

Asia Pacific Nail Care Market Analysis (2018-2024)

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Abstracts

The Asia Pacific Nail Care Market would witness market growth of 7% CAGR during the forecast period (2018 – 2024).

Nail care means the care of fingernails and toenails. Poor nail care leads to many problems such as collection of bacteria and other infectious organisms under the nails. Cutting nails straight across with only slight rounding at the tip, using a fine-textured file to keep nails shaped and free of snags, and avoiding nail-biting are the few things one can do ensure optimal nail health. Nail care is considered as one of the most essential parts of female fashion.

Growing demand from the emerging countries such as China, India, Indonesia, and Thailand have contributed to the growth of the market in the Asia Pacific region. The number of spas and salons have witnessed rapid growth in the region, and these setups offer specialized nail care services. Significantly higher population base in the region and extensive R&D activities to introduce new product lines are adding to the market expansion in the region.

Based on the Product Type, the Nail Care market is segmented into Nail Polish, Nail Accessories & Implements, Nail Strengtheners, Artificial nails and accessories, Nail Polish Removers, and Others. Based on the Distribution Channel, the market is segmented into Online Channel, Retail Stores, and Nail Salons. The price range segment includes Premium and Economy. Based on countries, the market is segmented into China, Japan, India, South Korea, Singapore, Malaysia, and Rest of Asia Pacific.

The market research report covers the analysis of key stake holders of the market. Key companies profiled in the report include Estee Lauder Companies Inc., L'Oreal SA, Shiseido Company Limited, Procter & Gamble Co., Avon Products, Inc., Chanel, Bio

Sculpture Gel, Colorbar Cosmetics Private Limited, Hindustan Unilever Ltd.,
and Revlon, Inc.

Contents

CHAPTER 1. MARKET SCOPE & METHODOLOGY

- 1.1 Market Definition
- 1.2 Objectives
- 1.3 Market Scope
- 1.4 Segmentation
 - 1.4.1 Asia Pacific Nail Care Market, by Product Type
 - 1.4.2 Asia Pacific Nail Care Market, by Distribution Channel
 - 1.4.3 Asia Pacific Nail Care Market, by Price Range
 - 1.4.4 Asia Pacific Nail Care Market, by Country
- 1.5 Methodology for the research

CHAPTER 2. MARKET OVERVIEW

- 2.1 Introduction
- 2.2 Drivers, and Restraints
 - 2.2.1 Market Drivers
 - 2.2.2 Market Restraints

CHAPTER 3. ASIA PACIFIC NAIL CARE MARKET

- 3.1 Asia Pacific Nail Care Market By Price Range
 - 3.1.1 Asia Pacific Premium Price Nail Care Market by Country
 - 3.1.2 Asia Pacific Economic Price Nail Care Market by Country

CHAPTER 4. ASIA PACIFIC NAIL CARE MARKET BY DISTRIBUTION CHANNEL

- 4.1 Introduction
 - 4.1.1 Asia Pacific Online Distribution channel in Nail Care Market by Country
 - 4.1.2 Asia Pacific Retail Stores Distribution Channel Market by Country
 - 4.1.3 Asia Pacific Nail Salons Distribution Channel Market by Country

CHAPTER 5. ASIA PACIFIC NAIL CARE MARKET BY PRODUCT TYPE

- 5.1 Introduction
 - 5.1.1 Asia Pacific Nail Polish Market by Country
 - 5.1.2 Asia Pacific Nail Accessories and Implements Market by Country

- 5.1.3 Asia Pacific Nail Strengtheners Market by Country
- 5.1.4 Asia Pacific Artificial nails and accessories Market by Country
- 5.1.5 Asia Pacific Nail Polish Removers Market by Country
- 5.1.6 Asia Pacific Other Nail Care Product Type Market by Country

CHAPTER 6. ASIA PACIFIC NAIL CARE MARKET BY COUNTRY

6.1 China Nail Care Market

- 6.1.1 China Nail Care Market By Price Range
- 6.1.2 China Nail Care Market by Distribution Channel
- 6.1.3 China Nail Care Market by Product Type

