

Nail Polish Market Size, Share & Trend Analysis Report By Product (Regular Nail Polish, Gel Nail Polish), By Distribution Channel (Hypermarkets And Supermarkets, Specialty Stores, E-Commerce), By Region, And Segment Forecasts, 2022 - 2030

<https://marketpublishers.com/r/N61F4BEB10BEN.html>

Date: April 2022

Pages: 80

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

ID: N61F4BEB10BEN

Abstracts

This report can be delivered to the clients within 72 Business Hours

Nail Polish Market Growth & Trends

The global nail polish market is expected to reach USD 25.8 billion by 2030, registering at a CAGR of 6.8% during the forecast period, according to a new report by Grand View Research, Inc. Natural and non-toxic nail polish are gaining traction among a growing number of consumers, driven by the rising environmental awareness globally. The use of organically produced ingredients in the formulation of nail polish is likely to surge in the upcoming years. This, in turn, is anticipated to fuel the market growth during the forecast period.

Nail polish is available in a wide variety of types and colors to suit the requirements of a varied set of consumers. The demand for nail polish with natural ingredients is increasing rapidly owing to their various benefits to the nails, such as protecting nails because of the exclusion of harmful chemicals from it, further propelling their demand in the market. The regular nail polish segment accounted for the highest market share of the global revenue in 2021. Growing nail art trends, mainly among millennial groups, have risen the demand for nail polish in the market.

The e-commerce segment is expected to register the fastest CAGR from the year 2022 to 2030. This is due to the rising consumer spending, growing population, and wide

availability of products. In addition, introducing mobile shopping apps for nail polish such as Amazon, Nykaa, and others, along with the availability of safe & convenient payment gateways, are contributing to the growth of the online retail industry.

In the year 2021, Asia-Pacific accounted for the lion's market share in the nail polish market and is also expected to be the fastest-growing market during the forecast period. This is due to the rising number of nail art salons and celebrity influence in the countries like India, South Korea, Japan, and others. Moreover, some Asian countries like Indonesia and Vietnam are experiencing an increasing middle to elite income class in recent years.

This, in turn, is likely to offer immense opportunities for the economy and premium nail cosmetics, including nail polish to enter the market of these countries. Additionally, In the year 2020, Indonesia was one of the biggest importers among the Southeast Asian countries, and Vietnam was the fifth biggest importer among the Southeast Asian countries. Thus, these countries are expected to be a high potential target market in the upcoming years.

Nail Polish Market Report Highlights

The gels nail polish segment is projected to register the fastest growth with a CAGR of 8.0% from 2022 to 2030. The benefits offered by gel nail polish over regular nail polish such as durability, fast-drying, and the glossy look it provides the nails are expected to boost the demand for gel nail polish during the forecast years

The e-commerce segment is expected to grow the fastest at a CAGR of 9.0% from 2022 to 2030. The increasing availability of a wide range of nail polish from different brands, free delivery, and seasonal discount on e-commerce platforms such as Nykaa, and Amazon are among the major reasons driving the segment

Asia Pacific has accounted for the highest market share of 7.8% in the global revenue in 2021. Asian consumers, most notably in China, India, Japan, ASEAN are increasingly inclining toward nail cosmetics including nail polish, which in turn is fueling the growth of the market

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Distribution channel Outlook

CHAPTER 3. NAIL POLISH MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Impact of COVID-19 on the Nail Polish Market
- 3.4. Industry Value Chain Analysis
 - 3.4.1. Sales/Retail Channel Analysis
 - 3.4.2. Profit Margin Analysis
- 3.5. Market Dynamics
 - 3.5.1. Driver Impact Analysis
 - 3.5.2. Restraint Impact Analysis
 - 3.5.3. Industry Challenges
 - 3.5.4. Industry opportunities
- 3.6. Business Environment Analysis
 - 3.6.1. Industry Analysis - Porter's Five Forces
 - 3.6.1.1. Supplier Power
 - 3.6.1.2. Buyer Power

