

# **Artificial Nails Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Wrap, Press-on, Others), By Material (Xylonite, Nylon, Plastic, Others), By Distribution Channel (Store-based, Non store based), By Region & Competition, 2021-2031F**

<https://marketpublishers.com/r/A6D9EDB119BAEN.html>

Date: January 2026

Pages: 180

Price: US\$ 4,500.00 (Single User License)

ID: A6D9EDB119BAEN

## **Abstracts**

The Global Artificial Nails Market is projected to expand from a valuation of USD 2.63 Billion in 2025 to USD 3.51 Billion by 2031, registering a CAGR of 4.93%. This market encompasses synthetic enhancements like acrylics, gels, and press-ons, which are designed to extend or shield natural nails. Key growth drivers include rising global disposable incomes and a growing female workforce, a demographic shift that enforces consistent professional grooming standards. These fundamental economic factors provide a stable foundation for long-term demand, distinct from fleeting fashion trends or seasonal design shifts.

However, market expansion encounters significant hurdles stemming from consumer concerns about the toxicity of chemical adhesives and potential damage to the natural nail plate. These health apprehensions often deter safety-conscious individuals from regular use; nevertheless, the sector remains economically robust, particularly within professional service settings. For instance, the British Beauty Council reported in 2024 that the beauty services sub-sector, including nail salons, contributed ?5.9 billion in Gross Value Added to the UK economy, highlighting the financial resilience and magnitude of the industry driving artificial nail consumption.

## **Market Driver**

The influence of social media and digital beauty trends acts as a major catalyst for the Global Artificial Nails Market, fundamentally transforming how consumers discover and consume products. Platforms like TikTok and Pinterest function as dynamic engines for viral aesthetics, where micro-trends appear suddenly and spur immediate demand, allowing complex designs to bypass traditional fashion cycles. For example, Pinterest's "Fall 2024 Trend Report" from August 2024 noted a dramatic surge in specific aesthetics, with search volumes for bow nail designs increasing by 2,200%. This link between digital engagement and trend adoption forces manufacturers to quicken production cycles and diversify designs to meet real-time preferences.

Concurrently, the market is being reshaped by the rapid growth of e-commerce and direct-to-consumer channels, which facilitate the conversion of digital inspiration into actual sales globally. Companies are increasingly using online platforms to deliver professional-grade products, bypassing the geographic constraints of physical stores, as seen in Coty Inc.'s "Fiscal Year 2024 Earnings Release" from August 2024, which reported over 30% growth in e-commerce net revenues for their Consumer Beauty segment. This digital expansion complements the enduring strength of established physical retail; Sally Beauty Holdings reported consolidated net sales of \$942 million in the third quarter of August 2024, emphasizing the massive scale of the distribution networks supporting the nail care sector.

## **Market Challenge**

Market growth is currently hindered by widespread consumer apprehension regarding the potential toxicity of chemical adhesives and the physical harm these products may inflict on natural nails. This fear forms a substantial psychological barrier for health-conscious consumers who prioritize wellness over cosmetic enhancements. The necessary use of strong bonding agents and methacrylates is often linked to allergic reactions, brittleness, and nail thinning. Consequently, the stigma surrounding artificial nail products limits the total addressable market, as potential users choose natural grooming alternatives to prevent long-term physiological damage.

These safety concerns are substantiated by recent industry data highlighting the risks of chemical formulations. According to the New York Healthy Nail Salons Coalition in 2024, roughly 17% of surveyed nail technicians reported reproductive health issues caused by prolonged exposure to workplace chemicals. This statistic emphasizes the potency of the substances used and reinforces consumer fears regarding salon safety. When the professionals handling these products experience such negative health outcomes, it inevitably undermines consumer confidence and impedes the broader

acceptance and sustainable expansion of the global artificial nails sector.

## Market Trends

The market is experiencing a paradigm shift toward textured and 3D architectural nail designs, moving past flat polish to include haptic elements and structural details. This rise of "sensory" manicures involves using high-viscosity builder gels, chrome powders, and metallic hardware to achieve multi-dimensional effects resembling jewelry or organic textures. Demand for these maximalist aesthetics is measurable; Pinterest's "Pinterest Predicts 2025" report from December 2024 noted a 760% surge in searches for "Goddess nails," a style defined by heavy gold texturing. Manufacturers are responding by expanding professional lines to include non-wipe 3D sculpting gels and specialized tools, catering to consumers who view nails as sculptural accessories.

Simultaneously, the industry is undergoing a material revolution focused on eco-friendly and biodegradable formulations to mitigate the environmental impact of disposable plastic tips and chemical waste. Brands are actively reformulating press-on products with post-consumer recycled (PCR) plastics and bio-sourced resins to match the values of environmentally conscious shoppers, significantly changing the supply chain. This transition is driven by consumer demand; Klarna's "Beauty Report 2025" from October 2025 indicated that 25.4% of consumers cite sustainability as a primary factor in their beauty purchasing decisions. As a result, suppliers are prioritizing "10-free" certifications and compostable packaging to secure loyalty from this expanding segment of ethical buyers.

## Key Market Players

Hand & Nail Harmony Inc.

Anise Cosmetics LLC

Intercontinental Nail Products Manufacturer

Beauty 21 Cosmetics, Inc.

Dashing Diva

KISS Products, Inc.

KM Nail Manufacturer

Sheba Nails Inc.

Nailene

Young Nails Inc.

## Report Scope

In this report, the Global Artificial Nails Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Artificial Nails Market, By Type

Wrap

Press-on

Others

### Artificial Nails Market, By Material

Xylonite

Nylon

Plastic

Others

### Artificial Nails Market, By Distribution Channel

Store-based

Non store based

### Artificial Nails Market, By Region

## North America

United States

Canada

Mexico

## Europe

France

United Kingdom

Italy

Germany

Spain

## Asia Pacific

China

India

Japan

Australia

South Korea

## South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

### **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Artificial Nails Market.

### **Available Customizations:**

Global Artificial Nails Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

### **Company Information**

Detailed analysis and profiling of additional market players (up to five).

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