6.2 Japan Nail Care Market

- 6.2.1 Japan Nail Care Market By Price Range
- 6.2.2 Japan Nail Care Market by Distribution Channel
- 6.2.3 Japan Nail Care Market by Product Type

6.3 India Nail Care Market

- 6.3.1 India Nail Care Market By Price Range
- 6.3.2 India Nail Care Market by Distribution Channel
- 6.3.3 India Nail Care Market by Product Type

6.4 South Korea Nail Care Market

- 6.4.1 South Korea Nail Care Market By Price Range
- 6.4.2 South Korea Nail Care Market by Distribution Channel
- 6.4.3 South Korea Nail Care Market by Product Type

6.5 Singapore Nail Care Market

- 6.5.1 Singapore Nail Care Market By Price Range
- 6.5.2 Singapore Nail Care Market by Distribution Channel
- 6.5.3 Singapore Nail Care Market by Product Type

6.6 Malaysia Nail Care Market

- 6.6.1 Malaysia Nail Care Market By Price Range
- 6.6.2 Malaysia Nail Care Market by Distribution Channel
- 6.6.3 Malaysia Nail Care Market by Product Type

6.7 Rest of Asia Pacific Nail Care Market

- 6.7.1 Rest of Asia Pacific Nail Care Market By Price Range
- 6.7.2 Rest of Asia Pacific Nail Care Market by Distribution Channel
- 6.7.3 Rest of Asia Pacific Nail Care Market by Product Type

CHAPTER 7. COMPANY PROFILES

7.1 Procter and Gamble Co.

- 7.1.1 Company Overview
- 7.1.2 Financial Analysis
- 7.1.3 Segmental and Regional Analysis
- 7.1.4 Research & Development Expense
- 7.2 Unilever Group
 - 7.2.1 Company Overview
 - 7.2.2 Financial Analysis
 - 7.2.3 Segmental and Regional Analysis
 - 7.2.4 Research & Development Expense
- 7.3 Shiseido Co. Ltd.
 - 7.3.1 Company Overview
 - 7.3.2 Financial Analysis
 - 7.3.3 Segmental Analysis
- 7.4 L'Oreal
 - 7.4.1 Company Overview
 - 7.4.2 Financial Analysis
 - 7.4.3 Segmental and Regional Analysis
- 7.5 Estee Lauder Companies Inc.
 - 7.5.1 Company Overview
 - 7.5.2 Financial Analysis
 - 7.5.3 Segmental and Regional Analysis
 - 7.5.4 Research & Development Expense
- 7.6 Avon Products Inc.
 - 7.6.1 Company Overview
 - 7.6.2 Financial Analysis
 - 7.6.3 Segmental and Regional Analysis
 - 7.6.4 Research & Development Expense
- 7.7 Revlon, Inc.
 - 7.7.1 Company Overview
 - 7.7.2 Financial Analysis
 - 7.7.3 Segmental and Regional Analysis
 - 7.7.4 Research & Development Expense
- 7.8 Chanel
 - 7.8.1 Company Overview
- 7.9 Bio Sculpture Gel.
 - 7.9.1 Company Overview
- 7.1 Colorbar Cosmetics Private Limited
 - 7.10.1 Company Overview

List Of Tables

LIST OF TABLES

Table 1 ASIA PACIFIC NAIL CARE MARKET, 2014 - 2017, USD MILLION

Table 2 ASIA PACIFIC NAIL CARE MARKET, 2018 - 2024, USD MILLION

Table 3 ASIA PACIFIC NAIL CARE MARKET BY PRICE RANGE, 2014 - 2017, USD MILLION

Table 4 ASIA PACIFIC NAIL CARE MARKET BY PRICE RANGE, 2018 - 2024, USD MILLION

Table 5 ASIA PACIFIC PREMIUM PRICE NAIL CARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 6 ASIA PACIFIC PREMIUM PRICE NAIL CARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 7 ASIA PACIFIC ECONOMIC PRICE NAIL CARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 8 ASIA PACIFIC ECONOMIC PRICE NAIL CARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 9 ASIA PACIFIC NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 10 ASIA PACIFIC NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

