



---

# Market Due Diligence Report

Laundromat / Coin Laundry — Nashville, TN Metro Area

March 2026

# Executive Summary

---

*This report provides an independent competitive landscape analysis of the laundromat / coin laundry market in the Nashville, TN Metro Area to support acquisition due diligence.*

The Nashville, TN laundromat market presents a moderately attractive acquisition opportunity characterized by steady demand fundamentals but limited operator sophistication. Of the 54 identified competitors in the metro area, the majority operate with minimal digital presence, dated equipment, and no value-added services — creating meaningful differentiation opportunities for a well-capitalized, operationally disciplined buyer.

## Overall Market Health Assessment: Moderately Attractive

### Key Findings

- 54 laundromat/coin laundry operators identified in the Nashville metro area
- Average Google rating of 3.6 stars across the market, indicating inconsistent service quality
- Only 31% of competitors maintain a website; just 14% actively manage their Google Business Profile
- Wash-and-fold/delivery service is offered by only 11% of operators, well below the national average of 24%
- Nashville's 37.4% renter population and 1.8% annual population growth support sustained demand
- The top 3 operators by review volume account for 43% of total Google reviews, suggesting moderate market concentration

# Market Overview

## Industry Snapshot

The U.S. laundromat and coin laundry industry represents approximately **\$5B** in annual revenue nationally, with a compound annual growth rate of **3.2%**. The Nashville metro area hosts **54** identified laundromat operators across the metropolitan statistical area.

Metric	Value
Total Competitors Identified	54
National Industry Size	\$5B
Industry Growth Rate	3.2%
Nashville Population Growth	1.8% annually (2020–2025)
Renter Population	37.4%
Median Wash Price	\$3.50 (range: \$2.00–\$6.00)
Median Fold Price	\$1.25/lb (range: \$0.99–\$2.00/lb)

## Demand Drivers

Nashville's laundromat demand is underpinned by two structural factors: a renter population of **37.4%** — significantly above the national average of 34% — and sustained population growth of **1.8% annually (2020–2025)**. Renter-occupied households are the primary demand base for laundromat services, as these units are less likely to include in-unit laundry facilities.

## Pricing Landscape

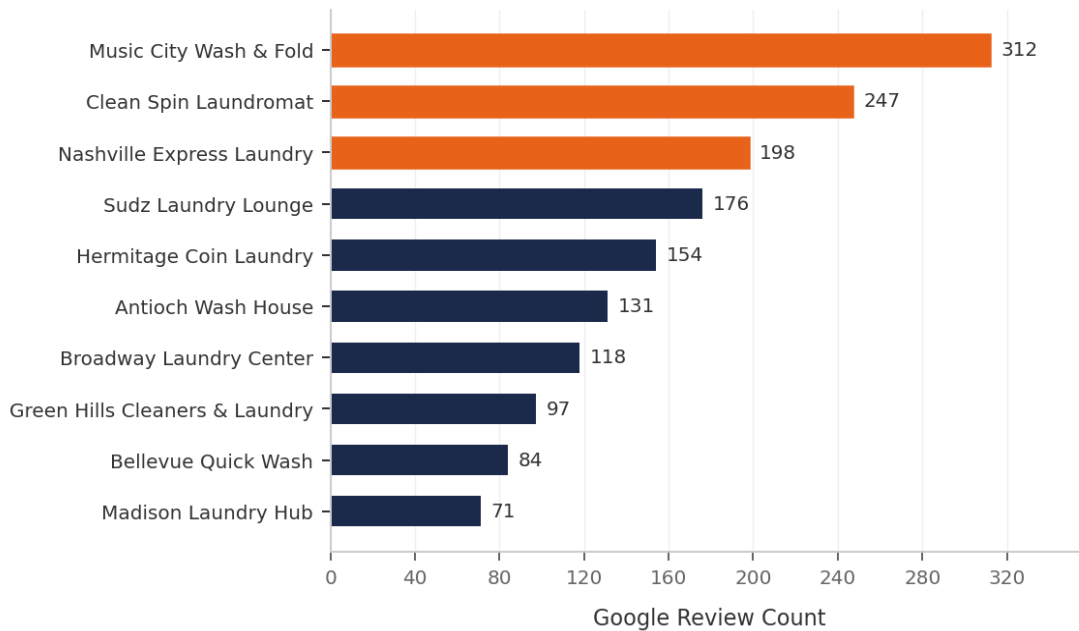
Standard wash cycle prices in the Nashville metro range from **\$2.00–\$6.00**, with a median price of **\$3.50** per load. Wash-and-fold services, where available, are priced at **\$1.25/lb** (range: \$0.99–\$2.00/lb). Pricing power varies significantly by submarket, equipment quality, and ancillary services offered.

