Australia
- Hairdressing and Beauty Services in Australia
- Technical and Vocational Education and Training in New Zealand
- Hairdressing and Beauty Services in New Zealand
- Technical & Vocational Education in the UK
- Hairdressing & Beauty Treatment in the UK
- Hochschulen
- Hairdressing and other beauty treatment
- Skin Care, Beauty Therapy and Hairdressing Services in China
- Higher Education Schools in Mexico
- Higher Education in Spain
- Higher Education in France
- Higher Education in Italy

Related Terms

BRAZILIAN BLOWOUT

A treatment used to eliminate frizz, curls or waves from hair.

ESTHETICIAN

A person trained to administer facials, advise customers on skincare and provide care of skin and hair.

COSMETOLOGY DIPLOMA

A diploma requiring the completion of coursework in cosmetology theory, hair cutting and coloring, nail care, skin care and salon management.

COSMETOLOGIST

A person who gives beauty treatments, such as skin, hair and nail treatments.

Additional Resources

- American Association of Cosmetology Schools
- The National Accrediting Commission of Cosmetology Arts and Sciences
- Beauty School Network
- US Census Bureau

At a Glance

Revenue		Employees		Businesses	
\$2.2bn	'19-'24 ↑1.1% '24-'29 ↑0.8%	16,695	'19-'24 ↓0.3% '24-'29 ↑0.5%	1,230	'19-'24 ↓0.6% '24-'29 ↓0.0%
Profit		Profit Margin		Wages	
\$211.3m	'19-'24 ↑1.1%	9.8%	'19-'24 0.0 pp	\$694.1m	'19-'24 ↑0.8% '24-'29 ↑0.6%

Five-year growth rates display historic and forecast CAGRs

➔ Major Players

Company	Revenue	Market Share
Empire Education Group	\$150.5m	7.0%
Paul Mitchell Advanced Education	\$139.6m	6.5%
Other Companies	\$1.9bn	86.6%

🕒 Products and Services

Item	Revenue	Market Share
Hair design and hair styling training	\$1.2bn	54.9%
Nail care training	\$420.5m	19.5%
Skin care training	\$174.7m	8.1%
Barbering services training	\$133.7m	6.2%
Management and instructor training	\$79.8m	3.7%
Other	\$163.9m	7.6%

📊 Key External Drivers

Key External Drivers	Impact
Demand from hair and nail salons	Positive
Per capita disposable income	Positive
Government funding for universities	Positive
National unemployment rate	Positive
Number of adults aged 20 to 64	Positive
High school retention rate	Positive

Key Takeaways

Performance

- Concentration is on the rise. Aspiring cosmetologists are shifting to low-cost or high-cost schools, forcing institutions in the middle out of the industry.
- Growing demand for cosmetologists will lift enrollment. Specialized treatments, like facials and laser hair removal, have become popular with consumers, which makes careers in beauty more attractive to young adults and those considering a career change.

External Environment

- Cosmetology schools need to be accredited. While not a legal requirement, students attending unaccredited schools won't be able to apply for federal grants, loans or scholarships. Students will often decide to choose a competing program instead.
- The AACCS helps advocate for beauty schools. Lobbying efforts and community-building incentives from the American Association of Cosmetology Schools help the industry compete with government-backed cosmetology programs in community colleges.

SWOT

Strengths	Low Imports
	High Profit vs. Sector Average
	Low Customer Class Concentration
	Low Product/Service Concentration
	Low Capital Requirements
Weaknesses	Low & Steady Level of Assistance
Opportunities	High Revenue Growth (2019-2024)
	High Revenue Growth (2024-2029)
	Per capita disposable income
Threats	Low Revenue Growth (2005-2024)
	Low Outlier Growth
	Low Performance Drivers
	Demand from hair and nail salons

Industry Structure

Characteristic	Level	Trend
Concentration	Low	
Barriers To Entry	Moderate	Steady
Regulation and Policy	High	Steady
Life Cycle	Mature	
Revenue Volatility	Moderate	
Assistance	Low	Steady
Competition	Moderate	Increasing
Innovation	Moderate	

Executive Summary

Lock in: Lackluster wages for graduates is slowing enrollment

Over the five years to 2024, the COVID-19 pandemic and fluctuating enrollment rates have created unusual volatility for cosmetology schools. Following the onset of the pandemic, the industry was quickly disrupted by school closures, dropouts and deferred enrollment amid stay-at-home measures. Admissions fell throughout 2020 amid overall economic uncertainty and skepticism surrounding cosmetology professions. Recovery from the pandemic spurred spending on personal care services as consumers released pent-up demand, though falling disposable income amid inflation limited the industry's recovery. Industry-wide revenue has been expanding at a CAGR of 1.1% to an estimated \$2.2 billion over the five years through 2024. Revenue will swell by an estimated 0.6% in 2024 alone.

Consumers' rising concern over personal appearance has driven growth for salons and spas, which rely on capable beauty technicians to perform treatments. Highly specialized services, like facials or laser hair removal, have become more popular with consumers, spurring demand for cosmetology schools that can train students to carry out trending treatments. The rising cost of a four-year college degree has also benefitted the industry, as recent high school graduates seek a more affordable vocational education instead. Still, lackluster wages for graduates are discouraging many from pursuing a career in cosmetology, dampening enrollment growth. Larger schools have sustained high profit by leveraging their solid reputations to remain attractive.

Cosmetology schools will continue to benefit from improving economic conditions and strong demand for personal care services. Rising per capita disposable income will enable consumers to spend more on beauty treatments while simultaneously enabling more students to pay for a beauty school education. Beauty professions' job prospects and wages are expected to improve as consumers spend more, encouraging young adults and jobless workers to pursue a career in cosmetology. However, any major changes to licensing training requirements have the potential to devastate demand for beauty schools. Industry revenue is set to climb at a CAGR of 0.8% over the five years through 2029 to total \$2.2 billion.

Performance

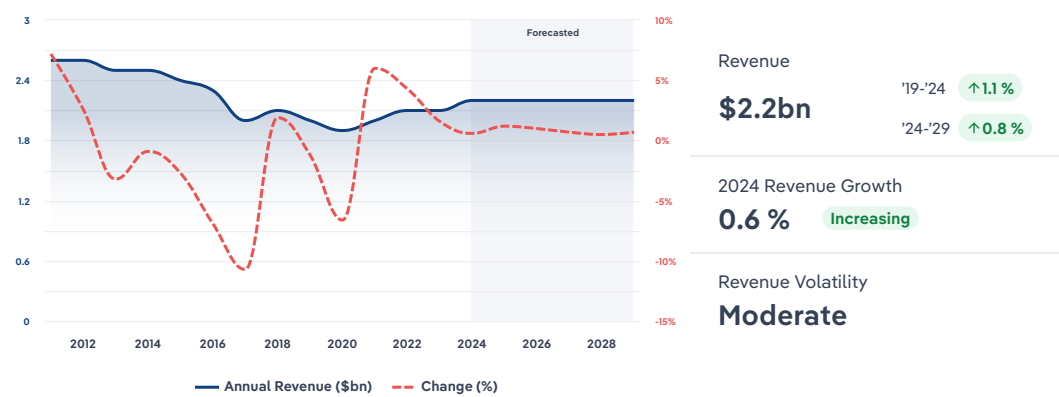
Key Takeaways

- Concentration is on the rise.** Aspiring cosmetologists are shifting to low-cost or high-cost schools, forcing institutions in the middle out of the industry.
- Growing demand for cosmetologists will lift enrollment.** Specialized treatments, like facials and laser hair removal, have become popular with consumers, which makes careers in beauty more attractive to young adults and those considering a career change.