Table 11 ASIA PACIFIC ONLINE DISTRIBUTION CHANNEL IN NAIL CARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 12 ASIA PACIFIC ONLINE DISTRIBUTION CHANNEL IN NAIL CARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 13 ASIA PACIFIC RETAIL STORES DISTRIBUTION CHANNEL MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 14 ASIA PACIFIC RETAIL STORES DISTRIBUTION CHANNEL MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 15 ASIA PACIFIC NAIL SALONS DISTRIBUTION CHANNEL MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 16 ASIA PACIFIC NAIL SALONS DISTRIBUTION CHANNEL MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 17 ASIA PACIFIC NAIL CARE MARKET BY PRODUCT TYPE, 2014 - 2017, USD MILLION

Table 18 ASIA PACIFIC NAIL CARE MARKET BY PRODUCT TYPE, 2018 - 2024, USD MILLION

Table 19 ASIA PACIFIC NAIL POLISH MARKET BY COUNTRY, 2014 - 2017, USD

MILLION

Table 20 ASIA PACIFIC NAIL POLISH MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 21 ASIA PACIFIC NAIL ACCESSORIES AND IMPLEMENTS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 22 ASIA PACIFIC NAIL ACCESSORIES AND IMPLEMENTS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 23 ASIA PACIFIC NAIL STRENGTHENERS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 24 ASIA PACIFIC NAIL STRENGTHENERS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 25 ASIA PACIFIC ARTIFICIAL NAILS AND ACCESSORIES MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 26 ASIA PACIFIC ARTIFICIAL NAILS AND ACCESSORIES MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 27 ASIA PACIFIC NAIL POLISH REMOVERS MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 28 ASIA PACIFIC NAIL POLISH REMOVERS MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 29 ASIA PACIFIC OTHER NAIL CARE PRODUCT TYPE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 30 ASIA PACIFIC OTHER NAIL CARE PRODUCT TYPE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 31 ASIA PACIFIC NAIL CARE MARKET BY COUNTRY, 2014 - 2017, USD MILLION

Table 32 ASIA PACIFIC NAIL CARE MARKET BY COUNTRY, 2018 - 2024, USD MILLION

Table 33 CHINA NAIL CARE MARKET, 2014 - 2017, USD MILLION

Table 34 CHINA NAIL CARE MARKET, 2018 - 2024, USD MILLION

Table 35 CHINA NAIL CARE MARKET BY PRICE RANGE, 2014 - 2017, USD MILLION

Table 36 CHINA NAIL CARE MARKET BY PRICE RANGE, 2018 - 2024, USD MILLION

Table 37 CHINA NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 38 CHINA NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

Table 39 CHINA NAIL CARE MARKET BY PRODUCT TYPE, 2014 - 2017, USD MILLION

Table 40 CHINA NAIL CARE MARKET BY PRODUCT TYPE, 2018 - 2024, USD MILLION

Table 41 JAPAN NAIL CARE MARKET, 2014 - 2017, USD MILLION

Table 42 JAPAN NAIL CARE MARKET, 2018 - 2024, USD MILLION

Table 43 JAPAN NAIL CARE MARKET BY PRICE RANGE, 2014 - 2017, USD MILLION

Table 44 JAPAN NAIL CARE MARKET BY PRICE RANGE, 2018 - 2024, USD MILLION

Table 45 JAPAN NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 46 JAPAN NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

Table 47 JAPAN NAIL CARE MARKET BY PRODUCT TYPE, 2014 - 2017, USD MILLION

Table 48 JAPAN NAIL CARE MARKET BY PRODUCT TYPE, 2018 - 2024, USD MILLION

Table 49 INDIA NAIL CARE MARKET, 2014 - 2017, USD MILLION

Table 50 INDIA NAIL CARE MARKET, 2018 - 2024, USD MILLION

Table 51 INDIA NAIL CARE MARKET BY PRICE RANGE, 2014 - 2017, USD MILLION

Table 52 INDIA NAIL CARE MARKET BY PRICE RANGE, 2018 - 2024, USD MILLION

Table 53 INDIA NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 54 INDIA NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

