

When analyzing the professional nail industry it is impossible to look at it at face value. The industry has been dominated in the last decade by Vietnamese-owned business, known for a business model that has traditionally relied on discounted service prices, quick service turnaround, and no-nonsense amenities. That has evolved, though, especially in the last several years. The prices for basic services in Vietnamese salons have come up (this year the overall average service price increase since 2006 is 16%). That's good news. When prices are reasonable, competition is fair, wages are livable, and profits are incentivizing.

The information in these two pages comes from a survey of 3,000 Vietnamese nail professionals (with 791 responses), conducted in September 2008. This year we expanded our questionnaire to include computer use (you may be surprised to see how Internet-savvy this group is) and primary training resources. If anything, there are lots of opportunities for growth in an already fast-growing salon community.

SALON SERVICES & PRICING



	2008	2006	% Change	Industry Avg. Prices 2008
basic manicure	\$14.38	\$11.71	22.8%	\$19.18
basic pedicure	\$24.78	\$21.48	15.4%	\$31.88
full set acrylics (sculpt)	\$28.86	\$25.79	11.9%	\$52.25
gels (full set)	\$38.85	\$35.28	10.1%	\$55.11
acrylic fill	\$18.52	N/A	N/A	\$28.96



WHERE DO YOU GET TRAINING on new products and nail techniques?

I learn from reading beauty magazines	59.0%
I look up stuff on the Internet.	42.4%
I learn from other nail technicians.	40.1%
I attend training at tradeshow.	31.7%
I teach myself.	27.9%
I watch videos.	25.9%
Our dealer or product supplier provides education.	23.0%
From the salon owner or manager.	20.3%
I don't get training.	10.2%
Other	4.7%

Respondents checked all that applied.

TOP 5 INTERNET USES for Vietnamese Nail Techs

Learning about products	20.4%
Ordering products online	15.1%
Reading news about the nail industry	13.2%
Getting information about my state board	10.2%
Visiting nail-related websites	8.9%



how long have you been DOING NAILS?

	Vietnamese Average	Industry Average
one year or less	6.4%	23.2%
2-3 years	16.0%	16.4%
4-5 years	18.9%	10.3%
6-7 years	14.5%	7.7%
8-9 years	8.7%	5.2%
10 years or more	35.5%	37.2%

HOW MANY CLIENTS do you personally service each week?

less than 10	12.5%
10-20	10.1%
21-30	16.2%
31-40	16.2%
41-50	12.9%
51-60	10.4%
more than 60	21.7%

GENDER:
72.8% female 27.2% male

HOW OLD ARE YOU?

Younger than 21	1.7%
21-30	13.8%
31-35	23.9%
36-40	20.5%
41-45	19.6%
46-50	10.4%
Over 50	10.1%



what is your TITLE?

salon owner	42.0%
salon manager	7.7%
nail technician	37.4%
cosmetologist	4.9%
esthetician	3.1%
other	4.9%

do you have a COSMETOLOGY LICENSE?

YES 57.4% NO 42.6%

do you have a LICENSE TO DO SKIN CARE?

YES 41.2%
NO 58.8%

do you sell RETAIL PRODUCTS?

YES 65.2%
NO 34.8%

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are you responsible for PURCHASING YOUR OWN SUPPLIES?

Yes, I provide all my own supplies, including tools and equipment.	41.6%
I provide some supplies, the salon provides some supplies.	13.5%
The salon provides all my supplies, except my tools.	36.5%
The salon provides all supplies, including tools and equipment.	8.4%

