

Global Nail Polish Market Research Report 2022

Professional Edition

<https://marketpublishers.com/r/G3C70FDF36FCEN.html>

Date: January 2022

Pages: 116

Price: US\$ 2,890.00 (Single User License)

ID: G3C70FDF36FCEN

Abstracts

The global Nail Polish market was valued at 105.67 Million USD in 2021 and will grow with a CAGR of 8.4% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography(North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

Nail polish called 'nail lacquer.' It is mainly composed of 70% -80% of a volatile solvent, about 15% of nitrocellulose, small amounts of solvent oil, camphor, titanium dioxide and oil-soluble pigments. After the nail polish applied to the film formed, with moderate coloration fastness and gloss, to protect the nails, but also gives the nails a beauty. In the current market, Ordinary Nail Polish products on the market do not sell well; Industrial Nail Polish's price is lower than past years. The signal of market price change indicates the trend in the Nail Polish industry, low-end product has excess capacity, and high-end product is in short supply. Nail Polish product demand market there is also a certain space, but basically showing the scarcity of high-end products, low-end products, and excess capacity. There is a large market demand for high-end products to seize market share. Despite the presence of competition problems, due that the global recovery trend is clear, investors are still optimistic about this area; the future will still have more new investment enter the field. Although sales of Nail Polish brought a lot of opportunities, the study recommends the new entrants just having money but without technical advantage and downstream support do not to enter into the Nail Polish field.

By Market Verdors:

OPI

Maybelline

Dior

CHANEL

ORLY

Butter London

Kiko

Nails Inc

Revlon

Sally Hansen

Rimmel

CND

COSMAY

Essie

ZOTOS ACCENT

L`OREAL

ANNA SUI

Bobbi Brown

Nars

MISSHA

China Glaze

By Types:

Base coat

Top coat

Gel

Matte

By Applications:

Nail art institutions

Individuals

Key Indicators Analysed

Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

Global and Regional Market Analysis: The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

Market Trends: Market key trends which include Increased Competition and Continuous Innovations.

Opportunities and Drivers: Identifying the Growing Demands and New Technology

Porters Five Force Analysis: The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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Top coat Features

Gel Features

Matte Features

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