- 3.6.1.3. Substitution Threat
- 3.6.1.4. Threat from New Entrant
- 3.6.1.5. Competitive Rivalry
- 3.7. Roadmap of Nail Polish Market
- 3.8. Market Entry Strategies

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Demographic Analysis
- 4.2. Consumer Trends and Preferences
- 4.3. Factors Affecting Buying Decision
- 4.4. Consumer Product Adoption
- 4.5. Observations & Recommendations

CHAPTER 5. NAIL POLISH MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2021 & 2030
- 5.2. Regular Nail Polish
 - 5.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Gel Nail Polish
 - 5.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.4. Others
 - 5.4.1. Market estimates and forecast by body care, 2017 - 2030 (USD Million)

CHAPTER 6. NAIL POLISH MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 6.1. Distribution channel Movement Analysis & Market Share, 2021 & 2030
- 6.2. Hypermarkets & Supermarkets
 - 6.2.1. Market estimates and forecast through hypermarkets & supermarkets, 2017 - 2030 (USD Million)
- 6.3. Specialty Stores
 - 6.3.1. Market estimates and forecast through specialty stores, 2017 - 2030 (USD Million)
- 6.4. E-Commerce
 - 6.4.1. Market estimates and forecast through e-commerce, 2017 - 2030 (USD Million)
- 6.5. Others
 - 6.5.1. Market estimates and forecast through other distribution channel, 2017 - 2030 (USD Million)

CHAPTER 7. NAIL POLISH MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

7.1. Regional Movement Analysis & Market Share, 2021 & 2030

7.2. North America

7.2.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.2.3. U.S.

7.2.3.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.2.3.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3. Europe

7.3.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.3. Germany

7.3.3.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.3.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.3.4. UK

7.3.4.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.3.4.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.4. Asia Pacific

7.4.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.4.3. China

7.4.3.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.3.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.4.4. India

7.4.4.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.4.4.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5. Central & South America

7.5.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.2. Market estimates and forecast, by end-use, 2017 - 2030 (USD Million)

7.5.3. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.5.4. Brazil

7.5.4.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.5.4.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.6. Middle East & Africa

7.6.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.6.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

7.6.3. South Africa

7.6.3.1. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

7.6.3.2. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

CHAPTER 8. COMPETITIVE ANALYSIS

8.1. Key global players, recent developments & their impact on the industry

8.2. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

8.3. Vendor Landscape

8.3.1. Key company market share analysis, 2021

CHAPTER 9. COMPANY PROFILES

9.1. Unilever (Lakme)

9.1.1. Company Overview

9.1.2. Financial Performance

9.1.3. Product Benchmarking

9.1.4. Strategic Initiatives

9.2. The Est?e Lauder Companies Inc.

9.2.1. Company Overview

9.2.2. Financial Performance

9.2.3. Product Benchmarking

9.2.4. Strategic Initiatives

9.3. NOTE Cosmetique

9.3.1. Company Overview

9.3.2. Financial Performance

- 9.3.3. Product Benchmarking
- 9.3.4. Strategic Initiatives
- 9.4. Shiseido
 - 9.4.1. Company Overview
 - 9.4.2. Financial Performance
 - 9.4.3. Product Benchmarking
 - 9.4.4. Strategic Initiatives
- 9.5. Revlon
 - 9.5.1. Company Overview
 - 9.5.2. Financial Performance
 - 9.5.3. Product Benchmarking
 - 9.5.4. Strategic Initiatives
- 9.6. Sally Hansen
 - 9.6.1. Company Overview
 - 9.6.2. Financial Performance
 - 9.6.3. Product Benchmarking
 - 9.6.4. Strategic Initiatives
- 9.7. Wella Operations US LLC (O.P.I.)
 - 9.7.1. Company Overview
 - 9.7.2. Financial Performance
 - 9.7.3. Product Benchmarking
 - 9.7.4. Strategic Initiatives
- 9.8. L'Oréal S.A.
 - 9.8.1. Company Overview
 - 9.8.2. Financial Performance
 - 9.8.3. Product Benchmarking
 - 9.8.4. Strategic Initiatives
- 9.9. Cosnova GmbH (Essence)
 - 9.9.1. Company Overview
 - 9.9.2. Financial Performance
 - 9.9.3. Product Benchmarking
 - 9.9.4. Strategic Initiatives
- 9.10. Coty Inc.
 - 9.10.1. Company Overview
 - 9.10.2. Financial Performance
 - 9.10.3. Product Benchmarking
 - 9.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