Performance Snapshot

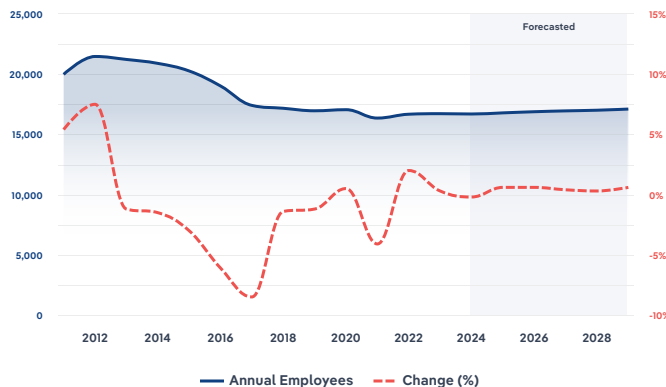
Revenue

Total value (\$) and annual change from 2011 – 2029. Includes 5-year outlook.



Employees

Total number of employees and annual change from 2011 – 2029. Includes 5-year outlook.



Employees

16,695

'19-'24 ↓ 0.3 %

'24-'29 ↑ 0.5 %

Employees per Business

14

'19-'24 ↑ 0.3 %

'24-'29 ↑ 0.5 %

Revenue per Employee

\$129k

'19-'24 ↑ 1.4 %

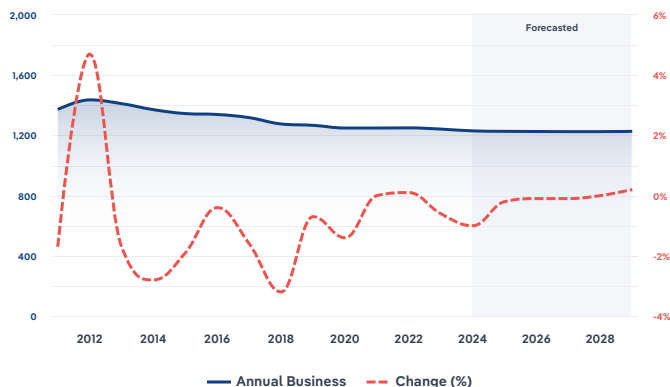
'24-'29 ↑ 0.4 %

IBISWorld

Source: IBISWorld

Business

Total number of businesses and annual change from 2011 – 2029. Includes 5-year outlook.



Businesses

1,230

'19-'24 ↓ 0.6 %

'24-'29 ↓ 0.0 %

Employees per Business

14

'19-'24 ↑ 0.3 %

'24-'29 ↑ 0.5 %

Revenue per Business

\$1.8m

'19-'24 ↑ 1.7 %

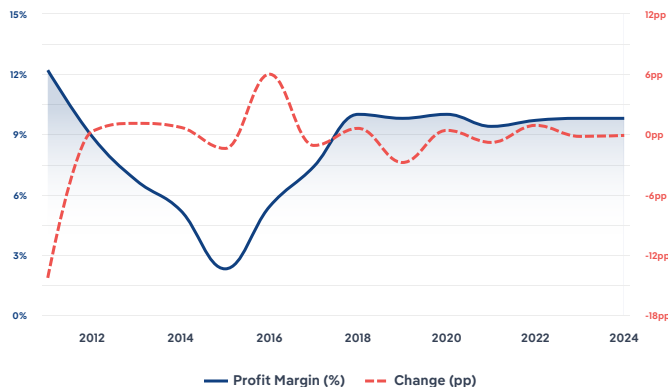
'24-'29 ↑ 0.9 %

IBISWorld

Source: IBISWorld

Profit Margin

Total profit margin (%) and annual change from 2011 – 2029



Total Profit

\$211.3m

'19-'24 **↑1.1%**

Profit Margin

9.8%

'19-'24 0.0 pp

Profit per Business

\$171.8k

IBISWorld

Source: IBISWorld

Current Performance

↑ 2019-24 Revenue CAGR +1.1%

What's driving current industry performance?

COVID-19 shut down cosmetology schools

- Federal and state mandates ordered the shutdown of cosmetology schools as the COVID-19 pandemic spread, stifling demand for the industry. Enrollment dropped as many dropped out or deferred admissions.
- Beauty schools rolled out online options for some courses, like professional development, though the need for in-person instruction limited the extent to which virtual classes could keep the industry's operations running.
- The rollout of vaccines in 2021 released pent-up demand. Recent high school graduates returned to school after their unexpected gap year, allowing revenue to return to growth. Revenue fully recovered from the pandemic's headwinds in 2022.

Inflation slowed cosmetology schools' recovery

- Enrollment rates in cosmetology programs are tied to macroeconomic conditions, like consumer spending and disposable income. Rising per capita disposable income generally increases consumer demand for personal care services, which encourages unemployed workers to pursue a career in cosmetology.
- While disposable income rose through most of the period, widespread inflation in 2022 significantly strained consumers' discretionary budgets. Many would-be students weren't willing to take on new major expenses.

Cosmetology becomes more specialized

- Beauty schools have benefitted from a trend towards highly specialized services in downstream spas and salons, like laser hair removal and microneedling.
- Readily available online tutorials and easily accessible materials, like skincare tools, have somewhat dented demand for professional beauty services. Beauty schools inherit this pressure as a career in esthetics or nail care becomes less attractive.
- Cosmetology programs are most widely available near urban, metropolitan areas, where demand for specialized high-margin procedures is the highest.
- Cosmetology schools need to stay up-to-date on the latest trends to ensure their programs meet the market's demands and effectively prepare students for their chosen fields.

Concentration continues to escalate

- Robust growth in the number of cosmetology schools in the early 2010s left the market heavily saturated. Concentration has swelled in the years among heightened competition. The pandemic's volatility added additional pressure, forcing some beauty schools to permanently close up shop.
- Skepticism surrounding postgrad wages for beauty professionals has impacted schools toward the middle of the price spectrum the hardest. Aspiring cosmetologists are increasingly choosing nearby low-cost schools to avoid debt or enrolling in more expensive prestigious schools to pursue better-paying positions.
- Cosmetology schools try to keep instructor-to-student ratios low to ensure effective training and a solid reputation. Accordingly, employment has declined slower than businesses have exited the industry.

Schools are working to keep licensing requirements high

- Recent reports claim that stringent licensing requirements pose an unnecessary barrier for potential cosmetologists. Most states require 1,500 hours of training, with some only requiring 1000 and others mandating upwards of 2,000 hours.
- Cosmetology schools are more expensive in states with higher training hour minimums, so many schools actively lobby for higher requirements. However, high requirements can deter some students, pushing them to easier-to-enter, better-paying careers.
- Beauty school students provide discounted haircutting, nail care and other services to consumers, though they are not paid for their labor. Student workers are accordingly a lucrative resource for the industry, one that schools in states with higher training requirements can enjoy for longer periods of time.

Volatility Moderate

What influences industry volatility?

Demand doesn't dramatically change from year to year

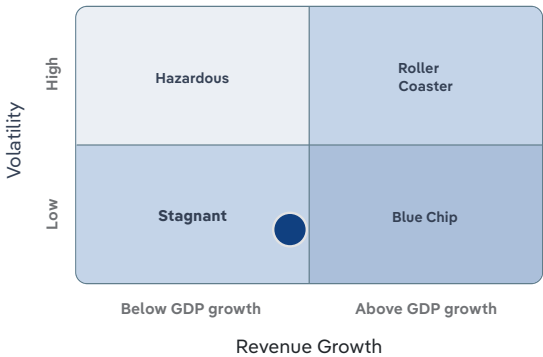
- Vocational programs, especially cosmetology programs, usually enjoy steady demand somewhat insulated from larger macroeconomic changes.
- Many hair salons, barber shops, spas and nail parlors require employees to be certified by the state, so there's a reliable need for new students that can learn the tools of the trade from a beauty school.

