

Global Nail Polish Sales Market Report 2018

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Abstracts

This report studies the global Nail Polish market status and forecast, categorizes the global Nail Polish market size (value & volume) by key players, type, application, and region.

This report focuses on the top players in North America, Europe, China, Japan, Southeast Asia India and Other regions (Middle East & Africa, Central & South America).

Nail polish called 'nail lacquer.' It is mainly composed of 70% -80% of a volatile solvent, about 15% of nitrocellulose, small amounts of solvent oil, camphor, titanium dioxide and oil-soluble pigments. After the nail polish applied to the film formed, with moderate coloration fastness and gloss, to protect the nails, but also gives the nails a beauty. In the current market, Ordinary Nail Polish products on the market do not sell well; Industrial Nail Polish's price is lower than past years. The signal of market price change indicates the trend in the Nail Polish industry, low-end product has excess capacity, and high-end product is in short supply.

Nail Polish product demand market there is also a certain space, but basically showing the scarcity of high-end products, low-end products, and excess capacity. There is a large market demand for high-end products to seize market share.

Despite the presence of competition problems, due that the global recovery trend is clear, investors are still optimistic about this area; the future will still have more new investment enter the field.

Although sales of Nail Polish brought a lot of opportunities, the study group recommends the new entrants just having money but without technical advantage and downstream support do not to enter into the Nail Polish field.

The global Nail Polish market is valued at 9190 million US\$ in 2017 and will reach 17600 million US\$ by the end of 2025, growing at a CAGR of 8.5% during 2018-2025.

The major players covered in this report

OPI

Maybelline

Dior

CHANEL

ORLY

Butter London

Kiko

Nails Inc

Revlon

Sally Hansen

Rimmel

CND

COSMAY

Essie

ZOTOS ACCENT

L'OREAL

ANNA SUI

Bobbi Brown

Nars

MISSHA

China Glaze

Geographically, this report studies the key regions, focuses on product sales, value, market share and growth opportunity in these regions, covering

United States

Europe

China

Japan

Southeast Asia

India

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Base coat

Top coat

Gel

Matte

On the basis on the end users/applications, this report focuses on the status and outlook for major applications/end users, sales volume, market share and growth rate for each application, including

Nail art institutions

Individuals

The study objectives of this report are:

To analyze and study the global Nail Polish sales, value, status (2013-2017) and forecast (2018-2025);

To analyze the top players in North America, Europe, China, Japan, Southeast Asia and India, to study the sales, value and market share of top players in these regions.

Focuses on the key Nail Polish players, to study the sales, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market

To strategically profile the key players and comprehensively analyze their growth strategies.

In this study, the years considered to estimate the market size of Nail Polish are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Nail Polish Manufacturers

Nail Polish Distributors/Traders/Wholesalers

Nail Polish Subcomponent Manufacturers
Industry Association
Downstream Vendors
Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Nail Polish market, by end-use.
Detailed analysis and profiles of additional market players.