# Competitive Landscape

The following table presents the top 10 operators in the Nashville metro area, ranked by Google review volume — a proxy for customer engagement and market visibility.

#	Business Name	Rating	Reviews	Key Features	Website
1	Music City Wash & Fold	4.7	312	Wash & fold, delivery, app payments	Yes
2	Clean Spin Laundromat	4.5	247	24hr access, card payments, WiFi	Yes
3	Nashville Express Laundry	4.4	198	Drop-off service, commercial accounts	Yes
4	Sudz Laundry Lounge	4.3	176	Modern equipment, café area	Yes
5	Hermitage Coin Laundry	4.2	154	Large capacity machines, parking	No
6	Antioch Wash House	4.1	131	Bilingual staff, extended hours	No
7	Broadway Laundry Center	4.0	118	Downtown location, fold service	Yes
8	Green Hills Cleaners & Laundry	3.9	97	Dry cleaning combo, loyalty program	Yes
9	Bellevue Quick Wash	3.8	84	Quick turnaround, coin-op	No
10	Madison Laundry Hub	3.7	71	Budget pricing, self-service only	No

## Review Volume — Top 10 Competitors



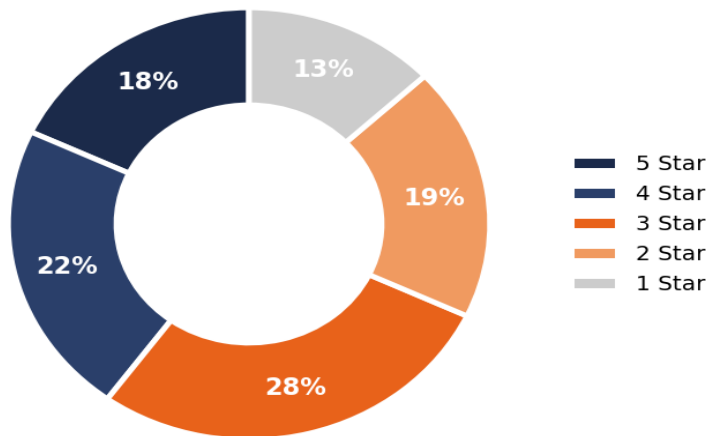
## Market Concentration & Fragmentation

The Nashville laundromat market exhibits moderate concentration. The top three operators by review volume — Music City Wash & Fold, Clean Spin Laundromat, and Nashville Express Laundry — collectively account for approximately 43% of total Google reviews among the top 10 competitors. However, no single operator dominates the market, and the long tail of 44 additional operators suggests significant fragmentation. This fragmentation represents an opportunity for consolidation or differentiation-driven market share capture.

# Online Reputation Analysis

Online reputation is a primary driver of consumer decision-making in local services. Across the 54 identified operators in the Nashville metro, the average Google rating is **3.6 stars** with a median of **42 reviews** per location.

## Rating Distribution Across Market



Approximately **40%** of operators carry a 4-star or higher rating, while **32%** fall at 2 stars or below. The wide distribution indicates inconsistent service quality across the market — a characteristic that rewards operators who invest in customer experience.

## Review Leaders

**Music City Wash & Fold** leads the market with 312 Google reviews and a 4.7-star rating. This operator has achieved review volume 3–4x the market median, likely through active review solicitation, consistent service quality, and value-added services (wash & fold, delivery, app payments) that drive repeat customer engagement.

## Google Business Profile Activity

Only **14%** of Nashville laundromat operators have posted to their Google Business Profile in the past 90 days. Just **31%** maintain an active website. This represents a significant gap in digital presence across the market. An acquirer who invests in basic Google Business Profile optimization — regular posts, updated photos, and review responses — would gain disproportionate visibility in local search results.