Government grants help stabilize enrollment

- Students attending accredited cosmetology schools can receive grants, loans and scholarships from various government agencies, which reduces the burden of attendance and encourages vocational learning.
- Still, attendance dropped substantially through the COVID-19 pandemic. Cosmetology schools' revenue accordingly tanked in 2020.
- Changes in per capita disposable income can also nullify the benefits of federal aid to students as many may be unable to pay for the remainder of their education out of pocket.

Stagnant

Industry volatility vs. revenue growth (2018-2024 CAGR)



☆ Key Success Factors

How do successful businesses overcome volatility?

Alter goods and services produced in favor of market conditions

Beauty schools must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Develop a strong reputation

Cosmetology schools must have a good reputation to attract student enrollment. A great reputation also helps them attract skilled instructors that can offer effective training.

Outlook ↑ 2024-29 Revenue CAGR +0.8%

What's driving the industry outlook?

Beauty professionals will be more sought-after

- Cosmetology and beauty schools will continue to benefit from increased demand for personal appearance services, ranging from hair styling to nail and skin care. The success of beauty services will create higher wages and more available positions for students to apply to after graduation. Enrollment will climb as better postgrad job prospects entice recent high school graduates to pursue a career in cosmetology.
- While it can take upwards of a year to become a licensed cosmetologist in some states, beauty school is faster to complete than a college degree. Rising unemployment will also aid enrollment as some jobless workers change professions without committing to more time-intensive alternatives.

Curriculums will adapt to meet technological advancements

- Cosmetology schools must stay on top of the latest trends to properly prepare students for the workforce, and the demands of the market will continue shifting through the next period.
- Anti-aging has been a recent development that many expect to define the next five years. Schools will need to ensure proper training on these treatments, as well as massage, wellness and skin care practices.
- Electrolysis, a method of hair removal that involves electricity, is also growing in popularity. Beauty schools that can teach electrolysis will be more popular with students looking to develop the in-demand skill.

Licensing reforms could devastate the industry

- Aspiring cosmetologists are subject to stringent licensing requirements, even though some researchers argue that they do less to protect consumers and more to keep employees out of the workforce.
- Some states, like Minnesota, have recently eliminated cosmetology licensing requirements for makeup artists and have introduced bills to repeal all cosmetology licenses.
- Potential licensing reforms pose a significant threat to the industry, as the primary purpose of cosmetology and beauty schools is for aspiring cosmetologists to gain enough practice hours to earn licensing. Many cosmetologists will bypass training entirely if licensing requirements are done away with entirely.

Lackluster postgrad salaries will limit revenue growth

- According to the Bureau of Labor Statistics's latest data, cosmetologists earned an average salary of just under \$35,000 in 2023. Beauty school typically costs between \$15,000 and \$20,000, making student debt a major issue for many graduates. Some cosmetologists continue paying off their schooling over a decade after completion.
- While cheaper than traditional four-year colleges, many students will choose the industry's competitors that offer greater earnings potential. Cosmetology schools will need to limit tuition rates to remain attractive, constraining revenue growth.

Life Cycle

Mature

Why is the industry mature?

Contribution to GDP

Industry Value Added (IVA) is set to lag behind US GDP growth over the ten years through 2029, indicating the industry's status as mature.

Market Saturation

The industry is reaching peak saturation as the competition for students heats up. With an influx of cosmetology schools and training programs flooding the market, it's more important than ever to stand out and offer unique, high-quality education to succeed.

Innovation

Cosmetology schools are offering online courses where possible but continue to operate predominantly in-person. Courses are continually pivoting to train students in trendy beauty treatments.

Consolidation

Consolidation is uncommon as the industry is highly fragmented, but some larger companies are buying other schools to open new locations

and capture demand from other markets.

Technology & Systems

Automated administrative software is helping community colleges cut back on labor for more simple office tasks, but most of the industry's operations have remained relatively unchanged for years now.

Life Cycle

Indication of the industry's stage in its life cycle compared to similar industries



*Growth is based on change in share of economy combined with change in establishment numbers

Products and Markets

Key Takeaways

Training in hairstyling brings in the most revenue. Hair cutting, dyeing and styling are more sought-after than nail servicing or esthetician treatments, so the segment trains the most students. Specialized nail and skin care training is becoming more popular, though.

Younger consumers are the primary market. Because they don't yet have extensive experience in another field, consumers between 18 and 29 make up over three-quarters of all cosmetology students.

Largest Market

\$1.2bn

Hair design and hair styling training

Product Innovation

Moderate

Products and Services

How are the industry's products and services performing?

Schools prepare students for careers in cosmetology

- Nearly 90.0% of the industry's revenue comes from vocational training. Haircutting and styling courses are the most popular choices by far as hair salon services are well-accepted by consumers. Women's haircutting is often much more expensive for consumers, making it a more attractive career to some.
- While nail services have maintained their level of popularity for decades, esthetics services have emerged and approached market acceptance. Growing demand for estheticians is pushing alternative vocational courses upwards as a share of revenue.

Management training helps support the business side of beauty

- Accredited cosmetology schools can offer certificates, diplomas and associate's degrees upon completion, which enable students to work in mid- to upper-level salons or spa.
- Management courses help students market themselves after graduation by showing they're familiar with the business side of cosmetology industries. These courses must be instructed by a qualified professional with experience as a business owner or manager.
- Instructor training courses help prepare licensed cosmetologists to pass their skills on to students or apprentices.

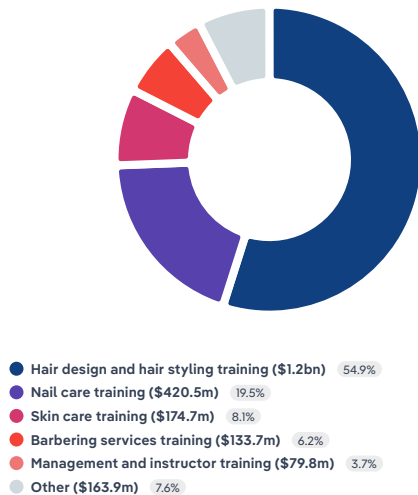
Other services help supplement major programs

- While other programs offered vary by cosmetology school, many schools also offer training for makeup artistry, electrolysis and massage therapy.
- Cosmetology schools generate additional revenue by offering

beauty services to the public for reduced fees when compared with traditional hair or nail salons, which help students get real-world experience.

Products & Services Segmentation

Industry revenue in 2024 broken down by key product and service lines.



IBISWorld

Source: IBISWorld

What are innovations in industry products and services?

Moderate

Cosmetology schools follow trends

- Beauty schools need to constantly examine the content of their courses to ensure they're teaching their students what styles, techniques and innovations are in demand from downstream salons and spas.

- Trends have moved towards spending more time on keratin hair treatments and gel nail application in recent years.

Schools have adopted a hybrid model

- To give flexibility to working students better, many cosmetology schools have followed the same trends as the larger education sector by rolling out online courses.
- Only certain subjects, like trend watching or professional development, lend themselves to remote methods, though. Many programs require hands-on training.
- Uneven adoption of online learning has left the industry in a hybrid state, providing remote courses where possible and continuing to operate in-person, like with mannequin heads for hairstyling practice.

☆ Key Success Factors

What products or services do successful businesses offer?

Altering goods and services produced in favor of market conditions

Beauty schools must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Provide appropriate facilities

Cosmetology schools need to ensure they have all the equipment necessary to replicate real-world experience, from barber chairs to gel applicators.