1. Nail polish - Key market driver analysis
2. Nail polish - Key market restraint analysis
3. Nail polish regular nail polish market estimates and forecast, 2017 - 2030 (USD Million)
4. Nail polish gel nail polish market estimates and forecast, 2017 - 2030 (USD Million)
5. Nail polish others market estimates and forecast, 2017 - 2030 (USD Million)
6. Nail polish market estimates and forecast through hypermarkets & supermarkets, 2017 - 2030 (USD Million)
7. Nail polish market estimates and forecast through specialty stores, 2017 - 2030 (USD Million)
8. Nail polish market estimates and forecast through e-commerce, 2017 - 2030 (USD Million)
9. Nail polish market estimates and forecast through other channels, 2017 - 2030 (USD Million)
10. North America nail polish market estimates and forecast, 2017 - 2030 (USD Million)
11. North America nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
12. North America nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
13. U.S. nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
14. U.S. nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
15. Europe nail polish market estimates and forecast, 2017 - 2030 (USD Million)
16. Europe nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
17. Europe nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
18. Germany nail polish market estimates and forecast, 2017 - 2030 (USD Million)
19. Germany nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
20. Germany nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
21. UK nail polish market estimates and forecast, 2017 - 2030 (USD Million)
22. UK nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)

Million)

23. UK nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
24. Asia Pacific nail polish market estimates and forecast, 2017 - 2030 (USD Million)
25. Asia Pacific nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
26. Asia Pacific nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
27. China nail polish market estimates and forecast, 2017 - 2030 (USD Million)
28. China nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
29. China nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
30. India nail polish market estimates and forecast, 2017 - 2030 (USD Million)
31. India nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
32. India nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
33. Central & South America nail polish market estimates and forecast, 2017 - 2030 (USD Million)
34. Central & South America nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
35. Central & South America nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
36. Brazil nail polish market estimates and forecast, 2017 - 2030 (USD Million)
37. Brazil nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
38. Brazil nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
39. Middle East & Africa nail polish market estimates and forecast, 2017 - 2030 (USD Million)
40. Middle East & Africa nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
41. Middle East & Africa nail polish market revenue estimates and forecast by distribution channel, 2017 - 2030 (USD Million)
42. South Africa nail polish market estimates and forecast, 2017 - 2030 (USD Million)
43. South Africa nail polish market revenue estimates and forecast by product, 2017 - 2030 (USD Million)
44. South Africa nail polish market revenue estimates and forecast by distribution

channel, 2017 - 2030 (USD Million)

List Of Figures

LIST OF FIGURES

1. Nail polish market snapshot
2. Nail polish market segmentation & scope
3. Nail polish market penetration & growth prospect mapping
4. Nail polish value chain analysis
5. Nail polish market dynamics
6. Nail polish market Porter's analysis
7. Nail polish market: Product movement analysis
8. Nail polish market: Distribution channel movement analysis
9. Nail polish market: Regional movement analysis

I would like to order

Product name: Nail Polish Market Size, Share & Trend Analysis Report By Product (Regular Nail Polish, Gel Nail Polish), By Distribution Channel (Hypermarkets And Supermarkets, Specialty Stores, E-Commerce), By Region, And Segment Forecasts, 2022 - 2030

Product link: <https://marketpublishers.com/r/N61F4BEB10BEN.html>

Price: US\$ 3,950.00 (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/N61F4BEB10BEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below

and fax the completed form to +44 20 7900 3970