Contents

Global Nail Polish Sales Market Report 2018

1 NAIL POLISH MARKET OVERVIEW

1.1 Product Overview and Scope of Nail Polish

1.2 Classification of Nail Polish by Product Category

1.2.1 Global Nail Polish Market Size (Sales) Comparison by Type (2013-2025)

1.2.2 Global Nail Polish Market Size (Sales) Market Share by Type (Product Category) in 2017

1.2.3 Base coat

1.2.4 Top coat

1.2.5 Gel

1.2.6 Matte

1.3 Global Nail Polish Market by Application/End Users

1.3.1 Global Nail Polish Sales (Volume) and Market Share Comparison by Application (2013-2025)

1.3.1.1 Nail art institutions

1.3.1.2 Individuals

1.4 Global Nail Polish Market by Region

1.4.1 Global Nail Polish Market Size (Value) Comparison by Region (2013-2025)

1.4.2 United States Nail Polish Status and Prospect (2013-2025)

1.4.3 Europe Nail Polish Status and Prospect (2013-2025)

1.4.4 China Nail Polish Status and Prospect (2013-2025)

1.4.5 Japan Nail Polish Status and Prospect (2013-2025)

1.4.6 Southeast Asia Nail Polish Status and Prospect (2013-2025)

1.4.7 India Nail Polish Status and Prospect (2013-2025)

1.5 Global Market Size (Value and Volume) of Nail Polish (2013-2025)

1.5.1 Global Nail Polish Sales and Growth Rate (2013-2025)

1.5.2 Global Nail Polish Revenue and Growth Rate (2013-2025)

2 GLOBAL NAIL POLISH COMPETITION BY PLAYERS/SUPPLIERS, TYPE AND APPLICATION

2.1 Global Nail Polish Market Competition by Players/Suppliers

2.1.1 Global Nail Polish Sales and Market Share of Key Players/Suppliers (2013-2018)

2.1.2 Global Nail Polish Revenue and Share by Players/Suppliers (2013-2018)

2.2 Global Nail Polish (Volume and Value) by Type

- 2.2.1 Global Nail Polish Sales and Market Share by Type (2013-2018)
- 2.2.2 Global Nail Polish Revenue and Market Share by Type (2013-2018)
- 2.3 Global Nail Polish (Volume and Value) by Region
 - 2.3.1 Global Nail Polish Sales and Market Share by Region (2013-2018)
 - 2.3.2 Global Nail Polish Revenue and Market Share by Region (2013-2018)
- 2.4 Global Nail Polish (Volume) by Application

3 UNITED STATES NAIL POLISH (VOLUME, VALUE AND SALES PRICE)

- 3.1 United States Nail Polish Sales and Value (2013-2018)
 - 3.1.1 United States Nail Polish Sales and Growth Rate (2013-2018)
 - 3.1.2 United States Nail Polish Revenue and Growth Rate (2013-2018)
 - 3.1.3 United States Nail Polish Sales Price Trend (2013-2018)
- 3.2 United States Nail Polish Sales Volume and Market Share by Players (2013-2018)
- 3.3 United States Nail Polish Sales Volume and Market Share by Type (2013-2018)
- 3.4 United States Nail Polish Sales Volume and Market Share by Application (2013-2018)

4 EUROPE NAIL POLISH (VOLUME, VALUE AND SALES PRICE)

- 4.1 Europe Nail Polish Sales and Value (2013-2018)
 - 4.1.1 Europe Nail Polish Sales and Growth Rate (2013-2018)
 - 4.1.2 Europe Nail Polish Revenue and Growth Rate (2013-2018)
 - 4.1.3 Europe Nail Polish Sales Price Trend (2013-2018)
- 4.2 Europe Nail Polish Sales Volume and Market Share by Players (2013-2018)
- 4.3 Europe Nail Polish Sales Volume and Market Share by Type (2013-2018)
- 4.4 Europe Nail Polish Sales Volume and Market Share by Application (2013-2018)

5 CHINA NAIL POLISH (VOLUME, VALUE AND SALES PRICE)

- 5.1 China Nail Polish Sales and Value (2013-2018)
 - 5.1.1 China Nail Polish Sales and Growth Rate (2013-2018)
 - 5.1.2 China Nail Polish Revenue and Growth Rate (2013-2018)
 - 5.1.3 China Nail Polish Sales Price Trend (2013-2018)
- 5.2 China Nail Polish Sales Volume and Market Share by Players (2013-2018)
- 5.3 China Nail Polish Sales Volume and Market Share by Type (2013-2018)
- 5.4 China Nail Polish Sales Volume and Market Share by Application (2013-2018)