Major Markets

What's influencing demand from the industry's markets?

The industry doesn't serve consumers under 18

- Because of the GED/high school diploma requirements necessary to enroll in most cosmetology schools, consumers under the age of 18 aren't a major market for the industry.
- Some states, like Washington and Colorado, allow dual enrollment programs for high school students to get a headstart on vocational training.

Consumers 18 to 21 prepare for a career in cosmetology

- The second-largest market for beauty schools is the group of consumers between 18 and 21, as they are usually recent graduates looking to hone their skills in preparation for entering the workforce.
- Younger students are naturally the primary demographic for most postsecondary industries, as their relative inexperience creates demand for training programs.
- Many would-be students in this age range prefer traditional four-year colleges to trade schools, though. While this segment faces heightened competition, growing concerns surrounding student debt are making vocational training more attractive to young people.

Consumers 22 to 29 are the largest market

- Many students in this age range have begun careers but have decided to change fields. Cosmetology school is necessary to make the transition smooth, and trade schools offer a faster way to enter a new profession than traditional universities.

- According to the American Association of Cosmetology Schools, people between 25 and 34 have a stronger interest in pursuing a career in cosmetology because the broader personal care services sector is less sensitive to economic fluctuations.
- This age group also generally has higher disposable income than younger students, so they're more willing and able to spend on training in cosmetology.

Cosmetology remains popular with consumers 30 to 39

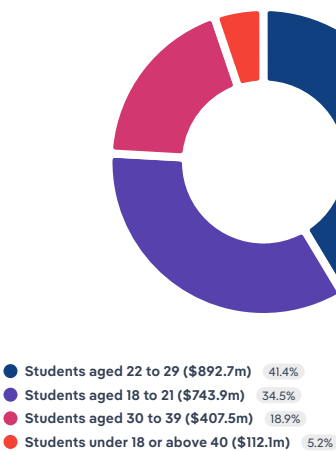
- Because of the benefits of a career in cosmetology, many consumers between 30 and 39 make the transition to the field with the help of a beauty school.
- This age group typically has steady bills and obligations, so they often prefer night-time classes in order to continue working their full-time job.

Consumers over 40 are rarely students

- Most consumers over 40 have already settled into a career and have a long history of experience in their current field, so it's rare for them to make the jump to an entirely different sector.
- This is especially true for consumers over 50, who only make up only 1.3% of revenue for the industry as they don't often seek to learn new skills.

Major Markets Segmentation

Industry revenue in 2024 broken down by key markets



International Trade

Some industries don't directly import or export goods. See reports at the manufacturing level for international trade data on relevant products.

Geographic Breakdown

Key Takeaways

Cosmetology schools follow population density. Schools located in metropolitan areas can service more students per location and are much larger, but regions with a dispersed population contain more cosmetology schools.

California contains the most cosmetology schools out of any state. While the Southeast region is the number one region for the industry, California's high disposable income creates high demand for capable beauty technicians.

Business Locations

State	Establishments Units	Population %
California	181	11.4
Texas	177	11.2
Florida	90	5.7
Illinois	82	5.2
New York	58	3.7
Pennsylvania	57	3.6
Ohio	50	3.2
Indiana	47	3.0
Michigan	45	2.8
Arizona	37	2.3
New Jersey	36	2.3
Washington	36	2.3
Missouri	35	2.2
Tennessee	35	2.2
Louisiana	33	2.1
Virginia	33	2.1
North Carolina	32	2.0
South Carolina	31	2.0
Georgia	30	1.9
Oregon	30	1.9
Arkansas	28	1.8
Kentucky	27	1.7
Massachusetts	25	1.6
Vermont	25	1.6
Iowa	24	1.5
Utah	24	1.5
Colorado	22	1.4

State	Establishments Units	Population %
Oklahoma	22	1.4
Minnesota	21	1.3
Wisconsin	21	1.3
Idaho	17	1.1
Maryland	18	1.1
Alabama	16	1.0
Connecticut	15	0.9
Kansas	14	0.9
Nebraska	14	0.9
New Mexico	12	0.8
Mississippi	9	0.6
Montana	9	0.6
Nevada	10	0.6
New Hampshire	10	0.6
Wyoming	10	0.6
West Virginia	6	0.4
District of Columbia	5	0.3
Hawaii	4	0.3
Rhode Island	5	0.3
South Dakota	4	0.3
Delaware	3	0.2
Alaska	2	0.1
Maine	2	0.1
North Dakota	2	0.1

Where are industry businesses located?

A quarter of all establishments are in the Southeast

- The Southeast region is the single-most populous region of the US, holding over a quarter of the nation's population.
- Consumers aren't likely to travel for trade school, so cosmetology schools are distributed closely in line with population trends.
- Florida is the most populous state in this region and contains more cosmetology schools than all but two other states.

The West holds the second-most beauty schools

- Because of the presence of California, which holds more beauty schools than any other state, the West is the second-most-popular region for the industry.
- High income in the region enables consumers to pay for beauty school, and the large population means there is many potential

clients for beauty technicians.

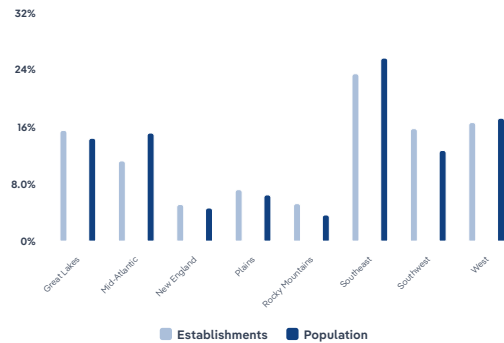
- Much of the region is made up of the nation's top earners, who use high-end beauty treatments at disproportionately high rates. Cosmetology careers are accordingly very attractive in the West, boosting demand for qualified professionals in the industry.

Population density dictates the industry's presence in other regions

- For other regions, how closely consumers are located to each other is responsible for how many cosmetology schools the area hosts since students rarely relocate to attend a beauty school.
- Regions like the Mid-Atlantic are densely packed and contain disproportionately more beauty schools. On the other hand, the Rocky Mountains is a low-density region.

Southwest has the largest spread of businesses compared to its population

Share of Establishments (%) vs. share of population (%)



☆ Key Success Factors

How do businesses use location to their advantage?

Alter goods and services produced in favor of market conditions

Beauty schools must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Operate in a highly visible location

Visibility is vital for cosmetology and beauty schools, as it attracts potential students and clients. A location with high foot traffic can help increase brand awareness.

Competitive Forces

Key Takeaways

Schools compete on a local basis. Students aren't likely to travel for a trade school, so being located near potential markets is essential to securing enrollment. Localized demand makes the industry highly fragmented, though some major brands can compete on a larger scale.

Students choose well-reputed schools. Major companies like Empire and Paul Mitchell Schools have established a solid track record of training skilled beauty technicians, which allows them to charge slightly more for tuition.

Concentration Low	Competition Moderate Increasing	Barriers to Entry Moderate Steady
Substitutes High Steady	Buyer Power Moderate Steady	Supplier Power Low Steady

Concentration Low

What impacts the industry's market share concentration?

