

# **India Nail Polish Market By Type (Gel, Matte, Pearl and Others), By Distribution Channel (Supermarkets/ Hypermarkets, Online, Traditional Stores, Exclusive Beauty Specialist Stores and Others), Competition, Forecast and Opportunities, 2024**

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## **Abstracts**

India nail polish market stood at \$ 88.6 million in 2018 and is projected to grow at a CAGR of over 10%, to reach \$ 143.6 million by 2024 on the back of growing demand for nail polish and nail care products, increasing middle class population, emergence of brands such as Nykaa and Purple into e-commerce space, along with increasing number of internet users emphasizing on online retail channel. Moreover, increasing demand for multiple variants has boosted the new product launches, thereby propelling Nail Polish market across the country. Moreover, several companies in the industry have resorted to revolutionize the current product line-up by improving packaging, product quality and launching region specific products. Also, adoption of marketing and distribution strategies by various nail polish companies across rural areas is expected to boost India nail polish market during forecast period as well.

India nail polish market can be segmented based on product type, distribution channel, and regional analysis. Based on product type, the market can be segmented into matte, gel, pearl and others.

The major players operating in India nail polish market include Lakme Lever Private Limited, L'Oreal India Pvt. Ltd, Oriflame India Private Limited, Unilever India Exports Limited, Lotus Herbals Private Limited, Bio Veda Action Research Co. (Biotique), Modi Revlon Pvt Ltd, Colorbar Cosmetics Pvt. Ltd., Shahnaz Husain Group of Companies. Major companies are developing advanced technologies and launching new products in order to stay competitive in the market. Other competitive strategies include mergers &

acquisitions and new product developments.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast India nail polish market size.

To define, classify and forecast India nail polish market on the basis of product type, distribution channel, region and company.

To scrutinize the detailed market segmentation and forecast the market size on the basis of product type, namely – Gel, Matte, Pearl and Others.

To analyze and forecast the market share for nail polish with respect to distribution channel, namely: Supermarket/Hypermarket, Online, Traditional stores, Exclusive beauty specialty stores and others.

To analyze and forecast the market share for nail polish with respect to region, namely: North, East, West and South.

To identify tailwinds and headwinds for the India nail polish market.

To evaluate pricing analysis in India nail polish market.

To strategically profile the leading players in the market, which are involved in the supply of nail polish market in the country.

India nail polish market is controlled by these major players, namely– Hindustan

Unilever Limited, L'oreal India Pvt. Ltd., Colorbar Cosmetics Private Limited, Oriflame India Private Limited, Avon Beauty Products India Private Limited, Amway India Enterprises Private Limited, Revlon Fashions Private Limited, Lotus Herbals Limited, etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of nail polish manufacturers and suppliers. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research was able to include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the product offerings, end use sector and regional presence of all major nail polish manufacturers/suppliers in the country.

TechSci Research calculated the market size for India nail polish market by using a bottom-up approach, wherein manufacturers' value shares data for product types were recorded and forecast for the future years. TechSci Research sourced these values from industry experts and company representatives and externally validated through analyzing historical sales data of respective manufacturers to arrive at the overall market size. Various secondary sources such as secondary sources directories, databases such as Company Annual Reports, World Bank, Industry Magazines, India Beauty and Hygiene Association, Retailers Association of India, Industry Reports, IBEF, News Dailies, Credible Paid Databases, Proprietary Database, etc., were also studied by TechSci Research.

#### Key Target Audience:

Nail polish manufacturers

Nail polish importers and suppliers

Research organizations and consulting companies

Organizations, forums and alliances related to nail polish

Government bodies such as regulating authorities and policy makers

Industry associations

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as air conditioner manufacturers, distributors and dealers, customers and policy makers, which market segments should be targeted over the coming years in order to strategize investments and capitalize on the growth of the market segment.

#### Report Scope:

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

#### Market, By Product Type:

Gel

Matte

Pearl

Others

#### Market, by Distribution Channel:

Supermarkets/Hypermarkets

Online Channels

Traditional Stores

Exclusive Beauty Specialist Stores

Others

#### Market, By Region:

North

West

South

East

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in India nail polish 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:

## Channel Partner Analysis

Detailed list of distributors and dealers across all major states.

## Company Information

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

## Contents

### 1. PRODUCT OVERVIEW

### 2. RESEARCH METHODOLOGY

### 3. EXECUTIVE SUMMARY

### 4. VOICE OF CUSTOMER

4.1. Factors Influencing Purchase Decision

4.2. Product Awareness

4.3. Brand Awareness

### 5. INDIA NAIL POLISH MARKET OVERVIEW

### 6. INDIA NAILCARE MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Product Type (Matte, Gel, Pearl, Others)

6.2.2. By Distribution Channel ((Supermarket/Hypermarket), Online, Traditional trade (Departments and grocery Stores), Multi branded beauty specialty stores, Exclusive beauty specialty stores, others)

6.2.3. By Region

6.2.4. By Company

### 7. INDIA GEL NAIL POLISH MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Distribution Channel

7.3. Pricing Analysis

### 8. INDIA MATTE MARKET OUTLOOK

8.1. Market Size & Forecast

- 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Distribution Channel
- 8.3. Pricing Analysis

## **9. INDIA PEARL MARKET OUTLOOK**

- 9.1 Market Size & Forecast
  - 9.1.1 By Value
- 9.2 Market Share & Forecast
  - 9.2.1 By Distribution Channel
- 9.3. Pricing Analysis

## **10. MARKET DYNAMICS**

- 10.1. Drivers
- 10.2. Challenges

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

## **12. SUPPLY CHAIN ANALYSIS**

## **13. POLICY & REGULATORY LANDSCAPE**

## **14. INDIA ECONOMIC PROFILE**

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Competition Outlook
- 15.2. Company Profiles
  - 15.2.1. Hindustan Unilever Limited
  - 15.2.2. Lakme Lever Private Limited
  - 15.2.3. L'Oreal India Pvt. Ltd.
  - 15.2.4. Colorbar Cosmetics Pvt. Ltd.
  - 15.2.5. Oriflame India Private Limited
  - 15.2.6. Revlon Fashions Private Limited
  - 15.2.7. Modi Revlon Pvt Ltd
  - 15.2.8. The Himalaya Drug Company
  - 15.2.9. Lotus Herbals Private Limited

15.2.10. Shahnaz Husain Group of Companies

## **16. STRATEGIC RECOMMENDATIONS**

(Note: The companies list can be customized based on the client requirements)



## List Of Figures

### LIST OF FIGURES

Figure 1: India Nail Polish Market Size, By Value, 2014-2024F (USD Million)

Figure 2: India Nail Polish Market Share, By Type, By Value, 2014-2024F

Figure 3: India Nail Polish Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 4: India Nail Polish Market Share, By Company, By Value, 2018

Figure 5: India Nail Polish Market Attractiveness Index, By Type, By Value, 2018E-2024F

Figure 6: India Nail Polish Market Attractiveness Index, By Distribution Channel, By Value, 2018E-2024F

Figure 7: India Gel Nail Polish Market Size, By Value, 2014-2024F (USD Million)

Figure 8: India Gel Nail Polish Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 9: India Matte Nail Polish Market Size, By Value, 2014-2024F (USD Million)

Figure 10: India Matte Nail Polish Market Share, By Distribution Channel, By Value, 2014-2024F

Figure 11: India Pearl Nail Polish Market Size, By Value, 2014-2024F (USD Million)

Figure 12: India Pearl Nail Polish Market Share, By Distribution Channel, By Value, 2014-2024F

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