

Nail Care Products Market Size, Share & Trends Analysis Report By Product (Nail Polish, Artificial Nail & Accessories), By End Use (Salon, Household), By Region, And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/N3AFEB151BB2EN.html>

Date: September 2022

Pages: 80

Price: US\$ 3,950.00 (Single User License)

ID: N3AFEB151BB2EN

Abstracts

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Nail Care Products Market Growth & Trends

The global nail care products market size is expected to reach USD 30.08 billion by 2030 and is expected to expand at a CAGR of 5.2% from 2022 to 2030, according to a new report by Grand View Research, Inc. Increasing number of product launches in categories such as nail accessories, nail polish, and artificial press-on nails is the key factor driving the overall market.

Changing consumer perception toward organic nail care products, coupled with the growing utilization of environmentally-sustainable products, has fueled the growth of naturally derived products. Key manufacturers are spending on investment, resources, and research and development of organic products, which has resulted in the growth of organic/green products. For instance, Suncoat, a Canada-based company, offers a line of natural, non-toxic nail polishes designed to provide the same quality and finish as conventional nail polishes.

The nail polish product segment held the largest market share in 2021. The adoption of nail polish among people has further risen with the introduction of unique finishes such as glitter, magnetic, sequins, and metallic. Nail art and extensions are also a popular grooming trend among millennials. The demand for nail paints with natural ingredients and fewer chemicals is also expected to offer growth opportunities to players.

The salon end-use segment captured the second-largest share in 2021. The maximum demand for nail care products was generated through the salon segment due to the availability of professional ranges, which is contributing to the growth of the segment. Moreover, the large availability of various nail care ranges such as designs, extensions, and nail shapes along with professional advice is propelling the segment growth.

Asia Pacific was the largest market for nail care products in 2021. Increasing penetration of international nail care brands such as Ciat? London and O.P.I through various e-commerce channels and company websites is promoting the trend of nail care products in the region. Key market players face intense competition from each other as some of them operate at several locations and have large customer bases. The presence of many small-scale players is also leading to increased competition.

Nail Care Products Market Report Highlights

The artificial nail and accessories product segment is expected to expand at the fastest CAGR from 2022 to 2030. The segment growth can be attributed to the growing trend of false nails among the beauty salons and nail studios, which are offering various shades and designs

The household end-use segment is expected to expand at the fastest CAGR from 2022 to 2030 owing to the availability of DIY products by various manufacturers

Europe held the second-largest revenue share in 2021. This can be attributed to the inclination of consumers toward natural nail care products and high demand, especially in countries such as the U.K. and Germany

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