Geographical dispersion fragments the industry

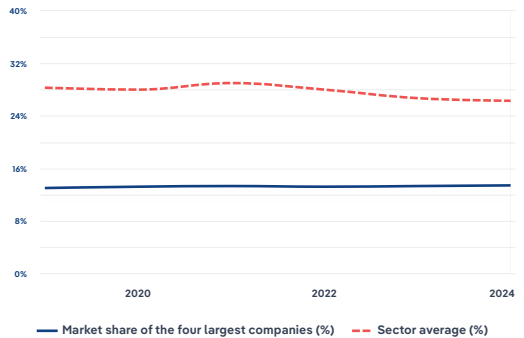
- Students aren't likely to travel for trade school training, so cosmetology and beauty schools need to be dispersed in line with population trends to properly service demand.
- Low geographic density lessens competition and eases barriers to entry, which makes room for many small, single-school operations.
- The industry's existing fragmentation also lessens the benefits of consolidation. As a service-based industry, cosmetology schools also have limited access to economies of scale. Accordingly, acquisition activity is rare.

A great reputation can overcome localized demand

- Students are more willing to relocate to attend a school with a strong track record for training highly skilled beauty technicians, so companies have spent more time opening new branches and marketing their brands on a broader level.
- Larger companies, like Paul Mitchell Schools, have continued to capture demand from other markets. Market share concentration has increased as a result.

Market Share Concentration

Combined market share of the four largest companies in this industry



IBISWorld

Source: IBISWorld

☆ Key Success Factors

How do successful businesses handle concentration?

Develop a strong reputation

Cosmetology schools must establish a solid reputation to attract students. Schools with a proven track record of success can bring in aspiring beauty professionals from outside their immediate locale.

Market research and understanding

To succeed, schools must understand and ensure that they meet their students' needs and the beauty industry's overall needs.

Barriers to Entry

Moderate

Steady

What challenges do potential industry entrants face?

Legal

- Schools need to be licensed by the state they operate in. Schools must meet strict criteria for curriculum, facilities and instructors, which can take time for new schools to achieve. Entrants can also seek accreditation by the proper agency, though this process is often long and challenging.

Start-up Costs

- Hefty start-up costs can be a deterrent to new schools. Expenses are significant and may include building renovations, equipment purchases and hiring instructors, though renting a facility can help alleviate this barrier.

Differentiation

- Differentiation is key in the competitive cosmetology school industry, but creating a unique and compelling brand can be challenging. Without a clear value proposition, new entrants may struggle to attract students and compete with incumbent competitors.

Labor/Capital Intensity

- Cosmetology training is highly labor-intensive, as a low instructor-to-student ratio and qualified staff are essential to properly instructing students. The integral role of labor can be a barrier for new entrants who may need help finding and hiring qualified instructors.

☆ Key Success Factors

How can potential entrants overcome barriers to entry?

Ensure proper licensing

Cosmetology and beauty schools need to be licensed by the proper state agency, if applicable. Accreditation can also help new entrants stand out.

Develop a skilled labor force

A well-trained team of instructors can effectively teach and guide students, enhancing an institution's effectiveness and job placement rates. Reputable beauty schools generate positive word-of-mouth recommendations that bring in more students.

Substitutes

High

Steady

What are substitutes for industry services?

Do-it-yourself

- In the age of the Internet, there are plenty of free, easily accessible videos that cover a range of topics, from basic techniques to advanced skills. Still, the do-it-yourself method doesn't provide the same certification as a cosmetology school.
- Aspiring beauty professionals can also enroll in affordable online certification courses. Online options' flexibility allows learners to complete these courses at their own pace.
- Still, the subjects beauty schools teach are difficult to replicate through online mediums. Schools provide a hands-on approach that's much better suited to teaching hairstyling, haircutting, skin treatment and nail servicing.

Community Colleges

- Many community colleges and other higher education institutions have cosmetology programs that serve as alternatives to a beauty school.
- Community college programs are backed by government funding, making them much cheaper or even free for students. These beauty programs are often less in-depth and provide fewer opportunities for graduates.

Apprenticeships

- Another alternative to traditional cosmetology schools is an apprenticeship, where a student works alongside a licensed professional in a salon or spa.
- Apprenticeships offer hands-on training and real-world experience, and they can be a more affordable option for those who want to enter the cosmetology industry.

☆ Key Success Factors

How do successful businesses compete with substitutes?

Develop a skilled labor force

Schools build a reputation based on student satisfaction and success in obtaining relevant employment after training. Skilled instructors are essential to elevating a school's quality over substitutes.

Alter goods and services produced in favor of market conditions

Schools in this industry must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Conduct market research

To succeed, schools must understand and ensure that they meet their students' needs and the beauty industry's overall needs.

Buyer & Supplier Power



What power do buyers and suppliers have over the industry?

Moderate

Steady

Buyers: Swapping to alternatives

- Consumers are the primary buyers of cosmetology school's services but have the option of choosing a community college, apprenticeship or online course.
- Cosmetology schools are the premium option for learning hairstyling or another beauty skill quickly and to a high degree, so disposable income has a pronounced effect on how willing consumers are to enroll in a beauty school.

Low

Steady

Suppliers: Low switching costs

- While the industry enjoys a low to moderate level of capital intensity, cosmetology schools need to buy equipment for their students.

- The price of blow dryers, shears, shampoo bowls and beauty chairs, mats, wigs, dyes and hair products can fluctuate with larger macroeconomic conditions and shift beauty schools' profit.
- Cosmetology schools can switch between suppliers at low cost, so the industry pressures suppliers to offer high-quality equipment at an affordable price.

☆ Key Success Factors

How do successful businesses manage buyer & supplier power?

Have a high prior success rate

Schools build a reputation on the basis of student satisfaction and success in helping secure relevant employment after training.

Alter goods and services produced in favor of market conditions

Cosmetology and beauty schools must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Companies

Key Takeaways

The two major companies are gaining market share. By benefitting from economies of scale and well-backed reputations, Paul Mitchell Schools and Empire are able to continue opening up new branches that attract students from other locales.

Major players connect students with employers. Though Regis doesn't own its majority stake in Empire anymore, the company's hair salons still operate as favored employers for students at Empire schools. This makes Empire very favorable in the industry's competitive atmosphere.

➔ Major Players		
Company	Revenue	Market Share
Empire Education Group	\$150.5m	7.0%
Paul Mitchell Advanced Education	\$139.6m	6.5%
Other Companies	\$1.9bn	86.6%

Companies

Company	Market Share (%) 2024	Revenue (\$m) 2024	Profit (\$m) 2024	Profit Margin (%) 2024
Empire Education Group	7.0 ↗	150.5 ↗	14.8 ↗	9.8 ↗
Paul Mitchell Advanced Education	6.5 ↗	139.6 ↗	13.7 ↗	9.8 ↗

Empire Education Group

Company Details

Industry Revenue (2024)	\$150.5m
Industry Profit (2024)	\$14.8m
Total Employees (2024)	2,500
Industry Market Share (2024)	7.0%

Description

Empire Education is a private company with an estimated 2,500 employees. In the US, the company has a notable market share in at least one industry: Cosmetology & Beauty Schools, where they account for an estimated 7.0% of total industry revenue and are considered an All Star because they display stronger market share, profit and revenue growth compared to their peers.

Brands & Trading Names

- Empire Beauty School

Company's Industry Revenue, Market Share, and Profit Margin Over Time

Year	Market Share (%)	Revenue (\$m)	Profit (\$m)	Profit Margin (%)
2009	7.5	109.1	8.1	7.4
2010	7.4	127.3	9.5	7.4
2011	7.3	136.4	10.1	7.4
2012	7.3	142.8	10.6	7.4
2013	7.5	144.6	10.7	7.4
2014	7.4	143.4	10.6	7.4
2015	7.3	139.1	10.3	7.4
2016	7.1	127.2	9.4	7.4
2017	7.5	121.2	9.0	7.4
2018	7.0	118.4	11.8	10.0
2019	6.7	114.5	11.2	9.8
2020	6.8	110.3	11.0	10.0
2021	6.9	122.9	11.5	9.4
2022	6.9	136.9	13.2	9.7
2023	6.9	145.1	14.1	9.8
2024	7.0	150.5	14.8	9.8

Paul Mitchell Advanced Education

Company Details

Industry Revenue (2024)	\$139.6m
Industry Profit (2024)	\$13.7m
Total Employees (2024)	500
Industry Market Share (2024)	6.5%

Description

Paul Mitchell Advanced Education is a private company with an estimated 500 employees. In the US, the company has a notable market share in at least one industry: Cosmetology & Beauty Schools, where they account for an estimated 6.5% of total industry revenue.