6 JAPAN NAIL POLISH (VOLUME, VALUE AND SALES PRICE)

6.1 Japan Nail Polish Sales and Value (2013-2018)

6.1.1 Japan Nail Polish Sales and Growth Rate (2013-2018)

6.1.2 Japan Nail Polish Revenue and Growth Rate (2013-2018)

6.1.3 Japan Nail Polish Sales Price Trend (2013-2018)

6.2 Japan Nail Polish Sales Volume and Market Share by Players (2013-2018)

6.3 Japan Nail Polish Sales Volume and Market Share by Type (2013-2018)

6.4 Japan Nail Polish Sales Volume and Market Share by Application (2013-2018)

7 SOUTHEAST ASIA NAIL POLISH (VOLUME, VALUE AND SALES PRICE)

7.1 Southeast Asia Nail Polish Sales and Value (2013-2018)

7.1.1 Southeast Asia Nail Polish Sales and Growth Rate (2013-2018)

7.1.2 Southeast Asia Nail Polish Revenue and Growth Rate (2013-2018)

7.1.3 Southeast Asia Nail Polish Sales Price Trend (2013-2018)

7.2 Southeast Asia Nail Polish Sales Volume and Market Share by Players (2013-2018)

7.3 Southeast Asia Nail Polish Sales Volume and Market Share by Type (2013-2018)

7.4 Southeast Asia Nail Polish Sales Volume and Market Share by Application (2013-2018)

8 INDIA NAIL POLISH (VOLUME, VALUE AND SALES PRICE)

8.1 India Nail Polish Sales and Value (2013-2018)

8.1.1 India Nail Polish Sales and Growth Rate (2013-2018)

8.1.2 India Nail Polish Revenue and Growth Rate (2013-2018)

8.1.3 India Nail Polish Sales Price Trend (2013-2018)

8.2 India Nail Polish Sales Volume and Market Share by Players (2013-2018)

8.3 India Nail Polish Sales Volume and Market Share by Type (2013-2018)

8.4 India Nail Polish Sales Volume and Market Share by Application (2013-2018)

9 GLOBAL NAIL POLISH PLAYERS/SUPPLIERS PROFILES AND SALES DATA

9.1 OPI

9.1.1 Company Basic Information, Manufacturing Base and Competitors

9.1.2 Nail Polish Product Category, Application and Specification

9.1.2.1 Product A

9.1.2.2 Product B

9.1.3 OPI Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.1.4 Main Business/Business Overview

9.2 Maybelline

9.2.1 Company Basic Information, Manufacturing Base and Competitors

9.2.2 Nail Polish Product Category, Application and Specification

9.2.2.1 Product A

9.2.2.2 Product B

9.2.3 Maybelline Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.2.4 Main Business/Business Overview

9.3 Dior

9.3.1 Company Basic Information, Manufacturing Base and Competitors

9.3.2 Nail Polish Product Category, Application and Specification

9.3.2.1 Product A

9.3.2.2 Product B

9.3.3 Dior Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.3.4 Main Business/Business Overview

9.4 CHANEL

9.4.1 Company Basic Information, Manufacturing Base and Competitors

9.4.2 Nail Polish Product Category, Application and Specification

9.4.2.1 Product A

9.4.2.2 Product B

9.4.3 CHANEL Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.4.4 Main Business/Business Overview

9.5 ORLY

9.5.1 Company Basic Information, Manufacturing Base and Competitors

9.5.2 Nail Polish Product Category, Application and Specification

9.5.2.1 Product A

9.5.2.2 Product B

9.5.3 ORLY Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.5.4 Main Business/Business Overview

9.6 Butter London

9.6.1 Company Basic Information, Manufacturing Base and Competitors

9.6.2 Nail Polish Product Category, Application and Specification

9.6.2.1 Product A

9.6.2.2 Product B

9.6.3 Butter London Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.6.4 Main Business/Business Overview

9.7 Kiko

9.7.1 Company Basic Information, Manufacturing Base and Competitors

9.7.2 Nail Polish Product Category, Application and Specification

9.7.2.1 Product A

9.7.2.2 Product B

9.7.3 Kiko Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.7.4 Main Business/Business Overview

9.8 Nails Inc

9.8.1 Company Basic Information, Manufacturing Base and Competitors

9.8.2 Nail Polish Product Category, Application and Specification

9.8.2.1 Product A

9.8.2.2 Product B

9.8.3 Nails Inc Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.8.4 Main Business/Business Overview

