

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

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Abstracts

The Global Nail Salon Market reached USD 8.8 billion in 2024 and is estimated to grow at a CAGR of 4.5% from 2025 to 2034. Factors such as rising interest in personal grooming, increased disposable income, and the growing awareness of self-care have contributed to the industry's expansion. Nail salons are no longer just about basic manicure and pedicure services; many now offer luxurious spa-like experiences, including hand and foot massages, paraffin wax treatments, and other wellness-focused services. This shift towards self-care has become especially popular among busy professionals looking to enhance both their physical and mental well-being. As people become more educated on the importance of nail and skin hygiene, demand for professional nail care services has surged. Awareness around issues like nail health, including concerns about fungal infections and brittleness, has made it essential for individuals to seek expert treatments that not only enhance aesthetics but also prioritize health.

The increasing trend of self-expression through nail art, particularly among younger individuals, has also driven growth in the nail salon market. The younger generation, particularly those between the ages of 19 and 40, is increasingly turning to nail art as a creative outlet and a form of personal expression. The social media culture, especially through platforms like Instagram and YouTube, has amplified the desire for eye-catching and unique nail designs. Moreover, the rising acceptance of nail care among men has broadened the market potential, further contributing to the growth of the industry.

The nail salon market can be divided into several service categories. The manicure segment, valued at USD 3.1 billion in 2024, is expected to grow to USD 4.6 billion by 2034. Manicures have gained popularity due to their affordability, convenience, and the sense of relaxation they provide. Unlike other, more time-consuming services, manicures can be completed in a short time and are often more budget-friendly. As part

of the broader self-care movement, manicures have become a routine indulgence for many individuals seeking to unwind and practice self-appreciation. In terms of market segmentation by end-user, women dominate the nail salon market, holding a market share of approximately 72.1% in 2024. The growing empowerment of women and their desire for self-expression through personal grooming has played a significant role in boosting demand for nail art and manicures. Women, particularly those with higher disposable incomes, are increasingly investing in nail artistry as a form of creative expression.

In the U.S., the nail salon industry is expanding at a steady rate of 4.5% annually. The U.S. market is known for its innovative approaches to nail care, introducing long-lasting nail polishes, gel technologies, and extensions that continue to capture the attention of consumers.

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