

United Arab Emirates Nail Care Market Assessment, By Product Category [Nail Polish (Liquid Polish, Gel Polish, Top and Base Coat, Others), Nail Polish Removers, Nail Extensions, Nail Accessories, Others], By End-use [Professional, Individual], By Distribution Channel [Online, Offline], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

United Arab Emirates (UAE) nail care market will witness an unprecedented growth rate of 7.83% compounded annually for the forecast period between 2023 and 2030. Nail care has become an important aspect of personal care and hygiene among the population of the United Arab Emirates. The market growth is driven by the rich population of the country, who are consuming premium products at premium prices, and the strong tourism industry. Many luxury and affordable brands have created their mark in the market and fulfil different consumer needs in this diverse country.

The UAE nail care market is expected to reach USD 1573.18 million by 2030 from USD 860.72 million in 2022 due to the continuously increasing demand for various nail care products. Businesses in UAE are conducting more research to create novel products and the rising popularity of vegan cosmetic products. Some of the key trends among young consumers are the prevalence of nail art and dress-nail matching, which encourages them to buy various nail colours.

Organic and Natural Goods in Demand

In the UAE, there is a rising need for natural and organic nail care products. Customers are choosing products that are devoid of hazardous chemicals as they become more

aware of the compounds used in nail paints, removers, and treatments. This trend is consistent with the general move towards eco-friendly and sustainable beauty products. For those looking for natural and environmentally friendly options, water-based nail paint is another favoured option in UAE nail care market. Compared to conventional nail paints, these polishes often don't include any harsh chemicals and have a softer aroma. Many salons and spas like, Ruhee , Havie & Moon , in UAE use only organic products for various nail care services and treatments due to increasing demand and awareness regarding such products.

Social Media Influence on Nail Care

Instagram, TikTok and YouTube are social media sites that have a big influence on how beauty trends are developed in the UAE. Influencers and beauty bloggers frequently share their nail care regimens, looks, and product picks, influencing customer tastes and boosting demand for nail care goods and services. Influencers now have significant voices that can affect customer behaviour and purchasing decisions thanks to the growth of these platforms. The newest nail care trends in the UAE are frequently introduced by influencers. They provide inspiration for their followers by showcasing creative nail art patterns, colour schemes and nail care techniques. Influencers often include nail care products in their post while sharing their opinions. Their frank opinions and recommendations can have a big impact on consumers' purchasing decisions and raise sales for the products they advocate. Additionally, influencers work with brands to produce sponsored content that raises awareness of and interest in particular nail care products.

Government Regulations

The United Arab Emirates personal care industry is governed and overseen by the Emirates Authority for Standardisation and Metrology (ESMA), which is also in charge of developing legislation and specifying its standards at the federal level. It is up to the Municipalities (one for each Emirate) to monitor and inspect the market. For example, Cosmetic products must be registered with the Dubai Municipality in order to be imported, exported, marketed or distributed in Dubai.

The Emirates Conformity Assessment Scheme (ECAS), managed by ESMA, is a product certification programme for all imported and locally produced goods. ECAS makes ensuring that items (imported or locally produced) adhere to the relevant technical standards (pertaining to health, packaging, labelling, and metrology) before they are made available on the UAE market. An ECAS Certificate of Conformity is

issued by ESMA if the cosmetic product complies. A product cannot enter the nation or be distributed without this certificate.

Expanding Nail Salon Industry

With high disposable income and rapid urbanization in UAE, the salon and spa industry providing nail care services is thriving. Customers want best-in-class service and one-stop solutions for various requirements, enhancing their nail beauty, nail treatment, nail extensions, manicure, pedicures and others, irrespective of the prices. With many salons providing a variety of nail care treatments, the UAE boasts a robust nail salon sector. The market is expanding because there are qualified nail technicians available providing a variety of solutions from regular needs to the latest trends at convenient salon locations. Some notable salons and spas in UAE are Tips & Toes, Joz Salon & Spa, Sisters Beauty Lounge and many more. These salons are known for their opulent and elegant atmosphere, customer can look and feel their best since they have everything they need. To ensure you obtain the greatest outcomes possible, their team of qualified experts uses top-notch tools, products and methods.

Increased Purchasing Power

UAE's rising standard of living has benefited the nail care industry. As people's purchasing power rises, they are more inclined to spend money on nail care and other cosmetic and personal care items. People in the UAE are spending more of their cash on self-care and beautification due to their larger disposable income. This includes spending money on high-end nail care products and professional nail care treatments. Long-lasting polishes, nourishing treatments and fashionable nail art accessories are just a few examples of products that consumers will gladly pay extra for because of their superior quality, inventive formulations and distinctive characteristics.

Impact of COVID-19

Just like many other businesses throughout UAE, the COVID-19 pandemic had a substantial impact on the nail care market. Overall nail care market of UAE suffered a decline in its growth rate due to a reduction in domestic demand, a decrease in the number of expatriates and foreign travellers, as well as low oil prices. The expat population is the one reason that drives the nail care market of UAE and as restrictions were imposed, businesses closed, job losses increased and foreigners started leaving the nation causing a huge downfall in demand. When forced to stay at home, consumers emphasised preventative health items rather than focusing on using

cosmetics. Nail salons and spas in the UAE had to temporarily close during the pandemic's early stages due to government-imposed lockdowns and restrictions. The revenue of salon owners and technicians was impacted as a result of the drop in salon-based nail care services.

Key Players Landscape and Outlook

UAE nail care market is booming and serves as a major centre for the consumption of upscale cosmetics. To maintain their market position and offer cutting-edge services, many large companies view quality as a crucial element in brand branding. Businesses across the world are increasing their marketing and R&D budgets as well as growing their distribution networks. The conduct of consumers is continually being studied by manufacturers, who then release new items to meet their demand, like organic products, natural products, and new launches to meet the latest trends. UAE nail care market is expanding given that new players are entering its prosperous market to have a share of their own.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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