9.9 Revlon

9.9.1 Company Basic Information, Manufacturing Base and Competitors

9.9.2 Nail Polish Product Category, Application and Specification

9.9.2.1 Product A

9.9.2.2 Product B

9.9.3 Revlon Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.9.4 Main Business/Business Overview

9.10 Sally Hansen

9.10.1 Company Basic Information, Manufacturing Base and Competitors

9.10.2 Nail Polish Product Category, Application and Specification

9.10.2.1 Product A

9.10.2.2 Product B

9.10.3 Sally Hansen Nail Polish Sales, Revenue, Price and Gross Margin (2013-2018)

9.10.4 Main Business/Business Overview

9.11 Rimmel

9.12 CND

9.13 COSMAY

9.14 Essie

9.15 ZOTOS ACCENT

9.16 L'OREAL

9.17 ANNA SUI

9.18 Bobbi Brown

9.19 Nars

9.20 MISSHA

9.21 China Glaze

10 NAIL POLISH MAUFACTURING COST ANALYSIS

10.1 Nail Polish Key Raw Materials Analysis

- 10.1.1 Key Raw Materials
- 10.1.2 Price Trend of Key Raw Materials
- 10.1.3 Key Suppliers of Raw Materials
- 10.1.4 Market Concentration Rate of Raw Materials
- 10.2 Proportion of Manufacturing Cost Structure
 - 10.2.1 Raw Materials
 - 10.2.2 Labor Cost
 - 10.2.3 Manufacturing Process Analysis of Nail Polish
- 10.3 Manufacturing Process Analysis of Nail Polish

11 INDUSTRIAL CHAIN, SOURCING STRATEGY AND DOWNSTREAM BUYERS

- 11.1 Nail Polish Industrial Chain Analysis
- 11.2 Upstream Raw Materials Sourcing
- 11.3 Raw Materials Sources of Nail Polish Major Manufacturers in 2017
- 11.4 Downstream Buyers

12 MARKETING STRATEGY ANALYSIS, DISTRIBUTORS/TRADERS

- 12.1 Marketing Channel
 - 12.1.1 Direct Marketing
 - 12.1.2 Indirect Marketing
 - 12.1.3 Marketing Channel Development Trend
- 12.2 Market Positioning
 - 12.2.1 Pricing Strategy
 - 12.2.2 Brand Strategy
 - 12.2.3 Target Client
- 12.3 Distributors/Traders List

13 MARKET EFFECT FACTORS ANALYSIS

- 13.1 Technology Progress/Risk
 - 13.1.1 Substitutes Threat
 - 13.1.2 Technology Progress in Related Industry
- 13.2 Consumer Needs/Customer Preference Change
- 13.3 Economic/Political Environmental Change

14 GLOBAL NAIL POLISH MARKET FORECAST (2018-2025)

- 14.1 Global Nail Polish Sales Volume, Revenue and Price Forecast (2018-2025)
 - 14.1.1 Global Nail Polish Sales Volume and Growth Rate Forecast (2018-2025)
 - 14.1.2 Global Nail Polish Revenue and Growth Rate Forecast (2018-2025)
 - 14.1.3 Global Nail Polish Price and Trend Forecast (2018-2025)
- 14.2 Global Nail Polish Sales Volume, Revenue and Growth Rate Forecast by Region (2018-2025)
 - 14.2.1 Global Nail Polish Sales Volume and Growth Rate Forecast by Regions (2018-2025)
 - 14.2.2 Global Nail Polish Revenue and Growth Rate Forecast by Regions (2018-2025)
 - 14.2.3 United States Nail Polish Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
 - 14.2.4 Europe Nail Polish Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
 - 14.2.5 China Nail Polish Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
 - 14.2.6 Japan Nail Polish Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
 - 14.2.7 Southeast Asia Nail Polish Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
 - 14.2.8 India Nail Polish Sales Volume, Revenue and Growth Rate Forecast (2018-2025)
- 14.3 Global Nail Polish Sales Volume, Revenue and Price Forecast by Type (2018-2025)
 - 14.3.1 Global Nail Polish Sales Forecast by Type (2018-2025)
 - 14.3.2 Global Nail Polish Revenue Forecast by Type (2018-2025)
 - 14.3.3 Global Nail Polish Price Forecast by Type (2018-2025)
- 14.4 Global Nail Polish Sales Volume Forecast by Application (2018-2025)

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology/Research Approach
 - 16.1.1 Research Programs/Design
 - 16.1.2 Market Size Estimation
 - 16.1.3 Market Breakdown and Data Triangulation
- 16.2 Data Source
 - 16.2.1 Secondary Sources
 - 16.2.2 Primary Sources

16.3 Disclaimer

The report requires updating with new data and is sent in 2-3 business days after order is placed.

