

Global Nail Care Products Market Size study & Forecast, by Products (Nail Polish, Artificial Nail & Accessories, Others), by End-User (Salon, Household) and Regional Analysis, 2022-2029

<https://marketpublishers.com/r/G379290AA59AEN.html>

Date: November 2022

Pages: 200

Price: US\$ 4,950.00 (Single User License)

ID: G379290AA59AEN

Abstracts

Global Nail Care Products Market is valued at approximately USD 19.10 billion in 2021 and is anticipated to grow with a healthy growth rate of more than 5.2% over the forecast period 2022-2029. Nail care products play a significant role in the field of personal grooming. Nail care products include nail polish, artificial nail & accessories, and others products, which are designed with the objective of care and maintenance of the fingernails and toenails. The growing expenditure on beauty products, the increasing female population, coupled with the rise in awareness about nail care are the primary factors that are propelling the market growth across the globe.

The World Bank estimates that there were 3.77 billion women worldwide in 2018; this number is expected to climb to 3.85 billion by 2020. Therefore, nail care products are gaining high traction among the female population, which, in turn, augments the market growth. Moreover, the robust product portfolio by the key market players, as well as increasing investment in R&D activities are presenting various lucrative prospects for market growth over the forecasting years. However, the adverse effects of raw materials in products are hindering market growth throughout the forecast period of 2022-2029.

The key regions considered for the Global Nail Care Products Market study include Asia Pacific, North America, Europe, Latin America, and the Rest of the World. The Asia Pacific dominated the space in terms of revenue, owing to the growing popularity of various nail care products, the increasing female population, and the rising number of startups that emphasized offering new and improved products to consumers. Whereas, Europe is expected to grow significantly during the forecast period. Factors such as

rising demand for nail care products, as well as the increasing number of nail care services and salons, are burgeoning the market growth in the forecasting years.

Major market players included in this report are:

L'Oréal Groupe

American International Industries

Coty Inc.

Olive & June

ORLY International, Inc.

The Estée Lauder Companies

Creative Nail Design Inc.

NSI Nails

LCN USA

Cosnova GmbH

Recent Developments in the Market:

In May 2022, Nails.Inc entered into a partnership agreement with Magnum Ice Cream to introduce a range of six chocolate-scented nail polish colors that are inspired by the novel Magnum ice cream Duet Bars.

In June 2022, Velveeta declares its collaboration with Nails.INC to launch Velveeta Pinkies Out Polish, a red and yellow colored cheese-scented polish.

In September 2021, Creative Nail Design, Inc. announced the introduction of the company's holiday collection comprises shades such as Silk Slip Dress, Signature Lipstick, Statement Earrings, Glitter Sneakers, High Waisted Jeans, and White Button Down.

Global Nail Care Products Market Report Scope:

Historical Data 2019-2020-2021

Base Year for Estimation 2021

Forecast period 2022-2029

Report Coverage Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered Products, End-User, Region

Regional Scope North America; Europe; Asia Pacific; Latin America; Rest of the World

Customization Scope Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define the market sizes of different segments & countries in recent years and to forecast the values for the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within the

countries involved in the study.

The report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with a detailed analysis of the competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Products:

Nail Polish

Artificial Nail & Accessories

Others

By End-User:

Salon

Household

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Rest of the World

Contents

CHAPTER 1. EXECUTIVE SUMMARY

- 1.1. Market Snapshot
- 1.2. Global & Segmental Market Estimates & Forecasts, 2019-2029 (USD Billion)
 - 1.2.1. Nail Care Products Market, by Region, 2019-2029 (USD Billion)
 - 1.2.2. Nail Care Products Market, by Products, 2019-2029 (USD Billion)
 - 1.2.3. Nail Care Products Market, by End-User, 2019-2029 (USD Billion)
- 1.3. Key Trends
- 1.4. Estimation Methodology
- 1.5. Research Assumption

CHAPTER 2. GLOBAL NAIL CARE PRODUCTS MARKET DEFINITION AND SCOPE

- 2.1. Objective of the Study
- 2.2. Market Definition & Scope
 - 2.2.1. Scope of the Study
 - 2.2.2. Industry Evolution
- 2.3. Years Considered for the Study
- 2.4. Currency Conversion Rates

CHAPTER 3. GLOBAL NAIL CARE PRODUCTS MARKET DYNAMICS

- 3.1. Nail Care Products Market Impact Analysis (2019-2029)
 - 3.1.1. Market Drivers
 - 3.1.1.1. Growing expenditure on beauty products
 - 3.1.1.2. Increasing female population
 - 3.1.2. Market Challenges
 - 3.1.2.1. Adverse effects of raw materials in products
 - 3.1.3. Market Opportunities
 - 3.1.3.1. Robust product portfolio by the key market players
 - 3.1.3.2. Increasing investment in R&D activities