Table 55 INDIA NAIL CARE MARKET BY PRODUCT TYPE, 2014 - 2017, USD MILLION

Table 56 INDIA NAIL CARE MARKET BY PRODUCT TYPE, 2018 - 2024, USD MILLION

Table 57 SOUTH KOREA NAIL CARE MARKET, 2014 - 2017, USD MILLION

Table 58 SOUTH KOREA NAIL CARE MARKET, 2018 - 2024, USD MILLION

Table 59 SOUTH KOREA NAIL CARE MARKET BY PRICE RANGE, 2014 - 2017, USD MILLION

Table 60 SOUTH KOREA NAIL CARE MARKET BY PRICE RANGE, 2018 - 2024, USD MILLION

Table 61 SOUTH KOREA NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 62 SOUTH KOREA NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

Table 63 SOUTH KOREA NAIL CARE MARKET BY PRODUCT TYPE, 2014 - 2017, USD MILLION

Table 64 SOUTH KOREA NAIL CARE MARKET BY PRODUCT TYPE, 2018 - 2024,

USD MILLION

Table 65 SINGAPORE NAIL CARE MARKET, 2014 - 2017, USD MILLION

Table 66 SINGAPORE NAIL CARE MARKET, 2018 - 2024, USD MILLION

Table 67 SINGAPORE NAIL CARE MARKET BY PRICE RANGE, 2014 - 2017, USD MILLION

Table 68 SINGAPORE NAIL CARE MARKET BY PRICE RANGE, 2018 - 2024, USD MILLION

Table 69 SINGAPORE NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 70 SINGAPORE NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

Table 71 SINGAPORE NAIL CARE MARKET BY PRODUCT TYPE, 2014 - 2017, USD MILLION

Table 72 SINGAPORE NAIL CARE MARKET BY PRODUCT TYPE, 2018 - 2024, USD MILLION

Table 73 MALAYSIA NAIL CARE MARKET, 2014 - 2017, USD MILLION

Table 74 MALAYSIA NAIL CARE MARKET, 2018 - 2024, USD MILLION

Table 75 MALAYSIA NAIL CARE MARKET BY PRICE RANGE, 2014 - 2017, USD MILLION

Table 76 MALAYSIA NAIL CARE MARKET BY PRICE RANGE, 2018 - 2024, USD MILLION

Table 77 MALAYSIA NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 78 MALAYSIA NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

Table 79 MALAYSIA NAIL CARE MARKET BY PRODUCT TYPE, 2014 - 2017, USD MILLION

Table 80 MALAYSIA NAIL CARE MARKET BY PRODUCT TYPE, 2018 - 2024, USD MILLION

Table 81 REST OF ASIA PACIFIC NAIL CARE MARKET, 2014 - 2017, USD MILLION

Table 82 REST OF ASIA PACIFIC NAIL CARE MARKET, 2018 - 2024, USD MILLION

Table 83 REST OF ASIA PACIFIC NAIL CARE MARKET BY PRICE RANGE, 2014 - 2017, USD MILLION

Table 84 REST OF ASIA PACIFIC NAIL CARE MARKET BY PRICE RANGE, 2018 - 2024, USD MILLION

Table 85 REST OF ASIA PACIFIC NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2014 - 2017, USD MILLION

Table 86 REST OF ASIA PACIFIC NAIL CARE MARKET BY DISTRIBUTION CHANNEL, 2018 - 2024, USD MILLION

Table 87 REST OF ASIA PACIFIC NAIL CARE MARKET BY PRODUCT TYPE, 2014 - 2017, USD MILLION

Table 88 REST OF ASIA PACIFIC NAIL CARE MARKET BY PRODUCT TYPE, 2018 - 2024, USD MILLION

Table 89 KEY INFORMATION – PROCTER AND GAMBLE CO.

Table 90 KEY INFORMATION – UNILEVER GROUP

Table 91 KEY INFORMATION – SHISEIDO CO. LTD.

Table 92 KEY INFORMATION – L'OREAL

Table 93 KEY INFORMATION – ESTEE LAUDER COMPANIES INC.

Table 94 KEY INFORMATION – AVON PRODUCTS INC.

Table 95 KEY INFORMATION – REVLON, INC.

Table 96 KEY INFORMATION – CHANEL

Table 97 KEY INFORMATION – BIO SCULPTURE GEL.

Table 98 KEY INFORMATION – COLORBAR COSMETICS PRIVATE LIMITED

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