Brands & Trading Names

- Awapuhi Wild Ginger
 - John Paul Mitchell Systems
 - MarulaOil
 - MITCH
- MVRCK
 - Neon
 - Neuro
 - Paul Mitchell
- Pro Tools
 - Tea Tree

Company's Industry Revenue, Market Share, and Profit Margin Over Time

Year	Market Share (%)	Revenue (\$m)	Profit (\$m)	Profit Margin (%)
2009	7.4	107.2	7.9	7.4
2010	7.3	125.0	9.2	7.4
2011	7.2	133.9	9.9	7.4
2012	7.2	140.2	10.4	7.4
2013	7.4	142.0	10.5	7.4
2014	7.3	140.8	10.4	7.4
2015	7.2	136.6	10.1	7.4
2016	7.0	124.9	9.2	7.4
2017	7.3	119.0	8.8	7.4
2018	7.1	119.5	12.0	10.0
2019	6.2	106.1	10.4	9.8
2020	6.4	102.3	10.2	10.0
2021	6.4	114.0	10.7	9.4
2022	6.4	127.0	12.3	9.7
2023	6.4	134.5	13.1	9.8
2024	6.5	139.6	13.7	9.8

You can view and download more company details on my.ibisworld.com.

External Environment

Key Takeaways

Cosmetology schools need to be accredited. While not a legal requirement, students attending unaccredited schools won't be able to apply for federal grants, loans or scholarships. Students will often decide to choose a competing program instead.

The AACCS helps advocate for beauty schools. Lobbying efforts and community-building incentives from the American Association of Cosmetology Schools help the industry compete with government-backed cosmetology programs in community colleges.

Regulation & Policy

High Steady

Assistance

Low Steady

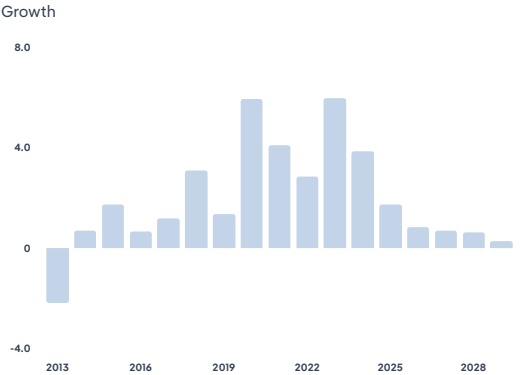
External Drivers

What demographic and macroeconomic factors impact the industry?

Downstream demand for hair and nail salon services reflects demand for cosmetologists, encouraging enrollment in cosmetology and beauty schools. As demand for beauty services increases, so does demand for education in beauty skills from the industry. Any decline in demand from hair and nail salons poses a threat to cosmetology schools.

Cosmetology schools depend heavily on per capita disposable income, a major determinant of both spending on beauty services and an individual's ability to pay for school tuition. As per capita disposable income rises, more individuals are able to pay for specialized training and higher education, as well as spa and salon services. As demand for beauty services increases, demand for cosmetologists rises, enticing new students to enter cosmetology school. Any growth in per capita disposable income presents an opportunity for the industry.

Government funding for universities

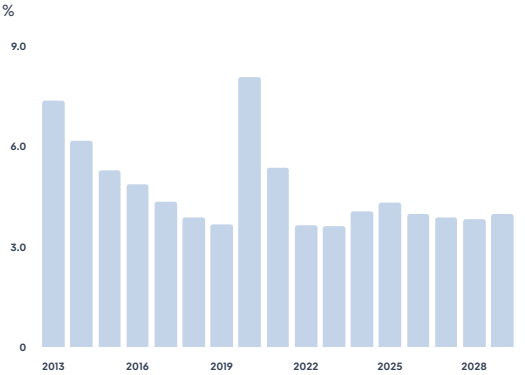


IBISWorld

Source: IBISWorld

A significant share of postsecondary school revenue comes from government grants, so an uptick in government funding for universities usually translates to elevated industry revenue. A rise in government funding can also boost enrollment in industry schools by providing education loans and scholarships to students, making higher education more affordable.

National unemployment rate

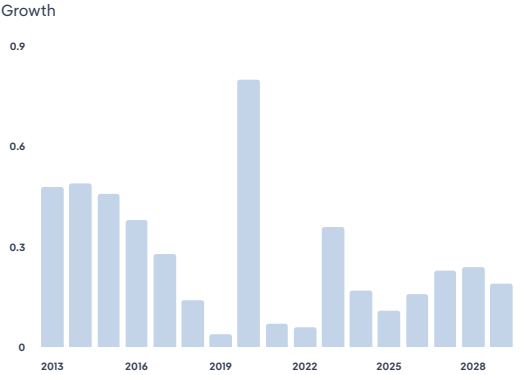


IBISWorld

Source: IBISWorld

Growing unemployment intensifies competition for available jobs, making career training more valuable. Jobless consumers often return to school to pad their resumes, boosting demand for postsecondary education industries. Unemployment also presents an opportunity for many to change careers by enrolling in a vocational school. Cosmetology schools accordingly see greater demand when unemployment swells.

Number of adults aged 20 to 64

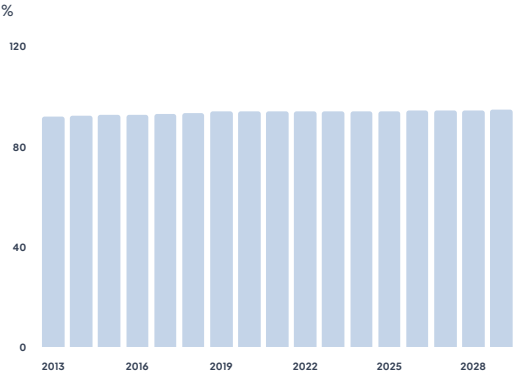


IBISWorld

Source: IBISWorld

Adults aged 20 to 64, particularly women within this age group, are the largest market for downstream beauty service providers. Growth in this demographic tends to bolster end-market demand, elevating demand for trained beauty specialists.

High school retention rate



IBISWorld

Source: IBISWorld

Students who complete high school are more likely to continue their studies at a postsecondary level, so an uptick in the high school retention rate leads to increased enrollment in vocational training, including cosmetology and beauty schools.

Regulation & Policy

High

Steady

What regulations impact the industry?

Accreditation

Cosmetology schools must undergo stringent accreditation from bodies like the Accrediting Commission of Career Schools and Colleges for students to use federal grants at their institutions. Accrediting institutions conduct a thorough review of school policies, curriculum and faculty. Cosmetology schools must reapply for accreditation after a few years. While not legally required for operation, accredited schools enjoy a

better reputation that helps them justify higher tuition rates.

State regulations

Each state can impose further rules on cosmetology schools, shaping their curriculum, faculty qualifications, hour requirements, facilities and financial policies. For instance, California's State Board of Barbering and Cosmetology oversees the curriculum for student's licensing exams. The South Dakota Cosmetology Commission, an arm of the Department of Labor and Regulation, supervises cosmetology school education, conducts licensing exams and inspects schools. These regulations maintain industry standards and ensure service quality but can be taxing for beauty schools to abide by.

