

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

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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

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