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Nail Art Printer Market Size, Share & Trends Analysis Report By Product (Built-in Computer Printer, Stamping Printer) By Distribution Channel (Online, Offline), By Region, And Segment Forecasts, 2021 - 2028

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Abstracts

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Nail Art Printer Market Growth & Trends

The global nail art printer market size is expected to reach USD 673.4 million by 2028, based on a new report by Grand View Research, Inc. The market is expected to expand at a CAGR of 5.6% from 2021 to 2028. Rising demand for beauty parlors and salons is encouraging companies in the industry to launch innovative beauty products in the market. Penetration of mobile based salon services and rise in nail art applications in China and Japan are propelling the demand for nail art printers.

The pandemic shifted the focus of consumers towards self-care routines and possessing grooming habits. Several salon owners shifted their services online to cater the demand from consumers. The rising penetration of mobile based salon bookings has increased the demand for nail art printers for residential usage.

Salon owners are increasingly collaborating with influencers and other social media platforms to raise the demand for beauty services. The pandemic has increased the demand for home care devices in the market. For instance, Casio Japan is expected to launch its nail art printer in 2022 as a category under post pandemic beauty trends.

Nail Art Printer Market Report Highlights

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Based on product, the nail art printer market is categorized into stamping printer and built-in computer printer variety. The built-in computer printer segment held the majority of share in 2020 owing to rising DIY beauty trends among millennials.

In 2020, Asia Pacific held more than 40% market share owing to rising disposable income and increase in number of salon spas in the region. Also, the market in the region is expected to grow at a CAGR of 6.8% over the forecast period. Social media platforms are influencing working women and teenagers to try DIY nail art trends.High demand for nail care and manicure services in the region is expected to propel the market

Europe held the second largest market share in 2020. In 2020, FingerNails2Go and its partners HP & NewVision announced to enter the Irish market with the distribution agreement with Millcregg

The growing influence of modern culture trends has increased the demand for nail art among men in the country. Also, the launch of Helijia application enables consumers to connect with nail technicians for nail services at home

In July 2019, Funai Electric Co. Ltd. launched a nail art printer which utilizes thermal inkjet technology

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