CHAPTER 4. GLOBAL NAIL CARE PRODUCTS MARKET INDUSTRY ANALYSIS

- 4.1. Porter's 5 Force Model
 - 4.1.1. Bargaining Power of Suppliers
 - 4.1.2. Bargaining Power of Buyers

- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.2. Futuristic Approach to Porter's 5 Force Model (2019-2029)
- 4.3. PEST Analysis
 - 4.3.1. Political
 - 4.3.2. Economical
 - 4.3.3. Social
 - 4.3.4. Technological
- 4.4. Investment Adoption Model
- 4.5. Analyst Recommendation & Conclusion
- 4.6. Top investment opportunity
- 4.7. Top winning strategies

CHAPTER 5. RISK ASSESSMENT: COVID-19 IMPACT

- 5.1. Assessment of the overall impact of COVID-19 on the industry
- 5.2. Pre COVID-19 and post COVID-19 Market scenario

CHAPTER 6. GLOBAL NAIL CARE PRODUCTS MARKET, BY PRODUCTS

- 6.1. Market Snapshot
- 6.2. Global Nail Care Products Market by Products, Performance - Potential Analysis
- 6.3. Global Nail Care Products Market Estimates & Forecasts by Products, 2019-2029 (USD Billion)
- 6.4. Nail Care Products Market, Sub Segment Analysis
 - 6.4.1. Nail Polish
 - 6.4.2. Artificial Nail & Accessories
 - 6.4.3. Others

CHAPTER 7. GLOBAL NAIL CARE PRODUCTS MARKET, BY END-USER

- 7.1. Market Snapshot
- 7.2. Global Nail Care Products Market by End-User, Performance - Potential Analysis
- 7.3. Global Nail Care Products Market Estimates & Forecasts by End-User, 2019-2029 (USD Billion)
- 7.4. Nail Care Products Market, Sub Segment Analysis
 - 7.4.1. Salon
 - 7.4.2. Household

CHAPTER 8. GLOBAL NAIL CARE PRODUCTS MARKET, REGIONAL ANALYSIS

- 8.1. Nail Care Products Market, Regional Market Snapshot
- 8.2. North America Nail Care Products Market
 - 8.2.1. U.S. Nail Care Products Market
 - 8.2.1.1. Products breakdown estimates & forecasts, 2019-2029
 - 8.2.1.2. End-User breakdown estimates & forecasts, 2019-2029
 - 8.2.2. Canada Nail Care Products Market
- 8.3. Europe Nail Care Products Market Snapshot
 - 8.3.1. U.K. Nail Care Products Market
 - 8.3.2. Germany Nail Care Products Market
 - 8.3.3. France Nail Care Products Market
 - 8.3.4. Spain Nail Care Products Market
 - 8.3.5. Italy Nail Care Products Market
 - 8.3.6. Rest of Europe Nail Care Products Market
- 8.4. Asia-Pacific Nail Care Products Market Snapshot
 - 8.4.1. China Nail Care Products Market
 - 8.4.2. India Nail Care Products Market
 - 8.4.3. Japan Nail Care Products Market
 - 8.4.4. Australia Nail Care Products Market
 - 8.4.5. South Korea Nail Care Products Market
 - 8.4.6. Rest of Asia Pacific Nail Care Products Market
- 8.5. Latin America Nail Care Products Market Snapshot
 - 8.5.1. Brazil Nail Care Products Market
 - 8.5.2. Mexico Nail Care Products Market
- 8.6. Rest of The World Nail Care Products Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Top Market Strategies
- 9.2. Company Profiles
 - 9.2.1. L'Oréal Groupe
 - 9.2.1.1. Key Information
 - 9.2.1.2. Overview
 - 9.2.1.3. Financial (Subject to Data Availability)
 - 9.2.1.4. Product Summary
 - 9.2.1.5. Recent Developments
 - 9.2.2. American International Industries

- 9.2.3. Coty Inc.
- 9.2.4. Olive & June
- 9.2.5. ORLYInternational, Inc.
- 9.2.6. The Est?e Lauder Companies
- 9.2.7. Creative Nail Design Inc.
- 9.2.8. NSI Nails
- 9.2.9. LCN USA
- 9.2.10. Cosnova GmbH

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes
- 10.3. Research Assumption