List Of Tables

LIST OF TABLES AND FIGURES

Figure Product Picture of Nail Polish

Figure Global Nail Polish Sales Volume Comparison (K Pcs) by Type (2013-2025)

Figure Global Nail Polish Sales Volume Market Share by Type (Product Category) in 2017

Figure Base coat Product Picture

Figure Top coat Product Picture

Figure Gel Product Picture

Figure Matte Product Picture

Figure Global Nail Polish Sales Comparison (K Pcs) by Application (2013-2025)

Figure Global Sales Market Share of Nail Polish by Application in 2017

Figure Nail art institutions Examples

Table Key Downstream Customer in Nail art institutions

Figure Individuals Examples

Table Key Downstream Customer in Individuals

Figure Global Nail Polish Market Size (Million USD) by Regions (2013-2025)

Figure United States Nail Polish Revenue (Million USD) and Growth Rate (2013-2025)

Figure Europe Nail Polish Revenue (Million USD) and Growth Rate (2013-2025)

Figure China Nail Polish Revenue (Million USD) and Growth Rate (2013-2025)

Figure Japan Nail Polish Revenue (Million USD) and Growth Rate (2013-2025)

Figure Southeast Asia Nail Polish Revenue (Million USD) and Growth Rate (2013-2025)

Figure India Nail Polish Revenue (Million USD) and Growth Rate (2013-2025)

Figure Global Nail Polish Sales Volume (K Pcs) and Growth Rate (2013-2025)

Figure Global Nail Polish Revenue (Million USD) and Growth Rate (2013-2025)

Figure Global Market Major Players Nail Polish Sales Volume (K Pcs) (2013-2018)

Table Global Nail Polish Sales (K Pcs) of Key Players/Suppliers (2013-2018)

Table Global Nail Polish Sales Share by Players/Suppliers (2013-2018)

Figure 2017 Nail Polish Sales Share by Players/Suppliers

Figure 2017 Nail Polish Sales Share by Players/Suppliers

Figure Global Nail Polish Revenue (Million USD) by Players/Suppliers (2013-2018)

Table Global Nail Polish Revenue (Million USD) by Players/Suppliers (2013-2018)

Table Global Nail Polish Revenue Share by Players/Suppliers (2013-2018)

Table 2017 Global Nail Polish Revenue Share by Players

Table 2017 Global Nail Polish Revenue Share by Players

Table Global Nail Polish Sales (K Pcs) and Market Share by Type (2013-2018)

Table Global Nail Polish Sales Share (K Pcs) by Type (2013-2018)

Figure Sales Market Share of Nail Polish by Type (2013-2018)
Figure Global Nail Polish Sales Growth Rate by Type (2013-2018)
Table Global Nail Polish Revenue (Million USD) and Market Share by Type (2013-2018)
Table Global Nail Polish Revenue Share by Type (2013-2018)
Figure Revenue Market Share of Nail Polish by Type (2013-2018)
Figure Global Nail Polish Revenue Growth Rate by Type (2013-2018)
Table Global Nail Polish Sales Volume (K Pcs) and Market Share by Region (2013-2018)
Table Global Nail Polish Sales Share by Region (2013-2018)
Figure Sales Market Share of Nail Polish by Region (2013-2018)
Figure Global Nail Polish Sales Growth Rate by Region in 2017
Table Global Nail Polish Revenue (Million USD) and Market Share by Region (2013-2018)
Table Global Nail Polish Revenue Share (%) by Region (2013-2018)
Figure Revenue Market Share of Nail Polish by Region (2013-2018)
Figure Global Nail Polish Revenue Growth Rate by Region in 2017
Table Global Nail Polish Revenue (Million USD) and Market Share by Region (2013-2018)
Table Global Nail Polish Revenue Share (%) by Region (2013-2018)
Figure Revenue Market Share of Nail Polish by Region (2013-2018)
Figure Global Nail Polish Revenue Market Share by Region in 2017
Table Global Nail Polish Sales Volume (K Pcs) and Market Share by Application (2013-2018)
Table Global Nail Polish Sales Share (%) by Application (2013-2018)
Figure Sales Market Share of Nail Polish by Application (2013-2018)
Figure Global Nail Polish Sales Market Share by Application (2013-2018)
Figure United States Nail Polish Sales (K Pcs) and Growth Rate (2013-2018)
Figure United States Nail Polish Revenue (Million USD) and Growth Rate (2013-2018)
Figure United States Nail Polish Sales Price (USD/Pcs) Trend (2013-2018)
Table United States Nail Polish Sales Volume (K Pcs) by Players (2013-2018)
Table United States Nail Polish Sales Volume Market Share by Players (2013-2018)
Figure United States Nail Polish Sales Volume Market Share by Players in 2017
Table United States Nail Polish Sales Volume (K Pcs) by Type (2013-2018)
Table United States Nail Polish Sales Volume Market Share by Type (2013-2018)
Figure United States Nail Polish Sales Volume Market Share by Type in 2017
Table United States Nail Polish Sales Volume (K Pcs) by Application (2013-2018)
Table United States Nail Polish Sales Volume Market Share by Application (2013-2018)
Figure United States Nail Polish Sales Volume Market Share by Application in 2017
Figure Europe Nail Polish Sales (K Pcs) and Growth Rate (2013-2018)

