

Nail Care Market Size, Trends, Analysis, and Outlook By Product (Nail polish, Nail accessories and implements, Nail polish remover, Nail strengthener, Others), By Distribution Channel (Offline, Online), by Country, Segment, and Companies, 2024-2032

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Abstracts

Global Nail Care Market Size is valued at \$22.8 Billion in 2024 and is forecast to register a growth rate (CAGR) of 5.4% to reach \$34.7 Billion by 2032.

The nail care market is expanding as consumers seek effective and stylish nail products. The trend towards natural and cruelty-free formulations is driving market growth. Innovations in product formulations, packaging, and marketing strategies are enhancing market potential, encouraging brands to develop diverse nail care offerings.

Nail Care Market Drivers, Trends, Opportunities, and Growth Opportunities

The comprehensive report presents unique market trends and challenges shaping the outlook for industry stakeholders. The Future of Nail Care survey report provides the market size outlook across types, applications, and segments globally and regionally. It also offers data-driven insights and actionable recommendations for companies in the Nail Care industry.

Key market trends defining the global Nail Care demand in 2025 and Beyond

The Nail Care industry remains an attractive hub for both domestic and global vendors. As we enter 2025, demand from end-user sectors, changes in consumption patterns, new product launches, and widening distribution channels will play major roles.

Nail Care Market Segmentation- Industry Share, Market Size, and Outlook to 2032

Rising demand for diverse products and applications fuels the increased investments in niche segments. Leading companies focus on generating a large share of their future revenue growth by expanding into these niche segments. The report presents a market size outlook across segments, supporting companies scaling up production with a focus on potential countries.

Key strategies adopted by companies within the Nail Care industry

Leading Nail Care companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions. In particular, companies that leverage advanced technologies to achieve operational excellence are set to gain significant revenues. The report details the key strategies adopted by the top 10 Nail Care companies.

Nail Care Market Study- Strategic Analysis Review

The market research report dives deep into qualitative factors shaping the market, empowering you to make informed decisions.

- Industry Dynamics: Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.
- Strategic Insights: Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.
- Internal Strengths and Weaknesses: Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.
- Future Possibilities: Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Nail Care Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Nail Care industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. With actual data for 2023, the report

forecasts the market size outlook from 2024 to 2032 in three scenarios: low case, reference case, and high case.

Nail Care Country Analysis and Revenue Outlook to 2032

The report analyzes 22 countries worldwide, including key driving forces and market size outlook from 2021 to 2032. Additionally, it includes region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America. For each region, the market size outlook by segments is forecast for 2032.

North America Nail Care Market Size Outlook- Companies plan for focused investments in a changing environment

The US remains the market leader in North America, driven by a large consumer base, well-established providers, and strong infrastructure. Leading companies focus on new product launches in a changing environment. The US GDP is expected to grow from \$28,781.1 Billion in 2024 to \$36,621 Billion in 2030, driving demand for various Nail Care market segments. Similarly, strong market demand encourages Canadian Nail Care companies to invest in niche segments. Mexico's investment in technological advancements positions it for significant market expansion.

Europe Nail Care Market Size Outlook- Companies investing in assessing consumers, categories, competitors, and capabilities.

The German Nail Care industry remains the major market for companies in the European Nail Care industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of vendors in identifying and leveraging new growth prospects positions the European Nail Care market fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and addressing niche consumer segments.

Asia Pacific Nail Care Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing pool of consumer base, robust consumption expenditure, and increasing investments in manufacturing drive the demand for Nail Care in Asia Pacific. In particular, China, India, and South East Asian Nail Care markets present a compelling

outlook for 2032, attracting both domestic and multinational vendors seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate market changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major countries in the APAC region.

Latin America Nail Care Market Size Outlook- Continued urbanization and rising income levels

Rising income levels contribute to higher purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

Middle East and Africa Nail Care Market Size Outlook- continues its upward trajectory across segments.

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Nail Care market potential. Fuelled by increasing consumption expenditure of individuals and growing population drive the demand for Nail Care.

Nail Care Company Profiles

The global Nail Care market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. The leading companies included in the study are American International Industries, Amorepacific Corp, Amway Corp, Beiersdorf AG, Brandloft Ltd, CHANEL Ltd, Edgewell Personal Care Co., L'Oréal S.A., LVMH Moët Hennessy Louis Vuitton SE, Nails.INC Ltd, Natura and Co Holding SA, Olive and June LLC, Oriflame Holding AG, Revlon Inc, Shiseido Co. Ltd.