Assistance

Low

Steady

What assistance is available to this industry?

Government

No government funding

Cosmetology schools don't receive any federal or state assistance in the form of subsidies or direct funding. Some government-funded higher education institutions offer cosmetology programs, but these are typically community colleges and aren't included in this industry. For more information on government-funded cosmetology programs, see IBISWorld Report 61121.

Government

Scholarships and grants

Several forms of federal assistance are available for aspiring cosmetology students attending accredited schools. Programs like the Federal Supplemental Educational Opportunity Grant and the National Coalition of Estheticians' Manufacturers/Distributors and Associations Esthetician Scholarship make higher education more affordable for students. Federal, state and private aid boosts enrollment, lifting schools' revenue.

Non-government

The American Association of Cosmetology Schools

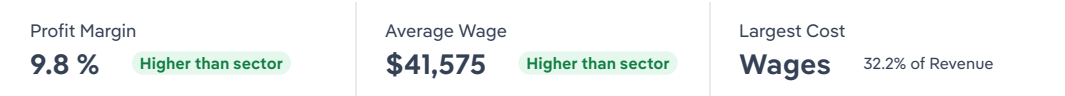
Established in 1924, the AACCS is a national nonprofit organization open to all privately owned cosmetology schools. It excludes community colleges and other public schools that offer cosmetology programs. The AACCS provides members with education and new teaching methods by hosting conferences, seminars and conventions. The Association also lobbies on the industry's behalf.

Financial Benchmarks

Key Takeaways

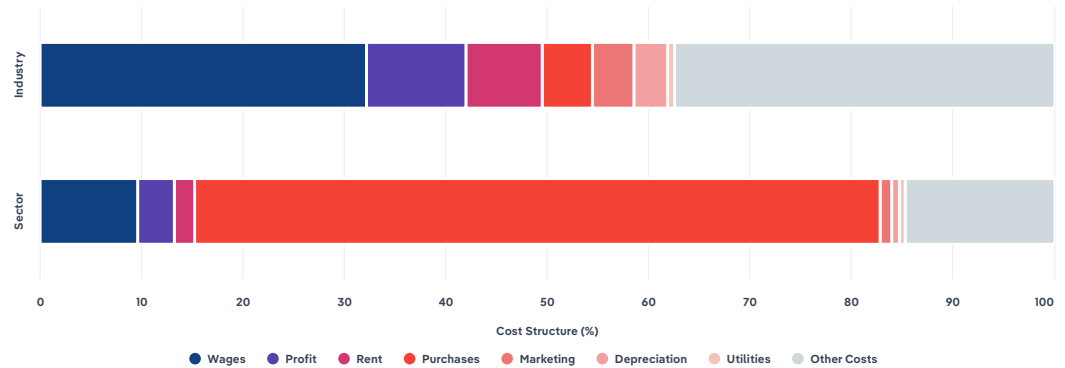
Profit remains high for beauty schools. Solid revenue growth in the aftermath of the pandemic has helped cosmetology schools manage rising salaries, and lessening competition is helping schools raise tuition.

Wages have declined as a share of revenue, even though salaries are growing. Cosmetology schools need a low instructor-to-student ratio to keep training effective, so wage costs are consistently the industry's primary expense.



Cost Structure Benchmarks

Average operating costs by industry and sector as a share (%) of revenue 2024



What trends impact industry costs?

Profit remains strong as competition wanes

- Cosmetology schools' profit varies by size, educational services offered, success at attracting students, state requirements and the rate of tuition. More reputable institutions with longer courses can justify higher rates that keep profit elevated.
- Concentration has escalated as competition forces unsuccessful schools to close. Schools with dominance over their locale have significant control over prices, allowing them to keep profit high even amid revenue volatility.

Wages are consistently the largest cost

- For beauty schools, having skilled faculty that can help train students in basic and advanced hairstyling, nail treatments, esthetics and other beauty techniques is critical to building and maintaining a solid reputation.
- The average wage for the industry has climbed over the past five

years, but wages have declined as a share of revenue as revenue has outpaced salary growth. Cosmetology schools have hired more staff to keep instructor-to-student ratios low and offer new training programs, keeping wages the industry's top expense.

- Most of the industry's courses can't be replicated online. Still, the rollout of online classes where possible has helped cosmetology schools reduce their reliance on labor.

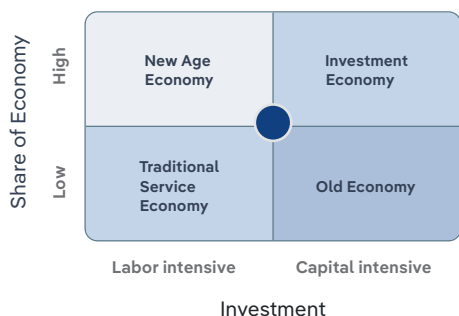
Rent helps keep start-up costs low

- While major beauty school companies can afford to build or renovate a school's facility prior to opening, smaller companies prefer renting.
- Cosmetology schools need a physical campus to conduct in-person training, so rent makes up a significant portion of industry revenue.

Other costs take care of day-to-day operations

- Beauty schools incur administration costs, legal fees, insurance costs and other miscellaneous expenses throughout day-to-day operations.
- Some of these costs are associated with maintaining accreditation. Other costs have remained stable as a share of revenue through the current period.

Share of economy vs. Investment



Source: IBISWorld

Key Ratios

Year	Revenue per Employee (\$)	Revenue per Enterprise (\$ Million)	Employees per Estab. (Units)	Employees per Ent. (Units)	Average Wage (\$)	Wages/Revenue (%)	Estab. per Enterprise (Units)	IVA/Revenue (%)	Imports/Demand (%)	Exports/Revenue (%)
2005	110,707	1.1	8.5	10.0	37,700	34.1	1.2	40.7	0.0	0.0
2006	109,369	1.2	9.3	10.8	37,347	34.1	1.2	42.9	0.0	0.0
2007	108,909	1.2	9.2	11.2	36,965	33.9	1.2	42.3	0.0	0.0
2008	112,974	1.3	9.6	11.9	38,535	34.1	1.2	47.2	0.0	0.0
2009	120,999	1.5	9.6	12.3	41,472	34.3	1.3	42.8	0.0	0.0
2010	125,615	1.7	10.3	13.6	42,398	33.8	1.3	53.0	0.0	0.0
2011	127,790	1.9	10.8	14.6	41,866	32.8	1.3	48.3	0.0	0.0
2012	122,013	1.8	10.9	15.0	39,689	32.5	1.4	44.9	0.0	0.0
2013	119,459	1.8	11.0	15.0	40,043	33.5	1.4	43.5	0.0	0.0
2014	120,205	1.8	11.0	15.2	39,657	33.0	1.4	42.2	0.0	0.0
2015	120,596	1.8	10.9	15.1	39,348	32.6	1.4	39.7	0.0	0.0
2016	119,629	1.7	10.4	14.2	38,014	31.8	1.4	40.8	0.0	0.0
2017	116,669	1.5	10.2	13.2	38,914	33.4	1.3	43.7	0.0	0.0
2018	120,485	1.6	10.5	13.5	38,406	31.9	1.3	44.5	0.0	0.0
2019	120,494	1.6	10.4	13.4	39,306	32.6	1.3	45.9	0.0	0.0
2020	111,937	1.5	10.6	13.7	35,605	31.8	1.3	45.3	0.0	0.0

