

# **Australia Nail Care Market By 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, Competition Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

### Market Overview

The Australia Nail Care Market was valued at USD 584.63 Million in 2024 and is projected to reach USD 800.58 Million by 2030, growing at a CAGR of 5.43% during the forecast period. The market continues to expand due to heightened consumer interest in personal grooming, particularly among younger female demographics. Popularity of trends such as marble effects, animal prints, and pastel tones is supporting product innovation and engagement. Additionally, the rising number of nail salons and broader access to professional-grade services have further contributed to market growth. The increase in demand for both aesthetic and wellness-oriented nail care solutions reflects a cultural shift toward self-care and individual expression, reinforcing the sector's long-term momentum.

### Key Market Drivers

#### Rising Demand for Premium and Eco-Friendly Products

Consumer awareness regarding product safety and environmental impact is driving demand for high-quality and eco-friendly nail care products in Australia. Shoppers are

increasingly drawn to clean-label offerings that exclude harsh chemicals like formaldehyde, toluene, and dibutyl phthalate (DBP). As a result, brands are focusing on “clean beauty” formulations that are vegan, cruelty-free, and derived from sustainable sources. Premium products that combine long-wear performance with non-toxic ingredients are gaining traction. For example, Australian brand Sienna produces nail polishes using plant-based materials like sugarcane and cotton, free from benzophenone and nanoparticles. Manufactured using green energy and eco-conscious packaging, Sienna reflects a broader shift in consumer preferences toward ethical and health-conscious beauty solutions.

## Key Market Challenges

### Competition and Market Saturation

The Australia Nail Care Market is characterized by intense competition and brand saturation, with numerous domestic and international players vying for attention. The rise of affordable salon services and direct-to-consumer models, alongside at-home nail care kits, has fragmented the market. Large multinational brands with strong marketing capabilities dominate retail shelves and digital channels, making it challenging for smaller businesses to build visibility and customer loyalty. Price-based competition can erode margins, especially for independent or niche brands. To remain competitive, companies must continually innovate, focus on product differentiation, and invest in strategic marketing to attract and retain their customer base.

## Key Market Trends

### Growing Demand for Non-Toxic and Eco-Friendly Products

The shift toward sustainable and health-conscious beauty is shaping the Australian nail care industry. Consumers are increasingly opting for non-toxic nail polishes and removers that exclude harmful substances such as DBP, toluene, and formaldehyde. As awareness of clean beauty grows, demand has risen for '5-free,' '7-free,' or '10-free' formulations that align with wellness-focused lifestyles. Products labeled vegan and cruelty-free are also becoming standard expectations. Additionally, brands are enhancing sustainability through biodegradable packaging and recyclable containers. These efforts reflect broader market movements toward ethical sourcing, ingredient transparency, and environmentally responsible manufacturing, as both established and emerging brands strive to meet the evolving expectations of conscious consumers.

## Key Market Players

L'Oréal S.A.

Coty, Inc.

Estée Lauder Companies Inc

Unilever PLC

LVMH Moët Hennessy - Louis Vuitton

Chanel S.A. corporation

Planet Nails

Revlon, Inc.

Wella International

Get Blys Pty Limited

## Report Scope:

In this report, the Australia Nail Care Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Australia Nail Care Market, By Category:

Nail Polish (Liquid Polish, Gel Polish, Top and Base Coat, Others)

Nail Polish Removers

Nail Extensions

Nail Accessories

Others

### Australia Nail Care Market, By End Use:

Professional

Individual

### Australia Nail Care Market, By Distribution Channel:

Online

Offline

### Australia Nail Care Market, By Region:

New South Wales

Victoria

Queensland

South Australia

Western Australia

Tasmania

Northern Territory

### Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Nail Care Market.

### Available Customizations:

Australia Nail Care Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization

*Australia Nail Care Market By Category (Nail Polish (Liquid Polish, Gel Polish, Top and Base Coat, Others), Na...*

options are available for the report:

### Company Information

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

## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### **5. AUSTRALIA NAIL CARE MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Category (Nail Polish (Liquid Polish, Gel Polish, Top and Base Coat, Others), Nail Polish Removers, Nail Extensions, Nail Accessories, Others)

5.2.2. By End Use (Professional, Individual)

5.2.3. By Distribution Channel (Online, Offline)

5.2.4. By Region

5.2.5. By Company (2024)

## 5.3. Market Map

# 6. AUSTRALIA NAIL POLISH MARKET OUTLOOK

## 6.1. Market Size & Forecast

6.1.1. By Value

## 6.2. Market Share & Forecast

6.2.1. By End Use

6.2.2. By Distribution Channel

# 7. AUSTRALIA NAIL POLISH REMOVERS MARKET OUTLOOK

## 7.1. Market Size & Forecast

7.1.1. By Value

## 7.2. Market Share & Forecast

7.2.1. By End Use

7.2.2. By Distribution Channel

# 8. AUSTRALIA NAIL EXTENSIONS MARKET OUTLOOK

## 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By End Use

8.2.2. By Distribution Channel

# 9. AUSTRALIA NAIL ACCESSORIES OUTLOOK

## 9.1. Market Size & Forecast

9.1.1. By Value

## 9.2. Market Share & Forecast

9.2.1. By End Use

9.2.2. By Distribution Channel

## **10. MARKET DYNAMICS**

10.1. Drivers

10.2. Challenges

## **11. MARKET TRENDS & DEVELOPMENTS**

11.1. Merger & Acquisition (If Any)

11.2. Product Launches (If Any)

11.3. Recent Developments

## **12. PORTERS FIVE FORCES ANALYSIS**

12.1. Competition in the Industry

12.2. Potential of New Entrants

12.3. Power of Suppliers

12.4. Power of Customers

12.5. Threat of Substitute Products

## **13. AUSTRALIA ECONOMIC PROFILE**

## **14. POLICY & REGULATORY LANDSCAPE**

## **15. COMPETITIVE LANDSCAPE**

15.1. Company Profiles

15.1.1. L'Oréal S.A.

15.1.1.1. Business Overview

15.1.1.2. Company Snapshot

15.1.1.3. Products & Services

15.1.1.4. Financials (As Per Availability)

15.1.1.5. Key Market Focus & Geographical Presence

15.1.1.6. Recent Developments

15.1.1.7. Key Management Personnel

15.1.2. Coty, Inc.

15.1.3. Estée Lauder Companies Inc

15.1.4. Unilever PLC

15.1.5. LVMH Moet Hennessy - Louis Vuitton

15.1.6. Chanel S.A. corporation

15.1.7. Planet Nails

15.1.8. Revlon, Inc.

15.1.9. Wella International

15.1.10. Get Blys Pty Limited

## **16. STRATEGIC RECOMMENDATIONS**

## **17. ABOUT US & DISCLAIMER**

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