

North America Artificial Nails Market Size, Share, Trends & Analysis by Type (Press-on Nails, Acrylic Nails, Gel Nails, Dip Powder Nails, Wrap Nails, Others), by Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online Retail, Others), by End-User (Individual Consumers, Professional Nail Salons, Others) and Region, with Forecasts from 2025 to 2034.

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Abstracts

Market Overview

The North America Artificial Nails Market is poised for robust growth from 2025 to 2034, fueled by evolving fashion trends, increasing consumer focus on personal grooming, and rising disposable incomes. Artificial nails—ranging from press-ons to acrylics and gel types—are gaining popularity across diverse demographics due to their aesthetic appeal, durability, and accessibility. Valued at USD XX.XX billion in 2025, the market is projected to expand at a CAGR of XX.XX%, reaching USD XX.XX billion by 2034, as nail care becomes an integral part of the beauty and personal care industry in the region.

Definition and Scope of Artificial Nails

Artificial nails, also known as false nails or nail enhancements, are extensions placed over natural fingernails as part of cosmetic beauty treatments. They are designed for aesthetic enhancement, nail protection, or corrective shaping. Common types include acrylic nails, gel nails, press-on nails, dip powder nails, and wrap nails, each catering to

different user preferences and application methods. The market caters to both individual consumers and professional nail salons, distributed through various channels including specialty stores, supermarkets/hypermarkets, and online retail platforms.

Market Drivers

Rising Popularity of Nail Art and Fashion Trends: The influence of beauty influencers, social media, and fashion-forward consumers is driving demand for creative, colorful, and customizable artificial nail solutions.

Growth of the Professional Nail Salon Industry: Increasing consumer visits to nail salons, particularly in urban centers across the U.S. and Canada, is supporting sustained demand for high-quality and durable artificial nails.

E-commerce Expansion and Product Accessibility: Online platforms have made artificial nails more accessible to a wider audience, offering convenience, variety, and competitive pricing that drives adoption.

Innovations in Nail Technology and Materials: The development of safer, longer-lasting, and more natural-looking nail products is expanding the market base and addressing concerns about nail health and chemical exposure.

Market Restraints

Health and Safety Concerns: Frequent use of artificial nails and exposure to certain adhesives or chemicals can cause damage to natural nails, triggering concerns among health-conscious consumers.

Cost of High-End Nail Services: Professional salon services involving premium artificial nail applications can be relatively expensive, limiting adoption among cost-sensitive consumers.

Allergic Reactions and Regulatory Scrutiny: Sensitivity to ingredients used in nail products, as well as rising regulatory oversight regarding safe cosmetic ingredients, can hinder product development and sales.

Opportunities

Rise in DIY Nail Kits and At-Home Applications: Consumer preference for at-home beauty routines has opened opportunities for DIY artificial nail kits, especially within the press-on and dip powder segments.

Sustainable and Non-Toxic Nail Products: As clean beauty trends rise, brands are focusing on creating vegan, cruelty-free, and non-toxic artificial nails, unlocking a new eco-conscious consumer base.

Growth in Male Grooming and Gender-Inclusive Beauty: The growing acceptance of nail grooming among male and non-binary consumers presents untapped potential for inclusive product lines and marketing strategies.

Social Media and Influencer Marketing: Strategic influencer collaborations, especially on platforms like TikTok and Instagram, can amplify brand visibility and accelerate product adoption in niche and mainstream markets.

Market Segmentation Analysis

By Type

Press-on Nails

Acrylic Nails

Gel Nails

Dip Powder Nails

Wrap Nails

Others

By Distribution Channel

Supermarkets/Hypermarkets

Specialty Stores

Online Retail

Others

By End-User

Individual Consumers

Professional Nail Salons

Others

Regional Analysis

United States: Dominates the North America artificial nails market due to high consumer spending on beauty products, a dense network of nail salons, and strong e-commerce penetration.

Canada: Experiencing steady growth, driven by rising beauty consciousness, urbanization, and the proliferation of social media beauty trends.

Mexico: While still an emerging market, the country is witnessing increasing adoption of artificial nails due to growing urbanization, youth population, and expanding retail infrastructure.

The North America Artificial Nails Market is witnessing steady growth due to rising beauty consciousness, growing influence of fashion trends, and increasing salon services. Demand for acrylic and gel nails is rising, supported by social media trends and celebrity endorsements. Innovation in nail products and designs also fuels market expansion.

Competitive Landscape

The North America Artificial Nails Market is highly competitive, characterized by rapid product innovation, strong brand positioning, and aggressive digital marketing. Key players in the market include:
Kiss Products, Inc.

OPI (a division of Coty Inc.)
Young Nails Inc.
Dashing Diva
Glamnetic
Static Nails
Nailene
The Est?e Lauder Companies Inc.
Sally Hansen (a brand of Coty Inc.)
Olive & June

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