

# Permanent Makeup Services: U.S. Market Brief

**Base Year: 2019**

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**1<sup>st</sup> Edition**

**Regional  
Coverage:**

Exploring the unmonitored market for permanent makeup services performed in professional outlets, this study offers a view of trends in procedures for the eye and lip areas, service pricing, and expected market growth.

**United States**

## SCOPE

- › Sales and size of permanent makeup services by service type:
  - Microblading
  - Micropigmentation
  - BB Glow/semi-permanent face makeup
- › Outlet types included in study:
  - Spas
  - Salons
  - Medical care providers
  - Tattoo parlors
  - Eyelash studios
  - Independent practitioners
- › The report includes findings from a professional survey conducted among:
  - Spas
  - Salons
  - Medical care providers
  - Tattoo parlors
  - Independent outlets

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## Introduction

### Market Overview

- Trends and developments
- Sales by service type, as shown in Table 1
- New services
- Revenues for services by outlet, as shown in Table 2
- Service pricing and margins
- Promotional activities
- Outlook

### Service Snapshots

For each service listed in Table 1, the following is provided:

- Key trends and developments
- Estimated service revenues, 2019 and 2020
- Number of services performed
- Outlook

### Table 1. Services Covered

BB Glow/semi-permanent face makeup

Microblading for eyebrows

Micropigmentation for eyebrows, eye liner, and lips

### Table 2. Outlet Types Covered

Spas

Salons

Medical care providers

Tattoo parlors

Independent practitioners



## REPORT BENEFITS

This report can assist skincare and makeup marketers in identifying new product opportunities and partnerships. The report will provide subscribers with:

An independent assessment of the permanent makeup services market, enabling subscribers to understand the dynamics of this business

Competitive intelligence for use in benchmarking

An appraisal of market trends, plus supply and demand drivers, enabling subscribers to position their materials to maximize trends within the market

## METHODOLOGY

Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable.

- Primary research (interviews with marketers, distributors, and organizations, among others, and a survey with about 200 spas, salons, medical care providers, and independent practitioners that offer permanent makeup services)
- Secondary research

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+91-124-4546-100



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+32-2-770-4740



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+81-3-3242-6277