Recent Nail Care Market Developments

The global Nail Care market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals,

and other updates in the industry.

Nail Care Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2032 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

Market Segmentation:

Product

Nail polish

Nail accessories and implements

Nail polish remover

Nail strengthener

Others

Distribution Channel

Offline

Online

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

American International Industries

Amorepacific Corp

Amway Corp

Beiersdorf AG

Brandloft Ltd

CHANEL Ltd

Edgewell Personal Care Co.

L'Oréal S.A.

LVMH Moët Hennessy Louis Vuitton SE

Nails.INC Ltd

Natura and Co Holding SA

Olive and June LLC

Oriflame Holding AG

Revlon Inc

Shiseido Co. Ltd

Formats Available: Excel, PDF, and PPT

Contents

CHAPTER 1: EXECUTIVE SUMMARY

- 1.1 Study Scope
- 1.2 Market Definition
- 1.3 Report Guide
 - 1.3.1 Country Coverage
 - 1.3.2 Companies Profiled
 - 1.3.3 Study Period: 2018 to 2023 and 2024 to 2032
 - 1.3.4 Units
- 1.4 Abbreviations

CHAPTER 2. NAIL CARE MARKET OVERVIEW- 2025

- 2.1 An Introduction to the Global Nail Care Markets
- 2.2 Key Statistics
- 2.3 Region Benchmarking, 2024
- 2.4 Country Positioning Matrix, 2024

CHAPTER 3. STRATEGIC ANALYSIS REVIEW

- 3.1 Nail Care Industry Stakeholders
- 3.2 Value Chain Analysis
- 3.3 Porter's Five Forces Analysis
- 3.4 SWOT Profile
- 3.5 Recent Market Developments

CHAPTER 4. IMPACT ANALYSIS AND SCENARIO FORECASTS

- 4.1 Russia-Ukraine Conflict Analysis
- 4.2 COVID-19: Post Pandemic Recovery Analysis
- 4.3 US Inflation and Sluggish Growth in China
- 4.4 Focus on Sustainability
- 4.5 Low Growth Case Scenario: Global Nail Care Market Outlook to 2032
- 4.6 Reference Case Scenario: Global Nail Care Market Outlook to 2032
- 4.7 High Growth Case Scenario: Global Nail Care Market Outlook to 2032

CHAPTER 5: NAIL CARE MARKET DYNAMICS

Nail Care Market Size, Trends, Analysis, and Outlook By Product (Nail polish, Nail accessories and implements,...

- 5.1 Key Nail Care Market Trends
- 5.2 Potential Nail Care Market Opportunities
- 5.3 Key Market Challenges

CHAPTER 6: GLOBAL NAIL CARE MARKET ANALYSIS AND OUTLOOK TO 2032

- 6.1 Global Market Outlook by Segments, 2021 to 2032
- 6.2 Product
 - Nail polish
 - Nail accessories and implements
 - Nail polish remover
 - Nail strengthener
 - Others
- Distribution Channel
 - Offline
 - Online
- 6.3 Global Market Outlook by Region, 2021 to 2032

CHAPTER 7: NORTH AMERICA NAIL CARE MARKET ANALYSIS AND OUTLOOK TO 2032

- 7.1 North America Market Outlook by Segments, 2021- 2032
- 7.2 Product
 - Nail polish
 - Nail accessories and implements
 - Nail polish remover
 - Nail strengthener
 - Others
- Distribution Channel
 - Offline
 - Online
- 7.3 North America Market Outlook by Country, 2021- 2032
 - 7.3.1 United States Nail Care Market Size Forecast, 2021- 2032
 - 7.3.2 Canada Nail Care Market Size Forecast, 2021- 2032
 - 7.3.3 Mexico Nail Care Market Size Forecast, 2021- 2032