Figure Europe Nail Polish Revenue (Million USD) and Growth Rate (2013-2018)
Figure Europe Nail Polish Sales Price (USD/Pcs) Trend (2013-2018)
Table Europe Nail Polish Sales Volume (K Pcs) by Players (2013-2018)
Table Europe Nail Polish Sales Volume Market Share by Players (2013-2018)
Figure Europe Nail Polish Sales Volume Market Share by Players in 2017
Table Europe Nail Polish Sales Volume (K Pcs) by Type (2013-2018)
Table Europe Nail Polish Sales Volume Market Share by Type (2013-2018)
Figure Europe Nail Polish Sales Volume Market Share by Type in 2017
Table Europe Nail Polish Sales Volume (K Pcs) by Application (2013-2018)
Table Europe Nail Polish Sales Volume Market Share by Application (2013-2018)
Figure Europe Nail Polish Sales Volume Market Share by Application in 2017
Figure China Nail Polish Sales (K Pcs) and Growth Rate (2013-2018)
Figure China Nail Polish Revenue (Million USD) and Growth Rate (2013-2018)
Figure China Nail Polish Sales Price (USD/Pcs) Trend (2013-2018)
Table China Nail Polish Sales Volume (K Pcs) by Players (2013-2018)
Table China Nail Polish Sales Volume Market Share by Players (2013-2018)
Figure China Nail Polish Sales Volume Market Share by Players in 2017
Table China Nail Polish Sales Volume (K Pcs) by Type (2013-2018)
Table China Nail Polish Sales Volume Market Share by Type (2013-2018)
Figure China Nail Polish Sales Volume Market Share by Type in 2017
Table China Nail Polish Sales Volume (K Pcs) by Application (2013-2018)
Table China Nail Polish Sales Volume Market Share by Application (2013-2018)
Figure China Nail Polish Sales Volume Market Share by Application in 2017
Figure Japan Nail Polish Sales (K Pcs) and Growth Rate (2013-2018)
Figure Japan Nail Polish Revenue (Million USD) and Growth Rate (2013-2018)
Figure Japan Nail Polish Sales Price (USD/Pcs) Trend (2013-2018)
Table Japan Nail Polish Sales Volume (K Pcs) by Players (2013-2018)
Table Japan Nail Polish Sales Volume Market Share by Players (2013-2018)
Figure Japan Nail Polish Sales Volume Market Share by Players in 2017
Table Japan Nail Polish Sales Volume (K Pcs) by Type (2013-2018)
Table Japan Nail Polish Sales Volume Market Share by Type (2013-2018)
Figure Japan Nail Polish Sales Volume Market Share by Type in 2017
Table Japan Nail Polish Sales Volume (K Pcs) by Application (2013-2018)
Table Japan Nail Polish Sales Volume Market Share by Application (2013-2018)
Figure Japan Nail Polish Sales Volume Market Share by Application in 2017
Figure Southeast Asia Nail Polish Sales (K Pcs) and Growth Rate (2013-2018)
Figure Southeast Asia Nail Polish Revenue (Million USD) and Growth Rate (2013-2018)
Figure Southeast Asia Nail Polish Sales Price (USD/Pcs) Trend (2013-2018)
Table Southeast Asia Nail Polish Sales Volume (K Pcs) by Players (2013-2018)

