

# Global Nail Polish Competitive Landscape Professional Research Report 2025

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## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Nail Polish market size will reach 17,649 Million USD in 2025 and is projected to reach 31,728 Million USD by 2032, with a CAGR of 8.74% (2025-2032). Notably, the China Nail Polish market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Nail polish, also known as nail enamel or nail varnish, is a cosmetic product applied to the fingernails and toenails to enhance their appearance and add color. Nail polish typically consists of a liquid formula containing a mixture of pigments, solvents, resins, and film-forming agents. It is available in a wide range of colors and finishes, including glossy, matte, metallic, and glittery. Nail polish is applied to the nails using a small brush that comes attached to the bottle's cap. After application, the polish dries, forming a hard and smooth layer on the nails. It helps to protect the nails, adds shine, and allows individuals to express their personal style and creativity. Nail polish is a popular product used in various settings, such as salons, spas, and at-home nail care routines.

The major global manufacturers of Nail Polish include OPI, Maybelline, Dior, CHANEL, ORLY, Butter London, Kiko, Nails Inc, Revlon, Sally Hansen, Rimmel, CND, COSMAY, Essie, ANNA SUI, Bobbi Brown, ZOTOS ACCENT, L'OREAL, Nars, MISSHA, China Glaze, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and

influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Nail Polish. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Nail Polish market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Nail Polish market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Nail Polish industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Nail Polish Include:

OPI

Maybelline

Dior

CHANEL

ORLY

Butter London

Kiko

Nails Inc

Revlon

Sally Hansen

Rimmel

CND

COSMAY

Essie

ANNA SUI

Bobbi Brown

ZOTOS ACCENT

L'OREAL

Nars

MISSHA

China Glaze

Nail Polish Product Segment Include:

Organic Solvent Based Nail Polish

Water Based Nail Polish

Nail Polish Product Application Include:

Online Sales

Offline Sales

## **Chapter Scope**

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