

HAIR, SKIN AND NAILS SERVICES: Downtown Federal Way

INTRODUCTION

The North American Industry Classification System (NAICS) identifies establishments that provide personal and laundry services to individuals, households, and businesses under NAICS 812.

Yet there is another NAICS code included to comprehend the full size and scale of the sector. NAICS 81211 includes establishments primarily engaged in one or more of the following: (1) providing hair care services; (2) providing nail care services; and (3) providing facials or applying makeup (except permanent makeup).

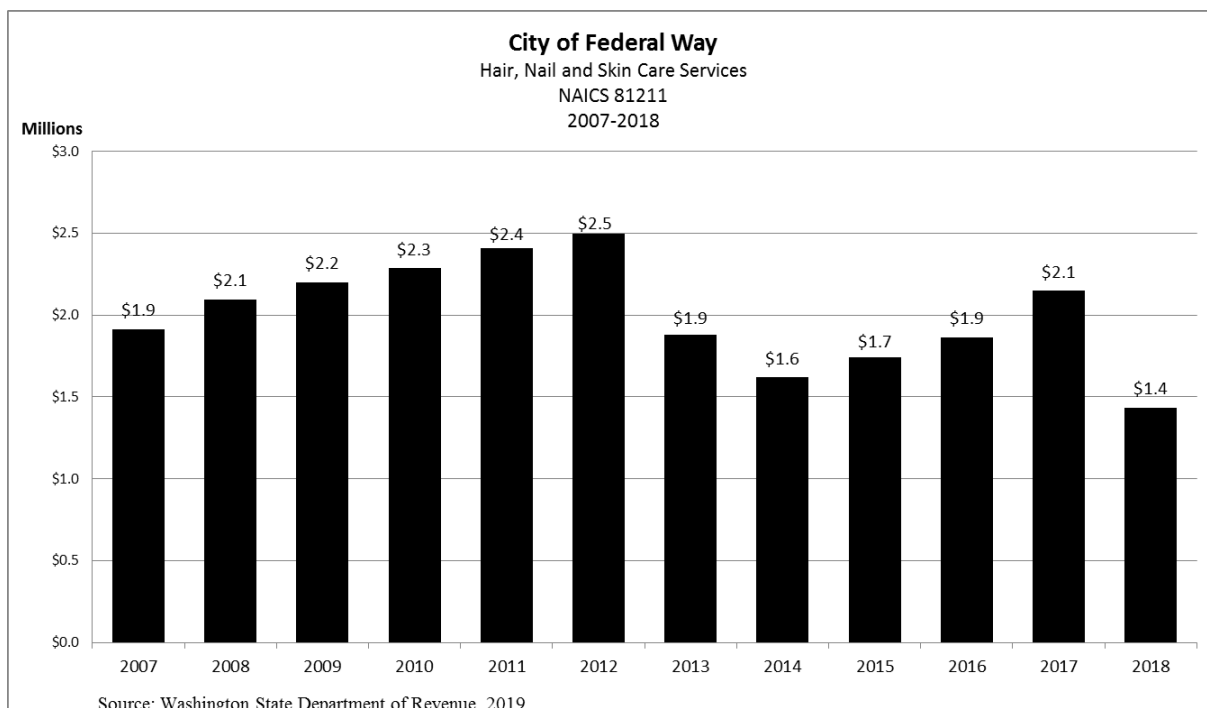
For the purpose of this analysis, the three digit code 812 and its subsector 81211 were used to capture the broad array of establishments.

BACKGROUND

According to a report by Zion Market Research, the international market of spas and beauty salons was valued at an estimated \$128.59 billion in 2017. It is expected to reach \$190 billion by 2024, growing at a Compound Annual Growth Rate of slightly above 5.80 percent over the forecast period.

The Bureau of Labor Statistics' Occupational Outlook Handbook reports that there are an estimated 673,000 hairdressers, hairstylists, and cosmetologists nationwide; and that their median annual wage was \$24,830 in 2018.