Table Southeast Asia Nail Polish Sales Volume Market Share by Players (2013-2018)
Figure Southeast Asia Nail Polish Sales Volume Market Share by Players in 2017
Table Southeast Asia Nail Polish Sales Volume (K Pcs) by Type (2013-2018)
Table Southeast Asia Nail Polish Sales Volume Market Share by Type (2013-2018)
Figure Southeast Asia Nail Polish Sales Volume Market Share by Type in 2017
Table Southeast Asia Nail Polish Sales Volume (K Pcs) by Application (2013-2018)
Table Southeast Asia Nail Polish Sales Volume Market Share by Application (2013-2018)
Figure Southeast Asia Nail Polish Sales Volume Market Share by Application in 2017
Figure India Nail Polish Sales (K Pcs) and Growth Rate (2013-2018)
Figure India Nail Polish Revenue (Million USD) and Growth Rate (2013-2018)
Figure India Nail Polish Sales Price (USD/Pcs) Trend (2013-2018)
Table India Nail Polish Sales Volume (K Pcs) by Players (2013-2018)
Table India Nail Polish Sales Volume Market Share by Players (2013-2018)
Figure India Nail Polish Sales Volume Market Share by Players in 2017
Table India Nail Polish Sales Volume (K Pcs) by Type (2013-2018)
Table India Nail Polish Sales Volume Market Share by Type (2013-2018)
Figure India Nail Polish Sales Volume Market Share by Type in 2017
Table India Nail Polish Sales Volume (K Pcs) by Application (2013-2018)
Table India Nail Polish Sales Volume Market Share by Application (2013-2018)
Figure India Nail Polish Sales Volume Market Share by Application in 2017
Table OPI Basic Information List
Table OPI Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)
Figure OPI Nail Polish Sales Growth Rate (2013-2018)
Figure OPI Nail Polish Sales Global Market Share (2013-2018)
Figure OPI Nail Polish Revenue Global Market Share (2013-2018)
Table Maybelline Basic Information List
Table Maybelline Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)
Figure Maybelline Nail Polish Sales Growth Rate (2013-2018)
Figure Maybelline Nail Polish Sales Global Market Share (2013-2018)
Figure Maybelline Nail Polish Revenue Global Market Share (2013-2018)
Table Dior Basic Information List
Table Dior Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)
Figure Dior Nail Polish Sales Growth Rate (2013-2018)
Figure Dior Nail Polish Sales Global Market Share (2013-2018)
Figure Dior Nail Polish Revenue Global Market Share (2013-2018)

Table CHANEL Basic Information List

Table CHANEL Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)

Figure CHANEL Nail Polish Sales Growth Rate (2013-2018)

Figure CHANEL Nail Polish Sales Global Market Share (2013-2018)

Figure CHANEL Nail Polish Revenue Global Market Share (2013-2018)

Table ORLY Basic Information List

Table ORLY Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)

Figure ORLY Nail Polish Sales Growth Rate (2013-2018)

Figure ORLY Nail Polish Sales Global Market Share (2013-2018)

Figure ORLY Nail Polish Revenue Global Market Share (2013-2018)

Table Butter London Basic Information List

Table Butter London Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)

Figure Butter London Nail Polish Sales Growth Rate (2013-2018)

Figure Butter London Nail Polish Sales Global Market Share (2013-2018)

Figure Butter London Nail Polish Revenue Global Market Share (2013-2018)

Table Kiko Basic Information List

Table Kiko Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)

Figure Kiko Nail Polish Sales Growth Rate (2013-2018)

Figure Kiko Nail Polish Sales Global Market Share (2013-2018)

Figure Kiko Nail Polish Revenue Global Market Share (2013-2018)

Table Nails Inc Basic Information List

Table Nails Inc Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)

Figure Nails Inc Nail Polish Sales Growth Rate (2013-2018)

Figure Nails Inc Nail Polish Sales Global Market Share (2013-2018)

Figure Nails Inc Nail Polish Revenue Global Market Share (2013-2018)

