

Nail Polish Market Outlook and Growth Opportunities 2019- 2025

<https://marketpublishers.com/r/N312B9D5A81EN.html>

Date: June 2019

Pages: 130

Price: US\$ 4,580.00 (Single User License)

ID: N312B9D5A81EN

Abstracts

Global Nail Polish Market Outlook and Growth Opportunities to 2025: By Product Type (Liquid Nail Polish and Gel Nail Polish), By Distribution Channel (Online and Offline Distribution Channels), and By Region

Nail Polish market report – 9th edition focuses on Critical factors for success, market size and forecast growth rates, industry structure and dynamics, key companies, products and functions and trends and strategic issues.

Between 2013 and 2018, Profitability of companies fluctuated significantly with regional market volatility, supply chain management and more predominantly, shifting end user industry demand patterns. Huge investment is being made annually on Nail Polish production to meet future demand growth. However, the need for understanding local dynamics and investing in right product portfolio has become intense for sustained profitability.

The report assists Nail Polish industry market leaders to prioritize investment decisions, optimize product portfolio and develop successful business strategies. The research report presents 7-year outlooks and extensive market data on individual types, applications and geographies. For market size outlook, an in-depth analysis into supply, demand, pricing and trade has been considered to ensure most reliable forecasts.

Nail Polish market report provides an in-depth analysis and outlook of market types, end-user applications and countries. With new growth opportunities emerging in different pockets of the industry, companies quickly identifying these opportunities and modifying their products will gain market shares over the forecast period to 2025.

The report also presents the company profiles of leading five market participants in Nail Polish industry. Detailed business description, SWOT analysis, products and financial analysis are provided for each of the company.

Further, recent market developments, deals including asset purchases, mergers, acquisitions, business expansions and others are included.

Scope of the report-

Long term perspective on the Nail Polish industry: 2018 (base year), 2019- 2025 (forecast period)

Nail Polish Market- Forecasts by Segments- Product Type and Distribution Channel by geography.

1. This report provides the market outlook by 2 product types including liquid nail polish and gel nail polish.
2. The report categorizes the global nail polish market based on distribution channel as online and offline.
3. The research report analyses the global nail polish market across countries in 5 regions including Asia-Pacific, Europe, North America, South & Central America, and Middle East & Africa.

Nail Polish Market- Strategic Analysis Review

1. Key strategies opted by leading players
2. Short to Long Term Industry Trends
3. Porter's Five Forces Analysis
4. Supply side and Demand Side Drivers and Challenges

Nail Polish Market- Growth Opportunities

1. Potential New Business Opportunities
2. Key Areas of Focus in forecast period

Nail Polish Market- Competitive Scenario

1. 10 companies are analysed in the report including China Glaze, Creative Nail Design, Inc., Essie Cosmetics, Ltd., L'Oréal Paris, NARS Cosmetics, Odontorium Products Inc., Procter & Gamble Co., Revlon, Inc., Sally Hansen, Inc., and The Estee Lauder Companies, Inc.
2. Company Peer-to-Peer Comparison
3. Company Profile and SWOT Analysis
4. Financial Analysis

Recent Nail Polish Market News and Deals

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