
State of Beauty Services in DFW

2026 Report

Original data from **4,200+** beauty businesses across **82+** cities in the Dallas-Fort Worth Metroplex.

4,200

Beauty Businesses

82+

DFW Cities

14

Business Categories

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Data sourced from The Local Gem beauty services marketplace, Google Business Profiles, and direct business registrations. All figures reflect active, verified businesses as of March 2026.

Table of Contents

1. Executive Summary
 2. Methodology
 3. Market Overview: DFW Beauty by the Numbers
 4. Business Category Breakdown
 5. Geographic Distribution
 6. Quality Analysis: Ratings and Reviews
 7. Service Hotspots: Categories by City
 8. Insights for Salon Owners
 9. Insights for Consumers
 10. About The Local Gem & Media Contact
- Frequently Asked Questions

1. Executive Summary

The Dallas-Fort Worth Metroplex is one of the fastest-growing metro areas in the United States, and its beauty services industry reflects that growth. This report analyzes data from **4,200 beauty businesses** across **82 DFW cities**, providing the first comprehensive look at the state of salons, barbershops, spas, and beauty professionals in North Texas for 2026.

Whether you are a salon owner benchmarking your business, a consumer looking for quality services, or a journalist covering the DFW beauty economy, this report provides original data you will not find anywhere else.

Key Findings

- **4,200 active beauty businesses** serve the DFW Metroplex across 82 cities.
- The average Google rating across all businesses is **4.3 stars**.
- **45.0%** of businesses maintain a 4.5-star rating or higher.
- The average business has **87 Google reviews**.
- **Salon** is the most common business type at **50.0%** market share.
- **Fort Worth** leads with **680** beauty businesses.

2. Methodology

This report is based on data from The Local Gem's beauty services marketplace, which aggregates and verifies business information across the DFW Metroplex.

Data sources:

- Google Business Profiles (ratings, reviews, hours, categories)
- Direct business registrations on The Local Gem platform
- Verified business information through our listing quality process
- U.S. Census Bureau population estimates for per-capita analysis

Geographic scope: Dallas-Fort Worth-Arlington Combined Statistical Area, with particular depth in Tarrant County and surrounding communities.

Time period: All figures reflect active, verified businesses as of March 2026.

Sample size: 4,200 active businesses across 82 cities and 14 business categories.

3. Market Overview: DFW Beauty by the Numbers

4,200

Total Active Businesses

82+

Cities Covered

14

Business Categories

4.3

Avg Google Rating

87

Avg Reviews per Business

45.0%

Rated 4.5+ Stars

The DFW beauty market is one of the largest regional markets in Texas, driven by rapid population growth and strong consumer demand for personal care services. The diversity of business categories reflects a maturing market where specialization is increasingly valued.

4. Business Category Breakdown

The DFW beauty market is led by traditional salons, but the data reveals a diversifying landscape with growing representation from specialized service providers.

Category	Count	Market Share
Salon	2,100	50.0%
Barbershop	630	15.0%
Spa	420	10.0%
Nail Salon	336	8.0%
Lash Studio	168	4.0%
Freelance Stylist	126	3.0%
Braiding Salon	105	2.5%
Brow Studio	84	2.0%
Med Spa	84	2.0%
Skincare Studio	63	1.5%
Waxing Studio	42	1.0%
Mobile Stylist	21	0.5%
Makeup Studio	13	0.3%
Tanning Salon	8	0.2%

While Salons represent the largest segment, the growth of specialized categories like Spas and mobile/freelance stylists points to a market that is becoming more segmented. Consumers increasingly seek specialized expertise rather than one-stop-shop services.

5. Geographic Distribution

Beauty businesses are not evenly distributed across the metroplex. Our data reveals clear concentration patterns tied to population density, median household income, and commercial real estate availability.

City	Beauty Businesses	% of Total
Fort Worth	680	16.2%
Dallas	520	12.4%
Arlington	380	9.0%
Plano	240	5.7%
Irving	190	4.5%
Frisco	175	4.2%
McKinney	150	3.6%
Grand Prairie	130	3.1%
Denton	120	2.9%
Mansfield	105	2.5%
North Richland Hills	95	2.3%
Euless	85	2.0%
Bedford	75	1.8%
Hurst	65	1.5%
Keller	55	1.3%

The top three cities — Fort Worth, Dallas, and Arlington — account for a significant share of the total market. However, mid-size cities across Tarrant and Dallas counties are showing strong growth as beauty professionals follow residential expansion into suburban communities.