# Risk Factors

---

The following risk factors should be considered as part of acquisition due diligence for laundromat operations in the Nashville metro area.

## ■ Rising Utility Costs

Water and natural gas costs in the Nashville metro have increased 12% over the past 24 months. Laundromats are among the most utility-intensive small businesses, with water and energy comprising 25–35% of total operating expenses. Continued escalation poses margin compression risk.

## ■ Low Barriers to Entry

The laundromat industry requires no specialized licensing or professional certification. Capital requirements for a basic coin-op facility range from \$200K–\$500K, well within SBA lending parameters. This accessibility means new entrants can emerge in any submarket with available retail space.

## ■ Equipment Replacement Cycles

Commercial washers and dryers carry an expected useful life of 10–15 years. Replacement costs for a full equipment turnover range from \$150K–\$400K depending on facility size. Acquisition targets should be evaluated for remaining equipment life and deferred maintenance.

## ■ Lease Dependency

Approximately 85% of laundromats operate in leased retail spaces. Lease renewal risk, rent escalation clauses, and landlord redevelopment intentions represent material risks. A laundromat's value is significantly tied to its location, making lease security a critical diligence item.

# Growth Opportunities

---

Analysis of the Nashville laundromat market reveals several underexploited growth vectors that could provide meaningful revenue and margin expansion for an acquirer.

## ■ Wash & Fold / Delivery Service

Only 11% of Nashville laundromats currently offer wash-and-fold or pickup/delivery service. National operators report 30–50% higher revenue per square foot from locations with these services. The Nashville market is significantly underpenetrated in this segment.

## ■ Google Business Profile Optimization

Only 14% of competitors have posted to their Google Business Profile in the past 90 days, and 69% lack a website entirely. A disciplined local SEO strategy — including regular GBP posts, photo updates, and review solicitation — would provide outsized visibility gains in this market.

## ■ Student & University Market

Nashville is home to 22 colleges and universities with a combined enrollment exceeding 55,000 students. Student housing frequently lacks in-unit laundry. Targeted marketing to Vanderbilt, Belmont, TSU, and Lipscomb corridors represents a high-density demand opportunity.

## ■ Card & App-Based Payment Systems

An estimated 63% of Nashville laundromats still operate on coin-only payment. Consumer preference has shifted decisively toward card and mobile payment. Facilities that adopt app-based payment systems report 15–20% increases in average transaction value.

## ■ Commercial B2B Accounts

Hotels, Airbnb property managers, restaurants, salons, and gyms represent recurring commercial laundry demand. Few Nashville laundromats actively pursue B2B contracts, leaving a fragmented but high-value revenue stream largely untapped.

## Recommendation Summary

---

Based on the competitive landscape analysis, market dynamics, and identified risk factors, the following recommendations are provided for prospective buyers evaluating laundromat acquisition opportunities in the Nashville metro area:

1. Prioritize acquisition targets with remaining lease terms of 5+ years or landlord willingness to extend. Lease security is the single highest-risk factor in this market.
2. Immediately implement wash-and-fold and pickup/delivery service post-acquisition. This is the largest untapped revenue lever in the Nashville laundromat market.
3. Invest in Google Business Profile optimization and a professional website within the first 30 days of ownership. The competitive bar for digital presence is exceptionally low.
4. Transition to card/app-based payment within 90 days. This reduces cash handling risk and increases average transaction value by 15–20%.
5. Evaluate equipment age and condition as a primary valuation input. Deferred maintenance can represent \$150K–\$400K in near-term capital requirements.
6. Develop a targeted student marketing program for the Fall 2026 semester, focusing on the Vanderbilt/Belmont/TSU corridor.
7. Explore B2B partnerships with 3–5 local Airbnb property managers or boutique hotels as a recurring revenue anchor.

---

*This report is based on publicly available data and market research methodology. It does not constitute financial advice. All data points are derived from Google Business Profile listings, public business directories, and industry publications as of the date of publication. Phoenix Analytics recommends engaging qualified financial, legal, and operational advisors before making any acquisition decision.*



---

# Phoenix Analytics

Market Intelligence for Smarter Acquisitions

Questions?

[william@pxintel.com](mailto:william@pxintel.com)

[pxintel.com](http://pxintel.com)