



Market Report

A Snapshot of your Market Sector

Nail Technician

Cost of Doing Business Support

For information on **reducing the cost of running your business**, the [Find Business Support](#) website has links to advice, funding and regional support.

This pack has been designed to provide information on setting up a business in the **Nail Technician** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **January 2024**. If you find the information contained in this document useful, tell us about it! Send us feedback [here](#); we will use your comments to help improve our service.

What do I need to know about the Nail Technician market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ Industry revenue for hairdressing and beauty treatments is expected to contract at a compound annual rate of **4.1% to £4.3 billion over the five years through 2023-2024**. Nail-care services account for an estimated **16.4% (£708 million) of industry revenue**. The nail-care segment is thriving with customisations and wellness growing in importance. Gel nails are increasingly popular because they are customisable and durable. A growing focus on wellbeing means beauty treatments like manicures and pedicures are popular amongst all genders. (IBISWorld, *Hairdressing and Beauty Treatment in the UK*, December 2023)
- ◆ Mintel research shows that new product development nail innovation is catering for do-it-yourself use amidst current cost of living concerns. Nail art trends are giving salons a boost however as these are more challenging to recreate in the home. (Mintel, *Colour Cosmetics – UK*, August 2023)
- ◆ The treatment sector including beauty, grooming and hair treatments benefitted from an estimated **26.7% growth to £13.9 billion in 2022**, driven by post COVID-19 recovery. The sector is not expected to return to pre-pandemic levels until 2025. Recovery has been hindered by high inflation and cost of living concerns. The market is **forecast to be worth £17.2 billion by 2027**. (Mintel, *Professional Beauty and Grooming Treatments – UK*, March 2023)
- ◆ The closure of non-essential stores during COVID-19 lockdowns has massively impacted the spa, salon and in-store treatments market, revealing a **40% decline in value to £4.8 billion in 2020**. Growth is in sight; the spa, salon and in-store treatments market is **forecast to grow by 48% to £8.2 billion over the period 2021-26**. Consumers are becoming more at ease with spending time in spas and salons and many are prioritising their appearance again with the increase in social occasions. The focus on emotional wellbeing is also driving investment in beauty treatments as consumers crave a luxury wellness experience. (Mintel, *Spa, Salon and In Store Treatments UK*, October 2021).
- ◆ The national organisation for this industry is [The Hair and Beauty Industry Association](#). Other industry bodies include [The British Association of Beauty Therapy and Cosmetology](#)

Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **Mintel – Hand, Body and Footcare – UK (2023)** According to Mintel research, consumers value their nail health with 60% of respondents agreeing with the statement nailcare is just as important as handcare and footcare.
- ◆ **IBISWorld – Health and Wellness Spas in the UK (September 2023)** The Health and Wellness Spas industry has benefitted from people caring more about their health. Wellness tourism has provided the industry with an expansive market of inbound clients attracted by spa towns and cities that have invested in contemporary and luxury spa businesses. Luxury services for high-profile clientele untroubled by inflation and the cost of living crisis are unlocking profitability in the spa industry.
- ◆ **IBISWorld – Hairdressing and Beauty Treatments in the UK (December 2023)** According to IBISWorld digital evolution is shaking up the industry. Digital progress has transformed how customers interact with the industry. Online booking and the ability to read reviews offer convenience to the customer. An increased digital presence and a surge in independent beauticians have transformed the once traditional salon industry, driving businesses to innovate to attract and retain customers.
Male grooming is also fuelling beauticians' market growth. Increasing awareness of self-image, skincare and higher disposable income are driving men towards personalised beauty treatments; hence, providing beauticians with growth opportunities.

There are also several online resources you may find helpful:

- ◆ A survey published in the December 2023 issue of Professional Beauty says nail businesses are making significant strides, with **treatment numbers climbing for almost half (47%) and 13% reporting retail growth**, showcasing the resilience of nail services in the market. **An average of 126 nail treatments per week also underscored the demand for expert nail care.** ([Professional Beauty Magazine - December 2023](#))
- ◆ An article in industry publication, Nails Magazine discusses [The Fascinating Impact of Beyoncé and Taylor Swift Tours on Beauty Businesses](#). Findings from two recent surveys by salon and spa software provider Vagaro, highlight the influence of the Taylor Swift Eras Tour and Beyoncé's Renaissance World Tour on beauty businesses. 33% of participating beauty business owners said they observed significant increase in bookings during the touring periods and 83% attributed this surge to the influence of the concerts.
- ◆ [National Careers Service](#) provides information on Nail Technician careers.
- ◆ [Nails Magazine](#) news and trends for nail professionals.
- ◆ [Startups](#) provides a guide on "How to start a mobile beautician business"

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell](#), [Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.

How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) "[Find a Chartered Accountant](#)" tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk "[Licence Finder](#)" tool

Law Society of Scotland's "[Find a Solicitor](#)" tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

We hope you find this Market Report useful and we'd love to hear your feedback [here](#).

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