

India Nail Care Market, By Product Type (Nail Polish, Nail Accessories, Nail Strengthener, Nail Polish Remover and Others (Artificial Nails, Nail Polish Accessories etc.), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others (Beauty Salons etc.)), By Region, Competition, Forecast & Opportunities, 2019-2029F

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Abstracts

The India nail care market is growing at a robust growth rate owing to due to growing customer awareness about personal grooming and hygiene, growing e-commerce industry, increasing number of working women, and increasing popularity of nail art.

India Nail Care Market Scope

Nails serves as a protective barrier for fingertips and can help in preventing injury or damage to the delicate skin on the fingertips. Overgrown or ingrown nails can be painful and uncomfortable. Nail care is the practice of maintaining the health and appearance of nails on the fingers and toes. Proper nail care involves regular cleaning, trimming, and moisturization of the nails and surrounding skin. Nailcare helps in preventing the spread of germs and bacteria. Consumers are becoming more inclined towards usage of nail care products due to growing awareness of the importance of maintaining good health of nails.

India Nail Care Market Overview

The nail care market in India has seen significant growth in recent years, driven by rising disposable income, increasing demand for natural and organic nail care products,

changing lifestyles, and increasing awareness of personal grooming. The availability of a wide range of nailcare products, including nail polish, nail accessories, nail strengthener, nail polish remover, artificial nails, nail polish accessories and nail art has also played a significant role in driving the growth of the market. Consumers have access to a variety of products that cater to different needs and preferences.

The rising living standards due to the increasing number of working professionals has huge impact on the sales of personal care products. Currently, 85% to 90% of women utilize nail care products worldwide. Additionally, a significant section of the younger generation has adopted nail care products due to existing and emerging fashion trends as well as nail art trends.

India Nail Care Market Drivers

The increasing number of working women in India has had a significant impact on the nail care market. As of 2021, women account for 22.9% of the workforce in India. Women who are working outside the home are more likely to have disposable income, which they use to purchase nail care products and services. This has led to an increase in the demand for professional nail care services such as manicures, pedicures, and nail extensions. Working women are also more likely to be time-constrained, which has led to an increase in the popularity of quick and easy nail care options such as gel nails and nail wraps. Most of the women believe that self-care practices are essential for adopting healthy lifestyle choices, and self-care rituals have an impact on their physical and mental well-being. One of the other reasons influencing market expansion is consumers' increasing attention to their physical appearance. Nail care products, such as nail polish, nail primers, and nail polish remover, are becoming more popular among women. Thus, increasing number of working women will drive the market of India nail care market.

India Nail Care Market Trends

Social media has been playing an important role in shaping consumer behavior in India's nail care market. With the growth of social media platforms like Instagram, Facebook, and TikTok, consumers are becoming more aware of new nail care trends and products. In recent years, social media influencers, beauty bloggers, and vloggers have been using these platforms to showcase new nail care products and techniques, which has helped to drive the growth of the Indian nail care market. Changing fashion trends and the growing influence of social media platforms have played a significant role in shaping consumer preferences in the nailcare market. Nail art has become a popular

trend in India, with many consumers opting for elaborate designs and patterns on their nails. Consumers are willing to spend more on high-quality nail care products that offer long-lasting results and good value for money. Thus, consumers are experimenting with new nail colors, designs, and styles, driving the demand for innovative and unique products.

India Nail Care Market Challenges

The availability of counterfeit nail care products is a challenge for the nail care market in India. They can be harmful to consumers, as they may contain harmful chemicals or be made in unsanitary conditions. Counterfeit products are a particular problem in India, as the country has a large unorganized sector, which makes it difficult for authorities to monitor and regulate the manufacture and sale of counterfeit products. In India, there is no regulated framework for nail care products. As a result, there may be a lack of quality control and safety issues, which may discourage customers from using nail care products. Counterfeit nail care products are often sold at a lower price than genuine products, which makes them attractive to consumers who are looking for a bargain. A large section of the population is highly price-conscious and tends to opt for affordable products, even if it means compromising on quality. Thus, availability of counterfeit products is challenge for India Nail Care Market.

Market Opportunities

The demand for natural and organic nail care products is growing at a faster rate in India. This can be attributed to several factors, including an increasing awareness of the harmful chemicals present in traditional nail care products and a growing interest in ethical and sustainable products. Consumers are increasingly seeking out natural and organic nail care products that are free from harmful chemicals like formaldehyde, toluene, and phthalates. Organic and vegan nail care products are perceived to be safer and healthier alternatives, as they are made from natural and plant-based ingredients that are less likely to cause skin irritation or allergic reactions. Moreover, the rise of the vegan movement in India has also contributed to the growing demand for vegan nail care products. Many consumers are now choosing to adopt a vegan lifestyle, which involves avoiding animal-derived products in all areas of their lives, including personal care products. Thus, demand for organic and vegan nail care products will grow at a faster rate in the forecasted period.

The growing e-commerce industry in India has also played a significant role in driving the growth of the nailcare market. Consumers can easily purchase nailcare products

online, which has made it more convenient and accessible for them to try new products and experiment with their nail care routine.

Market Segmentation

The India nail care market is segmented based on product type, distribution channel and region. Based on product type the market is segmented into nail polish, nail accessories, nail strengthener, nail polish remover and others (artificial nails, nail polish accessories etc.). Based on distribution channel the market is segmented into supermarkets/hypermarkets, specialty stores, online, others (beauty salons etc.). Based on region, the market is divided into north, south, east, west.

Company Profiles

Modi-Mundipharma Beauty Products Pvt. Ltd. (Revlon), Chanel (India) Private Limited, Amway India Enterprises Private Limited, Hindustan Unilever Limited (Lakme), Colorbar Cosmetics Private Limited, Oriflame India Private Limited, Lotus Herbals Pvt. Ltd., Brand Agency (London) Ltd (Ciate London), Pureplay Skin Sciences (India) Private Limited (Plum) and L'oreal India Private Limited and are some of the major players in the India Nail Care market.

Report Scope:

In this report, India nail care market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

India Nail Care Market, By Product Type:

Nail Polish

Nail Accessories

Nail Strengthener

Nail Polish Remover

Others (Artificial Nails, Nail Polish Accessories etc.)

India Nail Care Market, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Online

Others (Beauty Salons etc.)

India Nail Care Market, By Region:

North

West

South

East

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India nail care market.

Available Customizations:

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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