

Nail Care Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

<https://marketpublishers.com/r/N35E8AC4FE8AEN.html>

Date: March 2025

Pages: 220

Price: US\$ 4,850.00 (Single User License)

ID: N35E8AC4FE8AEN

Abstracts

The Global Nail Care Products Market reached USD 23.6 billion in 2024 and is projected to expand at a CAGR of 5.2% between 2025 and 2034. The rising demand for personal grooming, coupled with an increasing focus on self-care and beauty routines, is driving this growth trajectory. Consumers are becoming more conscious about appearance and nail health, turning nail care into an essential part of daily grooming. As social media trends evolve, nail care products are becoming more innovative, catering to fashion-forward individuals looking for unique and expressive designs.

The market is also seeing a major shift toward natural, non-toxic, and eco-friendly formulations, with brands introducing products free from harsh chemicals, making them safer and appealing to a wider customer base. Moreover, the younger generation, especially Gen Z and millennials, are fueling demand by following nail art influencers and adopting trendy nail designs, thereby shaping new purchase behaviors. The increasing frequency of social events, growing working women population, and focus on well-maintained appearances continue to keep the nail care products market vibrant. Besides, the rising popularity of DIY nail care solutions, supported by the growing accessibility of professional-grade kits for home use, is further amplifying demand across various demographics.

The nail care products market is segmented into diverse product categories, including nail polish, nail care treatments, removers, artificial nails, and extensions. Among these, nail polish remains the leading segment, generating USD 9.6 billion in 2024. With trends shifting toward sophisticated and bold nail art, nail polishes in an array of shades and finishes are topping the sales charts. On the other hand, nail care treatments are expected to grow at a CAGR of 5.3% between 2025 and 2034, as consumers emphasize nail strength, hydration, and growth. The rising trend of elaborate nail art, incorporating everything from minimalist designs to intricate 3D patterns, has also

contributed to market expansion. As customers seek safer beauty alternatives, biodegradable and vegan nail polishes are carving a niche, with brands prioritizing sustainability by offering products infused with natural ingredients and eco-friendly packaging.

Analyzing the market by the end user, the professional use segment accounted for a 64% share in 2024, owing to the booming demand for salon-based nail art services that offer customized designs and premium treatments. However, the market is rapidly transforming as at-home nail care kits gain traction, offering consumers a convenient and affordable alternative to salon visits. These DIY kits, equipped with nail clippers, buffers, UV/LED lamps, and gel polishes, empower individuals to achieve salon-like manicures at home, making nail care more accessible than ever.

The U.S. nail care products market dominated with a 79% share and generated USD 5.6 billion in 2024. The growing number of working women, combined with a strong inclination toward at-home grooming routines, is fueling this market growth. As consumers look for ways to save time and money, DIY nail kits are emerging as a household essential. Additionally, social media platforms like Instagram and TikTok are playing a pivotal role in popularizing creative nail art trends, inspiring millions to experiment with new looks and styles, thereby elevating the demand for innovative nail care products across the country.

Contents

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations.
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Industry synopsis, 2021-2034

CHAPTER 3 INDUSTRY INSIGHTS

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain.
 - 3.1.2 Profit margin analysis.
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufactures
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Technological landscape
- 3.4 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Surging interest in personal grooming and self-care
 - 3.6.1.2 Rising demand for natural products
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Health concerns
 - 3.6.2.2 High competition and price sensitivity
- 3.7 Growth potential analysis
- 3.8 Porter's analysis

3.9 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2024

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE, 2021-2034 (USD BILLION) (THOUSAND UNITS)

- 5.1 Key trends
- 5.2 Nail polish
 - 5.2.1 Regular nail polish
 - 5.2.2 Gel nail polish
 - 5.2.3 Polygel
 - 5.2.4 Dip powder
 - 5.2.5 Others (builder gel, hard gel nail polish etc.)
- 5.3 Nail care treatments
 - 5.3.1 Nail strengtheners
 - 5.3.2 Cuticle oils and creams
 - 5.3.3 Nail growth treatments
 - 5.3.4 Others (nail repair treatments, etc.)
- 5.4 Nail polish removers
 - 5.4.1 Acetone-based removers
 - 5.4.2 Non-acetone removers
 - 5.4.3 Others (soy-based nail polish remover, gel nail polish remover etc.)
- 5.5 Artificial nails & extensions
 - 5.5.1 Acrylic nails
 - 5.5.2 Press-on nails
 - 5.5.3 Others (silk wraps, nail tips etc.)
- 5.6 Others (nail art products, nail accessories etc.)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY CONSUMER GROUP, 2021-2034 (USD BILLION) (THOUSAND UNITS)

- 6.1 Key trends
- 6.2 Men

6.3 Women

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY PRICE, 2021-2034 (USD BILLION) (THOUSAND UNITS)

7.1 Key trends

7.2 Low

7.3 Medium

7.4 High

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY END USE, 2021-2034 (USD BILLION) (THOUSAND UNITS)

8.1 Key trends

8.2 Personal use

8.3 Professional use

8.3.1 Nail salons

8.3.2 Beauty professionals

8.3.3 Spa services

8.3.4 Others

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL, 2021-2034 (USD BILLION) (THOUSAND UNITS)

9.1 Key trends

9.2 Online

9.2.1 E-commerce

9.2.2 Company websites

9.3 Offline

9.3.1 Supermarkets

9.3.2 Specialty stores

9.3.3 Others (departmental stores, etc.)

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY REGION, 2021-2034 (USD BILLION) (THOUSAND UNITS)

10.1 Key trends

10.2 North America

10.2.1 U.S.

- 10.2.2 Canada
- 10.3 Europe
 - 10.3.1 UK
 - 10.3.2 Germany
 - 10.3.3 France
 - 10.3.4 Italy
 - 10.3.5 Spain
 - 10.3.6 Russia
- 10.4 Asia Pacific
 - 10.4.1 China
 - 10.4.2 India
 - 10.4.3 Japan
 - 10.4.4 South Korea
 - 10.4.5 Australia
- 10.5 Latin America
 - 10.5.1 Brazil
 - 10.5.2 Mexico
- 10.6 MEA
 - 10.6.1 UAE
 - 10.6.2 Saudi Arabia
 - 10.6.3 South Africa

CHAPTER 11 COMPANY PROFILES

- 11.1 Avon
- 11.2 Colorbar Cosmetics
- 11.3 Coty
- 11.4 Cover Girl
- 11.5 Cutex
- 11.6 Essie
- 11.7 Est?e Lauder
- 11.8 Gelish
- 11.9 Kinetics Nail Systems
- 11.10 L'Or?al
- 11.11 OPI
- 11.12 Revlon
- 11.13 Sally Hansen
- 11.14 Shiseido
- 11.15 Unilever

I would like to order

Product name: Nail Care Products Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2025 - 2034

Product link: <https://marketpublishers.com/r/N35E8AC4FE8AEN.html>

Price: US\$ 4,850.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/N35E8AC4FE8AEN.html>