Research on total taxable sales from 2007 through 2018 in Federal Way, specifically before, into and through the "Great Recession" illustrates no impact from the recession. However, retail sales in Federal Way for this subsector have experienced several declines: The first occurred in 2012 to 2014, dropping \$900,000 and then again in 2017 to 2018, dropping \$700,000. See chart below.



MARKET

Of the 34 hair, skin, and nails service providers in downtown, ten are nail salons, 21 are barber/hair salons and three are day spas. There is one salon studio facility in which cosmetologists, nail technicians, and estheticians can lease a space for their work. While there are almost three dozen businesses involved in this category, it is one if not the smallest in Taxable Sales at \$1.4 million.

TRENDS

There are several trends that impact the sector nationally, statewide, and locally.

First, a recent report by the beauty industry trade magazine Creative Age indicates that nationally, the current salon makeup is 45 percent full-service, 33 percent nails only, and 22 percent nails and esthetics (facials, waxing, etc.). The report also indicated that the largest percentage of nail clients is women in their 40s where they make up 41 percent of total nail clientele. Women in their 30s are a close second at 38 percent and women in their 20s come in at 21 percent. A majority are professional women who are trend-conscious and not likely to be conservative in style.

SOURCES

- AdWeek
- U.S. Dept. of Labor, Bureau of Labor Statistics
- US Dept of Commerce, Census Bureau
- City of Federal Way
- Creative Age
- ESRI
- NAILPRO
- North American Industry Classification System
- SBDCNet
- Washington State Department of Revenue
- Zion Market Research

Location of Hair, Nail, and Skin Care Services



This map is intended for use as a graphical representation. The City of Federal Way makes no warranty as to its accuracy.
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Hair, Nail, and Skin Care Services

Establishments in this category are primarily engaged in cutting and styling hair, providing esthetic services such as manicures and pedicures, or in providing a combination of hair care and esthetic services. Downtown Federal Way is served by numerous personal care services. Currently there are ten nails salons, 21 barber/hair salons, and three day spas.

Year Built is the calendar year in which at least 50 percent of the original construction was complete.

Effective Year Built is the adjusted year built taking into account any subsequent new construction or major rehabilitation.

1. Lamour Nail Spa & Lashes

31885 Gateway Center Blvd S

Located: Gateway Center

Specialties include full services nails, spa, and eyelash extensions.

Established in 2005.

2. Lady Nails

32046 23rd Ave S

Full service nail salon.

3. Jenny CoCo Salon

32048 23rd Ave S

Hair salon with services including eyelashes, blowouts, hairstyling, makeup, perms, updos, haircuts, coloring, skin care, waxing, and hair treatment.

4. Lee's Future Cuts

2210 S 320th St #A2

Located: SeaTac Plaza

Haircuts services for kids, men, and women.

5. Castle Barbershop

2160 S 314th St

Located: Hillside Plaza

Local barbershop offering haircuts (incl. straight razor lineup & eyebrow), beard cuts, kids haircuts, and full-service (incl. facial & black mass).

6. The Beauty Heights Salon

2118 S 314th St

Located: Hillside Plaza

Specializes in threading, waxing, facials, chemical peels, and makeup.

7. E&B Nails Spa

2156 S 314th St

Located: Hillside Plaza

Nail Salon that also offers waxing. Services include acrylic, gel, design, mani/pedi, eyelash extensions, and eyelash cluster.

8. Elegant Nails & Foot Massage

2012-D S 320th St

Located: Federal Way Plaza

Full service nails salon specializing in manicures, pedicures, waxing, custom nail art designs, and foot massage.

9. Royals Elite Barber Salon

2012-F S 320th St

Located: Central Plaza

Hair salon and barbershop offering services such as haircuts and hair extensions.

10. Bella Red Salon

2016-I S 320th St

Located: Center Plaza

Bella Red Salon opened its doors in the same space previously known as Quadwest Beauty Salon for 35 years. Services include haircuts, coloring, updos, blowouts, and hair treatments.