Table Revlon Basic Information List

Table Revlon Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)

Figure Revlon Nail Polish Sales Growth Rate (2013-2018)

Figure Revlon Nail Polish Sales Global Market Share (2013-2018)

Figure Revlon Nail Polish Revenue Global Market Share (2013-2018)

Table Sally Hansen Basic Information List

Table Sally Hansen Nail Polish Sales (K Pcs), Revenue (Million USD), Price (USD/Pcs) and Gross Margin (2013-2018)

Figure Sally Hansen Nail Polish Sales Growth Rate (2013-2018)
Figure Sally Hansen Nail Polish Sales Global Market Share (2013-2018)
Figure Sally Hansen Nail Polish Revenue Global Market Share (2013-2018)
Table Rimmel Basic Information List
Table CND Basic Information List
Table COSMAY Basic Information List
Table Essie Basic Information List
Table ZOTOS ACCENT Basic Information List
Table L'OREAL Basic Information List
Table ANNA SUI Basic Information List
Table Bobbi Brown Basic Information List
Table Nars Basic Information List
Table MISSHA Basic Information List
Table China Glaze Basic Information List
Table Production Base and Market Concentration Rate of Raw Material
Figure Price Trend of Key Raw Materials
Table Key Suppliers of Raw Materials
Figure Manufacturing Cost Structure of Nail Polish
Figure Manufacturing Process Analysis of Nail Polish
Figure Nail Polish Industrial Chain Analysis
Table Raw Materials Sources of Nail Polish Major Players in 2017
Table Major Buyers of Nail Polish
Table Distributors/Traders List
Figure Global Nail Polish Sales Volume (K Pcs) and Growth Rate Forecast (2018-2025)
Figure Global Nail Polish Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure Global Nail Polish Price (USD/Pcs) and Trend Forecast (2018-2025)
Table Global Nail Polish Sales Volume (K Pcs) Forecast by Regions (2018-2025)
Figure Global Nail Polish Sales Volume Market Share Forecast by Regions (2018-2025)
Figure Global Nail Polish Sales Volume Market Share Forecast by Regions in 2025
Table Global Nail Polish Revenue (Million USD) Forecast by Regions (2018-2025)
Figure Global Nail Polish Revenue Market Share Forecast by Regions (2018-2025)
Figure Global Nail Polish Revenue Market Share Forecast by Regions in 2025
Figure United States Nail Polish Sales Volume (K Pcs) and Growth Rate Forecast (2018-2025)
Figure United States Nail Polish Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure Europe Nail Polish Sales Volume (K Pcs) and Growth Rate Forecast (2018-2025)

Figure Europe Nail Polish Revenue and Growth Rate Forecast (2018-2025)
Figure China Nail Polish Sales Volume (K Pcs) and Growth Rate Forecast (2018-2025)
Figure China Nail Polish Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure Japan Nail Polish Sales Volume (K Pcs) and Growth Rate Forecast (2018-2025)
Figure Japan Nail Polish Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure Southeast Asia Nail Polish Sales Volume (K Pcs) and Growth Rate Forecast (2018-2025)
Figure Southeast Asia Nail Polish Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Figure India Nail Polish Sales Volume (K Pcs) and Growth Rate Forecast (2018-2025)
Figure India Nail Polish Revenue (Million USD) and Growth Rate Forecast (2018-2025)
Table Global Nail Polish Sales (K Pcs) Forecast by Type (2018-2025)
Figure Global Nail Polish Sales Volume Market Share Forecast by Type (2018-2025)
Table Global Nail Polish Revenue (Million USD) Forecast by Type (2018-2025)
Figure Global Nail Polish Revenue Market Share Forecast by Type (2018-2025)
Table Global Nail Polish Price (USD/Pcs) Forecast by Type (2018-2025)
Table Global Nail Polish Sales (K Pcs) Forecast by Application (2018-2025)
Figure Global Nail Polish Sales Market Share Forecast by Application (2018-2025)
Table Research Programs/Design for This Report
Figure Bottom-up and Top-down Approaches for This Report
Figure Data Triangulation
Table Key Data Information from Secondary Sources
Table Key Data Information from Primary Sources

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