

Global Nail Care Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Nail care products and services encompass a wide range of items and treatments designed to maintain and enhance the health and appearance of nails. This market includes nail polishes, nail treatments, artificial nails, nail tools, and professional nail services. The global nail care market is estimated to be worth approximately \$9.5 billion in 2023, with a projected Compound Annual Growth Rate (CAGR) of 4.8% from 2024 to 2032.

Several key factors are driving the growth of the nail care market. Firstly, the increasing focus on personal grooming and appearance in both professional and social settings has led to a rise in demand for nail care products and services. Additionally, the influence of social media platforms showcasing nail art and trends has significantly contributed to the market's growth. Moreover, the availability of a wide range of innovative nail care products and treatments catering to various nail concerns has further fueled market expansion.

One prominent trend in the nail care market is the growing popularity of clean and non-toxic nail products. Consumers are increasingly seeking nail care products free from harmful chemicals such as formaldehyde, toluene, and dibutyl phthalate. This shift towards cleaner formulations is driven by rising health and environmental awareness among consumers. Brands offering vegan, cruelty-free, and eco-friendly nail care options are gaining traction in the market.

Another trend shaping the nail care industry is the surge in demand for nail art and customization. Nail salons and technicians are offering intricate nail designs, 3D nail art,

and personalized nail services to cater to the evolving preferences of consumers. Social media platforms like Instagram and Pinterest have become hubs for sharing nail art inspiration, influencing consumer choices and driving demand for creative nail designs.

Furthermore, the nail care market is witnessing a rise in innovative nail care technologies, such as gel nail polishes, nail strengthening treatments, and quick-dry formulas. These advancements not only offer convenience to consumers but also provide long-lasting and salon-quality results at home. The convenience of DIY nail care solutions is particularly appealing to consumers seeking cost-effective alternatives to professional nail services.

In terms of regional market distribution, North America and Europe are leading markets for nail care products and services. The dominance of these regions can be attributed to high consumer disposable incomes, a strong presence of established beauty brands, and a culture that values personal grooming. Asia Pacific is also emerging as a significant market for nail care, driven by the growing influence of K-beauty trends and a rising demand for nail art services in countries like South Korea and Japan.

Despite the overall positive outlook, the nail care market faces challenges such as increasing competition from new entrants, counterfeit products, and shifting consumer preferences. Brands need to stay abreast of evolving trends, invest in research and development for innovative products, and focus on building brand loyalty to navigate these challenges successfully. Additionally, ensuring product safety, transparency in ingredient labeling, and effective marketing strategies will be crucial for sustained growth in the competitive nail care market.

This report provides a deep insight into the global Nail Care market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Nail Care Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the

competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Nail Care market in any manner.

Global Nail Care Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

Key Company

OPI Products

Sally Hansen

Estee Lauder

L'Oréal

Maybelline

Revlon

Chanel

Dior

Amway

Markwins

Mavala

Nails Inc

Kiko

Butter London

CND

Rimmel

Jessica Cosmetics

Market Segmentation (by Type)

Organic Solvent Based Nail Polish

Water Based Nail Polish

Market Segmentation (by Application)

Nail Art Institutions

Individuals

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

- Industry drivers, restraints, and opportunities covered in the study
- Neutral perspective on the market performance
- Recent industry trends and developments
- Competitive landscape & strategies of key players
- Potential & niche segments and regions exhibiting promising growth covered
- Historical, current, and projected market size, in terms of value
- In-depth analysis of the Nail Care Market
- Overview of the regional outlook of the Nail Care Market:

Key Reasons to Buy this Report:

- Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change
- This enables you to anticipate market changes to remain ahead of your competitors
- You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents
- The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly
- Provision of market value (USD Billion) data for each segment and sub-segment
- Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the

Nail Care Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

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