List Of Tables

LIST OF TABLES

TABLE 1. Global Nail Care Products Market, report scope

TABLE 2. Global Nail Care Products Market estimates & forecasts by Region
2019-2029 (USD Billion)

TABLE 3. Global Nail Care Products Market estimates & forecasts by Products
2019-2029 (USD Billion)

TABLE 4. Global Nail Care Products Market estimates & forecasts by End-User
2019-2029 (USD Billion)

TABLE 5. Global Nail Care Products Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 6. Global Nail Care Products Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 7. Global Nail Care Products Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 8. Global Nail Care Products Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 9. Global Nail Care Products Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 10. Global Nail Care Products Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 11. Global Nail Care Products Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 12. Global Nail Care Products Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 13. Global Nail Care Products Market by segment, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 14. Global Nail Care Products Market by region, estimates & forecasts,
2019-2029 (USD Billion)

TABLE 15. U.S. Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 16. U.S. Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 17. U.S. Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 18. Canada Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 19. Canada Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 20. Canada Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 21. UK Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 22. UK Nail Care Products Market estimates & forecasts by segment 2019-2029
(USD Billion)

TABLE 23. UK Nail Care Products Market estimates & forecasts by segment 2019-2029
(USD Billion)

TABLE 24. Germany Nail Care Products Market estimates & forecasts, 2019-2029
(USD Billion)

TABLE 25. Germany Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 26. Germany Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 27. France Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 28. France Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 29. France Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 30. Italy Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 31. Italy Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 32. Italy Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 33. Spain Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 34. Spain Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 35. Spain Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 36. RoE Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 37. RoE Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 38. RoE Nail Care Products Market estimates & forecasts by segment

2019-2029 (USD Billion)

TABLE 39. China Nail Care Products Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 40. China Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 41. China Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 42. India Nail Care Products Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 43. India Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 44. India Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 45. Japan Nail Care Products Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 46. Japan Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 47. Japan Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 48. South Korea Nail Care Products Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 49. South Korea Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 50. South Korea Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 51. Australia Nail Care Products Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 52. Australia Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 53. Australia Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 54. RoAPAC Nail Care Products Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 55. RoAPAC Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 56. RoAPAC Nail Care Products Market estimates & forecasts by segment 2019-2029 (USD Billion)

TABLE 57. Brazil Nail Care Products Market estimates & forecasts, 2019-2029 (USD Billion)

TABLE 58. Brazil Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 59. Brazil Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 60. Mexico Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 61. Mexico Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 62. Mexico Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 63. RoLA Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 64. RoLA Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 65. RoLA Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 66. Row Nail Care Products Market estimates & forecasts, 2019-2029 (USD
Billion)

TABLE 67. Row Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 68. Row Nail Care Products Market estimates & forecasts by segment
2019-2029 (USD Billion)

TABLE 69. List of secondary sources, used in the study of global Nail Care Products
Market

TABLE 70. List of primary sources, used in the study of global Nail Care Products
Market

TABLE 71. Years considered for the study

TABLE 72. Exchange rates considered

List of tables and figures and dummy in nature, final lists may vary in the final
deliverable

List Of Figures

LIST OF FIGURES

- FIG 1. Global Nail Care Products Market, research methodology
 - FIG 2. Global Nail Care Products Market, Market estimation techniques
 - FIG 3. Global Market size estimates & forecast methods
 - FIG 4. Global Nail Care Products Market, key trends 2021
 - FIG 5. Global Nail Care Products Market, growth prospects 2022-2029
 - FIG 6. Global Nail Care Products Market, porters 5 force model
 - FIG 7. Global Nail Care Products Market, pest analysis
 - FIG 8. Global Nail Care Products Market, value chain analysis
 - FIG 9. Global Nail Care Products Market by segment, 2019 & 2029 (USD Billion)
 - FIG 10. Global Nail Care Products Market by segment, 2019 & 2029 (USD Billion)
 - FIG 11. Global Nail Care Products Market by segment, 2019 & 2029 (USD Billion)
 - FIG 12. Global Nail Care Products Market by segment, 2019 & 2029 (USD Billion)
 - FIG 13. Global Nail Care Products Market by segment, 2019 & 2029 (USD Billion)
 - FIG 14. Global Nail Care Products Market, regional snapshot 2019 & 2029
 - FIG 15. North America Nail Care Products Market 2019 & 2029 (USD Billion)
 - FIG 16. Europe Nail Care Products Market 2019 & 2029 (USD Billion)
 - FIG 17. Asia Pacific Nail Care Products Market 2019 & 2029 (USD Billion)
 - FIG 18. Latin America Nail Care Products Market 2019 & 2029 (USD Billion)
 - FIG 19. Global Nail Care Products Market, company Market share analysis (2021)
- List of tables and figures and dummy in nature, final lists may vary in the final deliverable

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