

United States 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 States nail care market is displaying an impressive growth rate and it is anticipated to grow at a CAGR of 6.89% for the forecast period between 2023 and 2030 due to a large consumer base, well-established retail and distribution channels, the world's leading fashion industry and high-income levels. United States is the world's largest market for cosmetic products because of its large, rich and diverse population, who never hesitate to pay a premium price for premium goods & services and experiment with them.

United States nail care market is experiencing robust growth and is estimated to reach USD 6.10 billion by 2030 from USD 3.58 billion in 2023. United States created some of the best nail care brands in the world, including Est?e Lauder, Revlon, OPI, NYX Professional Makeup, Sally Hansen, Deborah Lippmann and many more. The size and potential of United States nail care market make it one of the bankable consumer markets. United States' large urban population and digitalization, assisted by large distribution channels makes it easy for the consumer to buy any nail care product or service at their doorsteps.

Surge in Awareness Regarding Nail Care

The idea of self-care has grown in popularity and nail care is now considered to be a crucial component of this practice. Consumer awareness of the importance of nail hygiene and wellness is growing. As people become more conscious of the importance of maintaining healthy nails, they are buying products that enhance overall nail health, strengthen nails and prevent damage. Many people want to have strong, well-maintained nails. It is now more widely known that correct nutrition, hydration and maintenance are some key components that can impact overall nail strength and development. To increase the overall strength and aesthetics of their nails, consumers are looking for solutions loaded with vitamins, minerals, and chemicals that strengthen nails. The idea of nail health and nail care has resulted in a variety of wellness businesses, including nail spas, salons, and wellness facilities. The nail salon owners in the country make around USD 67,000 annually. In Chicago, the average price for acrylic nails is USD 50.

Offline Segment Likely to Dominate

Nail care market is still projected to be dominated by offline distribution channels in the years to come, however, the online segment will witness a high growth rate, due to the ease of buying through large distribution channels and having a personalized experience at offline stores. At physical stores like brand outlets or in shopping malls, consumers can assess the product quality and try on products as they desire. Nail spas and salons are likely to dominate the offline market segment where customers can avail of various services like manicures, pedicures, nail treatments, nail art and extensions and other nail grooming services. Customers can benefit from a thorough pampering experience and meet all of their beauty and well-being demands in one location thanks to these offline establishments. In addition to providing services, nail salons frequently sell nail care items such as nail polish, nail extensions, nail art supplies and tools. Customers can buy these items to take care of their nails at home or in between visits to the salon. There are more than 24,000 nail salons in United States. According to Bureau of Labour Statistics, there are more than 1,25,000 nail technicians in the country.

Government Regulations

United States has not enacted any separate law for the regulation of nail care products, the rules that apply to other cosmetics products apply to nail care products as well. The Federal Food, Drug, and Cosmetic Act (FD&C Act) establishes the legal foundation for cosmetics regulation. Cosmetics sold in the United States must adhere to the FD&C Act and Fair Packaging and Labelling Act (FP&L Act) regulations, whether they are

domestically produced or imported.

There are laws and regulations that apply to cosmetics supplied in interstate commerce, however other than colour additives, the law does not require that cosmetic products and ingredients acquire FDA approval prior to being put on the market.

The Food and Drug Administration (FDA) will now have increased regulatory control over the cosmetics industry in accordance with the Modernization of Cosmetics Regulation Act of 2022 (MoCRA), which was just passed by the US Congress. The MoCRA requires the FDA to develop strict new regulations for companies that manufacture and market cosmetics in the United States.

Increasing Professional Nail Care Centres

As customers place greater value on grooming, aesthetic operations and personal care, professional nail care services are becoming increasingly necessary. The explosive growth of the nail care market in the United States has been greatly aided by a large number of professional nail salons and spas. These businesses provide customers with convenience and skill by delivering a wide range of services, such as manicures, pedicures, nail extensions, acrylic overlays and extensions, UV gel overlays and extensions, nail design and nail treatments. Gossip & Co. Nail Spa is one of the largest nail salons in United States which has more than 65 spa pedicure stations and employees over 100 workers working at the same time.

In 2022, Russian Manicure took the internet by storm when Lisa Kon shared a picture of Kendall Jenner's tortoiseshell nails on Instagram. Not only had the number of TikTok videos showcasing individuals' experiences with Russian manicures increased, but searches for the nail trend had gone up by 110% in the week. Russian manicures are often considered as a design, but rather it is a technique. The method calls for extremely meticulous cuticle care and nearly surgeon-like precision from the manicurist.

Product Innovation

Manufacturers have developed cleaner, plant-based, vegan nail formulae in response to consumer demand for better-for-you nail paints. OPI introduced Nature Strong by OPI, the products are claimed to deliver up to 75% natural origin colour and 65% natural origin topcoat, a solution with plant-based components made from sugar cane, manioc, wheat, potatoes and corn. The creation of long-lasting formulas is one of the important developments in nail care products. In comparison to conventional nail polishes, hybrid

nail systems and gel nail polishes offer increased wear and durability. For these products to have a glossy, chip-resistant finish that lasts for several weeks, UV or LED curing is usually necessary. With the use of nail enhancements and extensions, people can now obtain the lengths and forms of their dreams.

Methods like acrylic, gel, and dip powder that give durability, adaptability, and outcomes that look natural are among the innovations in this field. More alternatives for nail technicians and do-it-yourself enthusiasts have also been made possible by improvements in nail extension procedures like sculpting and forms.

Impact of COVID-19

The COVID-19 pandemic had a significant impact on United States nail care market. The government imposed harsh shutdown limitations to stop the virus's spread. As a result, numerous production and manufacturing facilities had to close. As a result, output and demand decreased, which had a detrimental effect on the expansion of the nail care market. Moreover, retail markets were also closed, which caused the unavailability of goods in the market, which affected the sales of nail care products as a whole. However, during this time online sales surged through digital platforms, which provided some boost to the market in the slowdown phase and as of now the online segment continues to grow. As these platforms offer more options to the consumer to browse through aided by the convenience to buy those products from anywhere.

Key Players Landscape and Outlook

United States nail care market is booming and serves as a significant center for the manufacturing and consumption of nail care products. Customers are eager to spend more money on luxury high-end beauty brands. Nail care companies began incorporating technology into their websites, providing customers with virtual try-on services to aid with their purchasing decisions. Cosmetic brands have shown a growing interest in virtual reality (VR) marketing in recent years. Brands can create virtual environments that enable users to interact and explore their goods in a realistic manner.

In September 2022, Apr?s Nail launched Apr?s Gel Couleur featuring 100 shades made from an undiluted gel formula that allows smoother nail art and as well as color application.

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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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