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Nail Art Printer Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F Segmented By Product Type (Stamping Printers, Automatic Printers), By Type (Cord, Cordless), By Technology (Smart, Non-Smart), By Application (Residential, Commercial), By Distribution Channel (Online and Offline), By Region, Competition

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Abstracts

bal Nail Art Printer Market is anticipated to project robust growth in the forecast period due to the increasing spending power, rising adoption of the western lifestyle, increasing technological advancement and its rising use in salons and fashion stores.

A small, portable smart gadget that can imprint any design on the nail is called a nail art printer. The product can be used in different places, including commercial nail art services, wedding studios, and self-service nail art for individuals.

People are becoming more aware of their aesthetics as they consider their appearance an essential component of their personality. This has also increased the number of beauty salons, where women are encouraged to experiment with new cosmetic features, including nail art.

The market for nail art printers is expected to increase as a result of factors such as influence from western lifestyles, adoption of nail art printers in spas, fashion stores, beauty salons, nail salons, and wedding studios.

Increasing Influence of Social Media Platforms Will Boost the Market Growth

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Social media is the main channel for driving visitors to new businesses' websites. Primarily, social media networks are used by newly established ecommerce enterprises to get foothold. One of the most important tools for brands to interact with their target audience is social media. 86% of social media users follow companies they want to collaborate with. The largest beneficiaries of social media are companies with an online presence. According to studies, social media has an influence on 75.3% of consumers who make a certain purchase on e-commerce sites. The nail art printer industry has fast acquired popularity in both the commercial and residential sectors due to women's growing preference for cosmetics and personal care products. Because these devices can print designs faster than a nail artist, they enable nail art professionals to serve more consumers, making them believe that a nail art printer is a reasonable investment. Women's ties with fashion and beauty enthusiasts are being fostered by the growing significance of social media platforms, which help to raise awareness of new beauty-related technology. Furthermore, in today's fashion centric culture, more women are likely to use nail art printers due to their growing self-consciousness about their personalities and looks.

New Technologically Advanced Product Launches Will Fuel the Market Growth

The nail art industry has undergone a transformation due to constantly changing and improving nail art technology. The majority of professionals use these expensive devices. Natural manicure is a cultural bridge that cuts across the increasing global popularity of sculptured nails, fiberglass wraps, acrylic overlays, and nail art. In 2022, Nailbot introduced a new smartphone nail art printer. It only takes five seconds to print personalized quick nail art directly on fingernails. The Preemadonna network of innovative technologists that powers the Nailbot, encourages creativity and self-expression through their creations. The O2 nail art printer is considered as a proficient printer due to its ability to create high-quality nail art graphics.They print at the industry's current gold standard for resolution, 2400 dots per inch (DPI). Market players are rapidly refocusing their attention on research and innovation initiatives for the creation of technologically advanced nail art printers that could more effectively break into the market. This is probably going to fuel the global market's future expansion.

Growing Popularity of Anime-Inspired Nail Art Will Expand the Market Growth

Japanese nail artists have gained popularity in recent years for their 3D nail designs, which can be used to achieve a variety of effects. Though, the Harajuku fashion trend of the 1990s and 2000s have changed but still, Japanese nail artists have an unique 'kawaii' element Japanese nail art with anime influences has gained popularity among

people all over the world. The Japanese culture has influenced the idea of self-expression through 3D scrylic and gel nail art. A wide populace, including millennials, teenagers, and seniors, also follows various anime trends. This has further turned into a rising market for nail designers who want to imprint anime designs on clients' nails, capitalizing on the appeal of anime animation. Thus, rising demand of anime inspired nail art will fuel the market growth in the forecasted period.

Market Segmentation

The nail art printer market is segmented based on product type, type, technology, application, and distribution channel. Based on product type, the market is segmented into stamping printers and automatic printers. Based on type, the market is segmented into cord and cordless. Based on technology, the market is segmented into smart and non-smart. Based on application, the market is segmented into residential and commercial. Based on distribution channels, the market is fragmented into online and offline. On the basis of region, the market is segmented into Asia-Pacific, North America, Europe, Middle East & Africa and South America.

Company Profiles

Funai Electric Co., Ltd., Guangzhou Taiji Electronic Co., Ltd (O'2nails), Shenzhen Tuoshi Network Communications Co., Ltd., Koncare Technology (China) Co., Ltd. (Nailgogo), Guangzhou Yinghe Electronic Instruments Co., Ltd, Koizumi Seiki Co., Ltd., Loft Crag N.I Ltd (Fingernails2Go), AutoNail Rabbit, BEAUTY-4U and Qingdao Magnetic Digital Co., Ltd, are among the major market players in the global platform that lead the market growth of the global nail art printer market.

Report Scope:

In this report, the global Nail Art Printer market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Nail Art Printer Market, By Product Type:

Stamping Printers

Automatic Printers

Global Nail Art Printer Market, By Type:

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Cord

Cordless

Global Nail Art Printer Market, By Technology:

Smart

Non-Smart

Global Nail Art Printer Market, By Application:

Residential

Commercial

Global Nail Art Printer Market, By Distribution Channel:

Online

Offline

Global Nail Art Printer Market, By Region:

Asia-Pacific

China

South Korea

Japan

India

Indonesia

North America

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United States

Canada

Mexico

Europe

Germany

France

United Kingdom

Italy

Spain

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

South America

Brazil

Argentina

Colombia

Competitive Landscape

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Company Profiles: Detailed analysis of the major companies present in the global nail art printer 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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16.1.9.4. Key Market Focus & Geographical Presence
16.1.9.5. Recent Developments

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16.1.10.4. Key Market Focus & Geographical Presence
16.1.10.5. Recent Developments
16.1.10.6. Key Management Personnel

17. STRATEGIC RECOMMENDATIONS/ACTION PLAN

17.1. Key Focus Areas
17.2. Target Product Type
17.3. Target Distribution Channel

18. ABOUT US & DISCLAIMER

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