CHAPTER 8: EUROPE NAIL CARE MARKET ANALYSIS AND OUTLOOK TO 2032

8.1 Europe Market Outlook by Segments, 2021- 2032

8.2 Product

Nail polish

Nail accessories and implements

Nail polish remover

Nail strengthener

Others

Distribution Channel

Offline

Online

8.3 Europe Market Outlook by Country, 2021- 2032

8.3.1 Germany Nail Care Market Size Forecast, 2021- 2032

8.3.2 France Nail Care Market Size Forecast, 2021- 2032

8.3.3 United Kingdom Nail Care Market Size Forecast, 2021- 2032

8.3.4 Spain Nail Care Market Size Forecast, 2021- 2032

8.3.5 Italy Nail Care Market Size Forecast, 2021- 2032

8.3.6 Russia Nail Care Market Size Forecast, 2021- 2032

8.3.7 Rest of Europe Nail Care Market Size Forecast, 2021- 2032

CHAPTER 9: ASIA PACIFIC NAIL CARE MARKET ANALYSIS AND OUTLOOK TO 2032

9.1 Asia Pacific Market Outlook by Segments, 2021- 2032

9.2 Product

Nail polish

Nail accessories and implements

Nail polish remover

Nail strengthener

Others

Distribution Channel

Offline

Online

9.3 Asia Pacific Market Outlook by Country, 2021- 2032

9.3.1 China Nail Care Market Size Forecast, 2021- 2032

9.3.2 India Nail Care Market Size Forecast, 2021- 2032

9.3.3 Japan Nail Care Market Size Forecast, 2021- 2032

9.3.4 South Korea Nail Care Market Size Forecast, 2021- 2032

9.3.5 Australia Nail Care Market Size Forecast, 2021- 2032

9.3.6 South East Asia Nail Care Market Size Forecast, 2021- 2032

9.3.7 Rest of Asia Pacific Nail Care Market Size Forecast, 2021- 2032

CHAPTER 10: SOUTH AMERICA NAIL CARE MARKET ANALYSIS AND OUTLOOK TO 2032

10.1 South America Market Outlook by Segments, 2021- 2032

10.2 Product

Nail polish

Nail accessories and implements

Nail polish remover

Nail strengthener

Others

Distribution Channel

Offline

Online

10.3 South America Market Outlook by Country, 2021- 2032

10.3.1 Brazil Nail Care Market Size Forecast, 2021- 2032

10.3.2 Argentina Nail Care Market Size Forecast, 2021- 2032

10.3.3 Rest of South America Nail Care Market Size Forecast, 2021- 2032

CHAPTER 11: MIDDLE EAST AND AFRICA NAIL CARE MARKET ANALYSIS AND OUTLOOK TO 2032

11.1 Middle East and Africa Market Outlook by Segments, 2021- 2032

11.2 Product

Nail polish

Nail accessories and implements

Nail polish remover

Nail strengthener

Others

Distribution Channel

Offline

Online

11.3 Middle East and Africa Market Outlook by Country, 2021- 2032

11.3.1 Saudi Arabia Nail Care Market Size Forecast, 2021- 2032

11.3.2 The UAE Nail Care Market Size Forecast, 2021- 2032

11.3.3 Rest of Middle East Nail Care Market Size Forecast, 2021- 2032

11.3.4 South Africa Nail Care Market Size Forecast, 2021- 2032

11.3.4 Rest of Africa Nail Care Market Size Forecast, 2021- 2032

CHAPTER 12: COMPETITIVE LANDSCAPE

12.1 Competitive Analysis- Product Profile, SWOT, Financial Profiles

12.2 Key Companies Profiled in the Study

12.3 American International Industries

Amorepacific Corp

Amway Corp

Beiersdorf AG

Brandloft Ltd

CHANEL Ltd

Edgewell Personal Care Co.

L'Oréal S.A.