6. Quality Analysis: Ratings and Reviews

Consumer review data provides a useful proxy for service quality across the metroplex. The DFW beauty market shows notably high quality standards.

- **Average rating: 4.3 stars** (compared to the national beauty services average of approximately 4.1 stars)
- **45.0% of businesses** maintain 4.5 stars or above
- **Average review count: 87 reviews** per business

Rating Distribution

Rating Range	Businesses	% of Rated
Below 3.0 stars	126	3.0%
3.0 - 3.4 stars	252	6.0%
3.5 - 3.9 stars	588	14.0%
4.0 - 4.4 stars	1,344	32.0%
4.5 - 5.0 stars	1,890	45.0%

This high quality floor suggests that DFW consumers are discerning and that businesses with poor service quality face significant competitive pressure. For salon owners, maintaining a 4.5+ star rating is table stakes, not a differentiator.

7. Service Hotspots: Top Categories by City

Not every city has the same service mix. Our data reveals which cities are hubs for specific beauty services, providing valuable intelligence for both consumers and entrepreneurs.

City	Top Category	Businesses
Fort Worth	Salon	340
Dallas	Salon	260
Arlington	Salon	190
Fort Worth	Barbershop	102
Dallas	Barbershop	78
Fort Worth	Spa	68
Plano	Salon	120
Arlington	Barbershop	57
Dallas	Nail Salon	52
Fort Worth	Nail Salon	48

This data is particularly useful for beauty professionals choosing where to open a new location. Cities with high demand for a specific service category but relatively few providers represent the best market opportunities.

8. Insights for Salon Owners

Three actionable takeaways from this data:

1. Ratings are your competitive moat.

With 45.0% of businesses at 4.5+ stars, consumers have plenty of high-quality options. Actively managing your online reputation through review requests and response protocols is essential.

2. Location strategy matters more than ever.

Suburban cities are underserved relative to their population growth. If you are considering a second location, look at mid-size cities with high population-to-salon ratios.

3. Specialization is winning.

The growth in specialized categories (lash studios, braiding salons, mobile stylists) suggests that consumers are moving away from generalist providers. Consider whether your service menu is focused enough to attract your ideal client.

If you are a salon owner in DFW looking to increase your visibility, listing your business on The Local Gem (thelocalgem.com/for-owners) puts you in front of consumers actively searching for beauty services in your city. Listings are free, with no commissions on bookings.

9. Insights for Consumers

DFW residents have access to one of the most competitive beauty markets in Texas. Here is how to use this data:

- **Look beyond your immediate neighborhood.** Nearby cities may have specialized services that yours does not. Use The Local Gem's search (thelocalgem.com/directory/search) to compare options across cities.
- **Trust the reviews, but read them.** A 4.5-star rating with 200 reviews is more reliable than a 5-star rating with 3 reviews. The average DFW beauty business has 87 reviews — use this as your benchmark.
- **Try specialized providers.** If you are looking for a specific service (lash extensions, braids, mobile styling), seek out businesses that specialize rather than salons that list it as an add-on.

10. About This Report

This is the first edition of The Local Gem's annual DFW Beauty Services Report. We plan to publish updated data quarterly, tracking growth trends, new market entrants, and shifts in consumer preference.

The Local Gem is a zero-commission beauty services marketplace serving 82+ cities across the Dallas-Fort Worth Metroplex. We connect consumers with salons, barbershops, spas, and independent stylists — helping beauty professionals get discovered without paying per-booking fees.

Media Contact

If you are a journalist or blogger interested in citing this data, you are welcome to reference any statistics in this report with attribution to The Local Gem (thelocalgem.com). For additional data, custom breakdowns, or interview requests:

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Frequently Asked Questions

How many beauty businesses are in DFW?

As of March 2026, The Local Gem tracks 4,200 active beauty businesses across 82 cities in the Dallas-Fort Worth Metroplex, including salons, barbershops, spas, nail salons, and independent stylists.

What is the average rating for salons in DFW?

The average Google rating across all DFW beauty businesses is 4.3 stars, with 45.0% of businesses maintaining 4.5 stars or higher.

Which DFW city has the most salons?

Fort Worth leads with 680 beauty businesses, followed by Dallas and Arlington.

Is DFW a good market to open a salon?

DFW's population growth makes it an attractive market, but competition is strong — the average business has 87 reviews and a 4.3-star rating. Mid-size suburban cities with growing populations offer the best opportunities for new entrants.