Year	Revenue per Employee (\$)	Revenue per Enterprise (\$ Million)	Employees per Estab. (Units)	Employees per Ent. (Units)	Average Wage (\$)	Wages/ Revenue (%)	Estab. per Enterprise (Units)	IVA/ Revenue (%)	Imports/ Demand (%)	Exports/ Revenue (%)
2021	123,665	1.6	10.2	13.1	41,635	33.7	1.3	46.6	0.0	0.0
2022	126,509	1.7	10.4	13.3	41,406	32.7	1.3	45.9	0.0	0.0
2023	128,137	1.7	10.5	13.5	41,511	32.4	1.3	45.5	0.0	0.0
2024	129,158	1.8	10.6	13.6	41,575	32.2	1.3	45.3	0.0	0.0
2025	129,974	1.8	10.7	13.7	41,631	32.0	1.3	45.2	0.0	0.0
2026	130,563	1.8	10.7	13.8	41,669	31.9	1.3	45.2	0.0	0.0
2027	130,972	1.8	10.8	13.8	41,695	31.8	1.3	45.2	0.0	0.0
2028	131,268	1.8	10.8	13.9	41,716	31.8	1.3	45.1	0.0	0.0
2029	131,447	1.8	10.9	13.9	41,725	31.7	1.3	45.1	0.0	0.0
2030	131,664	1.8	10.9	14.0	41,739	31.7	1.3	45.0	0.0	0.0

Key Statistics

Industry Data

Values

Year	Revenue (\$ Million)	IVA (\$ Million)	Establishments (Units)	Enterprises (Units)	Employment (Units)	Wages (\$ Million)
2005	1,544.5	628.2	1,637	1,401	13,951	526.0
2006	1,654.1	709.8	1,621	1,395	15,124	564.8
2007	1,736.2	735.1	1,740	1,419	15,942	589.3
2008	1,894.5	894.3	1,755	1,409	16,769	646.2
2009	2,052.0	877.7	1,760	1,374	16,959	703.3
2010	2,381.2	1,263.2	1,844	1,396	18,956	803.7
2011	2,553.2	1,232.3	1,848	1,372	19,980	836.5
2012	2,619.9	1,177.0	1,971	1,436	21,472	852.2
2013	2,535.5	1,103.4	1,936	1,411	21,225	849.9
2014	2,512.2	1,060.0	1,900	1,371	20,899	828.8
2015	2,444.2	971.1	1,866	1,345	20,268	797.5
2016	2,275.7	927.9	1,837	1,339	19,023	723.1
2017	2,031.1	886.7	1,704	1,318	17,409	677.4
2018	2,068.7	920.2	1,643	1,276	17,170	659.4
2019	2,043.8	938.5	1,636	1,267	16,962	666.7
2020	1,908.7	865.4	1,606	1,249	17,052	607.1
2021	2,022.7	942.8	1,597	1,249	16,356	681.0
2022	2,109.7	968.0	1,601	1,250	16,676	690.5
2023	2,142.6	974.2	1,591	1,242	16,721	694.1
2024	2,156.3	976.4	1,576	1,230	16,695	694.1
2025	2,182.0	986.8	1,573	1,227	16,788	698.9
2026	2,204.3	997.4	1,573	1,226	16,883	703.5
2027	2,220.5	1,003.3	1,573	1,225	16,954	706.9
2028	2,232.6	1,007.5	1,573	1,225	17,008	709.5
2029	2,248.4	1,013.6	1,576	1,227	17,105	713.7
2030	2,263.3	1,019.3	1,578	1,228	17,190	717.5

Note

Figures are inflation adjusted to 2024

Industry Data

Annual Change

Year	Revenue %	IVA %	Establishments %	Enterprises %	Employment %	Wages %
2005	N/A	N/A	N/A	N/A	N/A	N/A
2006	7.1	13.0	-1.0	-0.4	8.4	7.4
2007	5.0	3.6	7.3	1.7	5.4	4.3
2008	9.1	21.7	0.9	-0.7	5.2	9.7
2009	8.3	-1.9	0.3	-2.5	1.1	8.8
2010	16.0	43.9	4.8	1.6	11.8	14.3
2011	7.2	-2.4	0.2	-1.7	5.4	4.1
2012	2.6	-4.5	6.7	4.7	7.5	1.9
2013	-3.2	-6.3	-1.8	-1.7	-1.2	-0.3
2014	-0.9	-3.9	-1.9	-2.8	-1.5	-2.5
2015	-2.7	-8.4	-1.8	-1.9	-3.0	-3.8
2016	-6.9	-4.4	-1.6	-0.4	-6.1	-9.3
2017	-10.7	-4.4	-7.2	-1.6	-8.5	-6.3
2018	1.9	3.8	-3.6	-3.2	-1.4	-2.7
2019	-1.2	2.0	-0.4	-0.7	-1.2	1.1
2020	-6.6	-7.8	-1.8	-1.4	0.5	-8.9
2021	6.0	8.9	-0.6	0.0	-4.1	12.2
2022	4.3	2.7	0.3	0.1	2.0	1.4
2023	1.6	0.6	-0.6	-0.6	0.3	0.5
2024	0.6	0.2	-0.9	-1.0	-0.2	0.0
2025	1.2	1.1	-0.2	-0.2	0.6	0.7
2026	1.0	1.1	0.0	-0.1	0.6	0.7
2027	0.7	0.6	0.0	-0.1	0.4	0.5
2028	0.5	0.4	0.0	0.0	0.3	0.4
2029	0.7	0.6	0.2	0.2	0.6	0.6
2030	0.7	0.6	0.1	0.1	0.5	0.5

Note

Figures are inflation adjusted to 2024

Key Success Factors

How do successful businesses overcome volatility?

Alter goods and services produced in favor of market conditions

Beauty schools must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Develop a strong reputation

Cosmetology schools must have a good reputation to attract student enrollment. A great reputation also helps them attract skilled instructors that can offer effective training.

What products or services do successful businesses offer?

Altering goods and services produced in favor of market conditions

Beauty schools must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Provide appropriate facilities

Cosmetology schools need to ensure they have all the equipment necessary to replicate real-world experience, from barber chairs to gel applicators.

How do businesses use location to their advantage?

Alter goods and services produced in favor of market conditions

Beauty schools must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Operate in a highly visible location

Visibility is vital for cosmetology and beauty schools, as it attracts potential students and clients. A location with high foot traffic can help increase brand awareness.

How do successful businesses handle concentration?

Develop a strong reputation

Cosmetology schools must establish a solid reputation to attract students. Schools with a proven track record of success can bring in aspiring beauty professionals from outside their immediate locale.

Market research and understanding

To succeed, schools must understand and ensure that they meet their students' needs and the beauty industry's overall needs.

How can potential entrants overcome barriers to entry?

Ensure proper licensing

Cosmetology and beauty schools need to be licensed by the proper state agency, if applicable. Accreditation can also help new entrants stand out.

Develop a skilled labor force

A well-trained team of instructors can effectively teach and guide students, enhancing an institution's effectiveness and job placement rates. Reputable beauty schools generate positive word-of-mouth recommendations that bring in more students.

How do successful businesses compete with substitutes?

Develop a skilled labor force

Schools build a reputation based on student satisfaction and success in obtaining relevant employment after training. Skilled instructors are essential to elevating a school's quality over substitutes.

Alter goods and services produced in favor of market conditions

Schools in this industry must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

Conduct market research

To succeed, schools must understand and ensure that they meet their students' needs and the beauty industry's overall needs.

How do successful businesses manage buyer & supplier power?**Have a high prior success rate**

Schools build a reputation on the basis of student satisfaction and success in helping secure relevant employment after training.

Alter goods and services produced in favor of market conditions

Cosmetology and beauty schools must be able to adapt their course content to match the rapidly changing fashion and beauty trends.

IBISWorld helps you find the industry information you need - fast.

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