

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

<https://marketpublishers.com/r/GD86FEE9D3E9EN.html>

Date: May 2026

Pages: 139

Price: US\$ 4,480.00 (Single User License)

ID: GD86FEE9D3E9EN

Abstracts

The global Nail Polish market size is expected to reach \$ 5838 million by 2032, rising at a market growth of 4.5% CAGR during the forecast period (2026-2032).

This report study the Nail Polish product.

Nail polish called 'nail lacquer.' It is mainly composed of 70% -80% of a volatile solvent, about 15% of nitrocellulose, small amounts of solvent oil, camphor, titanium dioxide and oil-soluble pigments. After the nail polish applied to the film formed, with moderate coloration fastness and gloss, to protect the nails, but also gives the nails a beauty.

In recent years, water-based nail polish is becoming more and more popular. This kind of nail polish replaces organic solvent with water. The other main material is acrylic emulsion. When flushed with water after painting nails, water-based nail polish will dry into membrane which is clinging to the nail surface.

Market Drivers: The continued expansion of the nail polish market is not accidental, but driven by multiple factors:

1. **Beauty Awareness and Self-Expression:** Today, nail polish has transcended the realm of mere cosmetics, becoming an important accessory for expressing individuality and adding a touch of fashion. Over 65% of users consider using nail polish as part of their personal style.
2. **Rising Economic and Social Status of Women:** Globally, increased female labor participation and disposable income have given them greater economic power to invest in personal care and beauty.

The Powerful Catalyst of Social Media: Nail art tutorials and trendy designs showcased

by beauty bloggers and celebrities on social media platforms can quickly attract tens of millions of followers, directly driving searches and purchases of related products.

3. The Penetration of the 'Clean Beauty' Trend: Consumers are increasingly concerned about the safety of product ingredients. Data shows that approximately 54% of consumers prefer vegan or cruelty-free nail polish, and nearly 48% of buyers are attracted to clean, non-toxic formulas. This has forced brands to launch '3-free' (free of three harmful substances) or even '10-free' products to meet market demand.

This report studies the global Nail Polish production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for 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 Nail Polish that contribute to its increasing demand across many markets.

Highlights and key features of the study

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

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

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

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

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

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

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

Global Nail Polish production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Pcs)

This report profiles key players in the global 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, Sally Hansen, Est?e Lauder (Bobbi Brown), L'Oreal (Maybelline), LVMH (Chanel, Dior, Kiko, Essie), Markwins, Mavala, Pacific World (Nails), ORLY, Astral Brands (Butter London), 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 Nail Polish market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Pcs) and average price (USD/Pcs) by manufacturer, by Type, and by Application. 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 Nail Polish Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Nail Polish Market, Segmentation by Type:

Regular Nail Polish

Gel and UV Nail Polish

Water-based Nail Polish

Global Nail Polish Market, Segmentation by Ingredient Safety:

'X-free' Nail Polish

Vegan and Cruelty-Free

Global Nail Polish Market, Segmentation by Distribution Channel:

Offline

Online

Global Nail Polish Market, Segmentation by Application:

Salons and SPAs

Personal

Companies Profiled:

OPI

Sally Hansen

Est?e Lauder (Bobbi Brown)

L'Oreal (Maybelline)

LVMH (Chanel,Dior, Kiko, Essie)

Markwins

Mavala

Pacific World (Nails)

ORLY

Astral Brands (Butter London)

Creative Nail Design (CND)

Shiseido (Nars)

Gerrard (Jessica Cosmetics)

Rimmel

ZOTOS ACCENT

ANNA SUI

MISSHA

COSMAY

Zhejiang Meixin (Yiwu Ximengni)

Yiwu Jiayan

Key Questions Answered:

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

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