

Global Gel Nail Polish Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Gel Nail Polish market size is expected to reach \$ 5901 million by 2032, rising at a market growth of 3.3% CAGR during the forecast period (2026-2032).

Gel Nail Polish is a type of nail coating formulated with oligomers and photoinitiators that cure under ultraviolet (UV) or light-emitting diode (LED) light to form a durable, glossy, and chip-resistant finish, offering longer wear time and enhanced adhesion compared to traditional nail lacquer.

The Gel Nail Polish industry chain consists of upstream suppliers providing key raw materials such as acrylates, oligomers, pigments, solvents, and packaging components; midstream manufacturers engaged in formulation development, blending, curing optimization, branding, and large-scale production of gel nail products; and downstream channels including distributors, e-commerce platforms, beauty retailers, and professional salons that deliver products to end users, while after-sales services, marketing, and trend-driven product innovation further integrate the value chain, ensuring continuous demand stimulation, brand differentiation, and global market expansion across both professional and consumer segments.

Globally, multiple Gel Nail Polish production expansion projects are underway or planned, particularly in China, the United States, South Korea, and parts of Europe, where manufacturers are investing in automated filling lines, environmentally friendly formulation facilities, and R&D centers focused on bio-based and low-toxicity gel systems, while new entrants and established cosmetic brands are developing vertically integrated plants to enhance supply chain efficiency, alongside strategic partnerships and joint ventures aimed at scaling production capacity, improving distribution networks, and meeting rising demand from both professional salon markets and rapidly growing

home-use consumer segments.

2025 Global Market sales Volume: 1.8 Billion Units. Average Global Market Price: 2.5 USD/Unit. Market Average Gross Profit Margin: 18%.

The Gel Nail Polish market has experienced steady and resilient growth over the past decade, driven by increasing consumer preference for long-lasting and aesthetically appealing nail products, as well as the global expansion of the beauty and personal care industry. The shift from traditional nail polish to gel-based systems has been accelerated by technological advancements in curing methods and improved product safety profiles, making gel polish more accessible to both professionals and home users. Regionally, Asia-Pacific dominates the market in terms of production and consumption, with China and South Korea serving as major manufacturing hubs, while North America and Europe remain key markets for premium and branded products, supported by strong salon cultures and high consumer spending on beauty services.

Market development opportunities are closely tied to the rise of DIY beauty trends, e-commerce penetration, and the growing popularity of nail art, which encourages frequent product usage and diversification. In addition, increasing demand for non-toxic, vegan, and eco-friendly formulations presents significant innovation potential for manufacturers seeking differentiation. However, the market also faces risks, including regulatory pressures related to chemical safety, potential health concerns over prolonged UV exposure, and intense price competition, particularly from low-cost producers. Supply chain volatility in raw materials and shifting consumer preferences toward minimalist or natural beauty trends may also impact growth.

Key market trends include the integration of smart formulations with faster curing times, odorless and low-heat products, and multifunctional gels that combine base, color, and top coat features. Digital marketing, influencer-driven promotion, and social media platforms play a critical role in shaping consumer demand and accelerating product cycles.

Competitive characteristics of the industry reflect a fragmented landscape with a mix of global cosmetic giants, specialized nail brands, and numerous regional manufacturers, leading to continuous innovation, frequent product launches, and brand-driven competition. Companies that can balance quality, safety, cost efficiency, and trend responsiveness are likely to maintain a competitive edge in this evolving market.

This report studies the global Gel Nail Polish production, demand, key manufacturers,

and key regions.

This report is a detailed and comprehensive analysis of the world market for Gel Nail Polish and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Gel Nail Polish that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Gel Nail Polish total production and demand, 2021-2032, (K Units)

Global Gel Nail Polish total production value, 2021-2032, (USD Million)

Global Gel Nail Polish production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (K Units), (based on production site)

Global Gel Nail Polish consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Gel Nail Polish domestic production, consumption, key domestic manufacturers and share

Global Gel Nail Polish production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Gel Nail Polish production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Gel Nail Polish production by Sales Channel, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Gel Nail Polish market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include OPI, L'OREAL, Dior, ORLY, Gelish, Revlon, Sally Hansen, CND, Kiara Sky Professional Nails, KIKO, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Gel Nail Polish market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by

manufacturer, by Type, and by Sales Channel. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Gel Nail Polish Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Gel Nail Polish Market, Segmentation by Type:

UV Gel Polish

LED Gel Polish

Others

Global Gel Nail Polish Market, Segmentation by Removal Method:

Soak-Off Gel

Peel-Off Gel

File-Off Gel

Global Gel Nail Polish Market, Segmentation by Durability Parameter:

Short Wear (Up To 7 Days)

Medium Wear (7-14 Days)

Long Wear (Above 14 Days)

Global Gel Nail Polish Market, Segmentation by Sales Channel:

Online Sales

Offline Sales

Companies Profiled:

OPI

L'OREAL

Dior

ORLY

Gelish

Revlon

Sally Hansen

CND

Kiara Sky Professional Nails

KIKO

KOKOIST

Essie

Presto Gel (Nail Labo Group)

Alessandro International

GuangZHou Roniki Beauty

Miss Candy

Littleondine

Key Questions Answered:

1. How big is the global Gel Nail Polish market?
2. What is the demand of the global Gel Nail Polish market?
3. What is the year over year growth of the global Gel Nail Polish market?
4. What is the production and production value of the global Gel Nail Polish market?
5. Who are the key producers in the global Gel Nail Polish market?
6. What are the growth factors driving the market demand?

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