LVMH Moët Hennessy Louis Vuitton SE

Nails.INC Ltd

Natura and Co Holding SA

Olive and June LLC

Oriflame Holding AG

Revlon Inc

Shiseido Co. Ltd

CHAPTER 13: SOURCES AND RESEARCH METHODOLOGY

13.1 Primary and Secondary Sources

13.2 Research Methodology

13.3 Data Triangulation and Validation

13.4 Assumptions and Limitations

13.5 Forecast Methodology

Appendix

A: Highlights of the Q4-2024 Version

B: Conclusion and Future Recommendations

C: Customization Options

D: Contact Information

List Of Figures

LIST OF FIGURES

- Figure 1: Country Analysis: Largest Market Share (%) - 2024 vs. 2032
- Figure 2: GDP (Current Prices) Outlook by Country, 2010- 2032
- Figure 3: Population Outlook by Country, 2010- 2032
- Figure 4: Inflation Outlook by Country (%), 2024- 2032
- Figure 5: Global Nail Care Market Outlook by Type, 2021- 2032
- Figure 6: Global Nail Care Market Outlook by Application, 2021- 2032
- Figure 7: Global Nail Care Market Outlook by Region, 2021- 2032
- Figure 8: North America Nail Care Market Snapshot, Q4-2024
- Figure 9: North America Nail Care Market Size Forecast by Type, 2021- 2032
- Figure 10: North America Nail Care Market Size Forecast by Application, 2021- 2032
- Figure 11: North America Nail Care Market Share by Country, 2023
- Figure 12: Europe Nail Care Market Snapshot, Q4-2024
- Figure 13: Europe Nail Care Market Size Forecast by Type, 2021- 2032
- Figure 14: Europe Nail Care Market Size Forecast by Application, 2021- 2032
- Figure 15: Europe Nail Care Market Share by Country, 2023
- Figure 16: Asia Pacific Nail Care Market Snapshot, Q4-2024
- Figure 17: Asia Pacific Nail Care Market Size Forecast by Type, 2021- 2032
- Figure 18: Asia Pacific Nail Care Market Size Forecast by Application, 2021- 2032
- Figure 19: Asia Pacific Nail Care Market Share by Country, 2023
- Figure 20: South America Nail Care Market Snapshot, Q4-2024
- Figure 21: South America Nail Care Market Size Forecast by Type, 2021- 2032
- Figure 22: South America Nail Care Market Size Forecast by Application, 2021- 2032
- Figure 23: South America Nail Care Market Share by Country, 2023
- Figure 24: Middle East and Africa Nail Care Market Snapshot, Q4-2024
- Figure 25: Middle East and Africa Nail Care Market Size Forecast by Type, 2021- 2032
- Figure 26: Middle East and Africa Nail Care Market Size Forecast by Application, 2021- 2032
- Figure 27: Middle East and Africa Nail Care Market Share by Country, 2023
- Figure 28: United States Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 29: Canada Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 30: Mexico Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 31: Germany Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 32: France Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 33: United Kingdom Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 34: Spain Nail Care Market Size Outlook, \$ Million, 2021- 2032

- Figure 35: Italy Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 36: Russia Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 37: Rest of Europe Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 38: China Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 39: India Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 40: Japan Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 41: South Korea Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 42: Australia Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 43: South East Asia Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 44: Rest of APAC Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 45: Brazil Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 46: Argentina Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 47: Rest of LATAM Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 48: Saudi Arabia Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 49: UAE Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 50: South Africa Nail Care Market Size Outlook, \$ Million, 2021- 2032
- Figure 51: Research Methodology
- Figure 52: Forecast Methodology

List Of Tables

LIST OF TABLES

- Table 1: Market Scope and Segmentation
- Table 2: Global Nail Care Market Size Outlook, \$Million, 2021 to 2032
- Table 3: Low Case Scenario Forecasts
- Table 4: Reference Case Scenario Forecasts
- Table 5: High Growth Scenario Forecasts
- Table 6: Global Nail Care Market Size Outlook by Segments, 2021- 2032
- Table 7: Global Nail Care Market Size Outlook by Region, 2021- 2032
- Table 8: Country Mapping, 2023 vs. 2032
- Table 9: North America- Nail Care Market Outlook by Type, 2021- 2032
- Table 10: North America- Nail Care Market Outlook by Country, 2021- 2032
- Table 11: Europe - Nail Care Market Outlook by Type, 2021- 2032
- Table 12: Europe - Nail Care Market Outlook by Country, 2021- 2032
- Table 13: Asia Pacific - Nail Care Market Outlook by Type, 2021- 2032
- Table 14: Asia Pacific - Nail Care Market Outlook by Country, 2021- 2032
- Table 15: South America- Nail Care Market Outlook by Type, 2021- 2032
- Table 16: South America- Nail Care Market Outlook by Country, 2021- 2032
- Table 17: Middle East and Africa - Nail Care Market Outlook by Type, 2021- 2032
- Table 18: Middle East and Africa - Nail Care Market Outlook by Country, 2021- 2032
- Table 19: Business Snapshots of Leading Nail Care Companies
- Table 20: Product Profiles of Leading Nail Care Companies
- Table 21: SWOT Profiles of Leading Nail Care Companies

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