11. Ulta Beauty

1800 S 320th St

Located: SeaTac Village
Cosmetics store offering on-site salon services for hair, skin, brows, and face.
Square Footage: 9,707

12. Hair Bank Salon

1805 S 316th St #A105

Located: Nara Village
Korean hair salon.

13. Sofia Beauty

1805 S 316th St.

Hair salon specializes in cuts, colors, and styling for men and women.

14. Moa Hair Studio

31515 Pete von Reichbauer Wy S #106

Located: H-Plaza
Moa Hair Studio employs revolutionary SKR hair care system for color and care. Specializes in thermo-magic straightening and digital setting-perm.

15. International Hair Bank

31260 Pacific Hwy S #4

Located: Dana Plaza
Korean beauty salon offering professional hair art.

16. Hair.Comb

31248-B Pacific Hwy S

Located: Saigon Plaza
Korean beauty salon with services including coloring, hairstyling, blowouts, makeup, bridal, eyelash, haircuts, updos, perming, and waxing.

17. Love Nails & Spa

31216 Pacific Hwy S Suite B,
Salon offering nail enhancements and skin care treatments.

18. Mia's Barber Shop

31220 Pacific Hwy S #3

Barber shop offering haircuts and styling.

19. Glen's Barber Shop

31216 Pacific Hwy S

Classic barbershop.

20. Marino Salon & Spa

1305 S 312th St

Day spa specializes in skincare and beauty treatments.

21. The Sky Nails & Spa

31407 Pacific Hwy S

Located: Pavilions Centre
Nail care salon offering acrylic, silk, gel, pink & white, manicure, spa, pedicure, nail design, and body waxing.

22. Desert Sun

31429 Pacific Hwy S

Located: Pavilions Centre
Tanning salon offering exceptional quality and a variety of Sunbeds, Sunless Spray Tan, and a growing suite of state-of-the-art spa services.

23. Great Clips

31519 Pacific Hwy S

Located: Pavilions Centre
Casual salon offering haircuts for adults & kids along with professional styling products.

24. Classy Nail

31830-F Pacific Hwy S

Located: Federal Way Plaza
Nail salon offering manicures & pedicures, acrylic, pink & white, gel, UV gel, nail design.

25. LKJ Hair Salon

31840 Pacific Hwy S

Located: Federal Way Plaza
Hair salon offering haircuts, perms, color, and highlights.

26. TJ Nails

1706-K S 320th St

Located: SeaTac Village
Nail salon offering manicures, pedicures, massages, facials, waxing, eyelash extensions, microblading.

27. Supercuts

1706-J S 320th St

Located: SeaTac Village
Haircuts, plus a range of hair services from the relaxing Tea Tree
Experience to color services like full-color, highlights, and gray blending.

28. Best Cuts

31849 Pacific Hwy S

Located: Pavilions Centre II
Hair salon offering high quality hair, nails, and pedicure services for the whole family.

29. Stan Parente Salons

31835-E Pacific Hwy S

Located: Pavilions Centre II

Hair salon offering haircuts, color, highlighting, styles, and hair extensions.

30. Infinity Nail Bar

1066 South 320th Street

Suite C Building K

Nail salon offering various services such as manicures, pedicures, acrylic nails, and waxing.

31. Simplicité

1200 S 324th St #4

Located: Neon Plaza

Beauty salon with specialties that include eyelash extensions, hair extensions, color, color correction, cuts, lash lifts, lash tints, brow tints, and waxing.

32. Marty's for Hair

1200 S 324th St #2

Located: Neon Plaza

Hair salon offering cuts and coloring.

33. Sola Salon Studios

1414 S 324th St #B206

Located: Celebration Center

Sola Salon Studios provides beauty professionals with high-end, fully-equipped salon studios to serve their clients

34. Rosy Nails

32225 Pacific Hwy S #205

Located: Celebration Center

Nail Salon that also offers waxing.