

Nail Color and Care - US - January 2013

Scope and Themes



“The nail color and care category has experienced strong growth since 2007, with growth forecast through 2017. However, the industry will face challenges as the category becomes more competitive and saturated. New products are critical to category growth, but reaching out to growing segments like multiculturals and older women will be essential in maintaining the momentum currently being enjoyed by the category.”

– Shannon Romanowski, Beauty & Personal Care Analyst

In this report we answer the key questions:

- **Growth in the nail care category has been very strong over recent years, but as the category becomes more competitive, how can current momentum be sustained?**
- **The nail category benefited from the weak economy, but as levels of disposable income begin to increase and confidence in the economy improves, how will the at-home nail market respond?**
- **Consumers are connecting with brands and retailers outside of the traditional in-store experience. What role will technology play in the nail color and care category?**

The nail color and care category benefited from the economic recession as women reined in spending and turned to affordable indulgences like at-home nail care. The category has grown by roughly 72% since 2007 with sales expected to reach \$2.5 billion by the end of 2012. Nail polish is accessible to many women and offers them the opportunity to indulge in beauty and fashion trends without spending a lot of money. In addition, the category has experienced strong momentum due to product innovations that allow women to replicate salon services at home, like gel manicures, as well as product launches including special effect polishes, nail art, and

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market.

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nail strips. The affordability and accessibility of nail products combined with new product innovations have generated strong consumer interest in the category, with momentum expected to continue through 2017.

This report builds on the analysis presented in Mintel's *Hand and Nail Care and Color—U.S., January 2011* and the June 2009 report of the same title, as well as *Nail Color and Care—U.S., June 2006* and the January 2004 and December 2002 reports of the same title.

This report covers the U.S. market for nail color and care products and includes products specifically intended for use on the nails, not the hands or other parts of the body. Mintel defines the nail color and care market as follows:

- Nail polishes (includes clear and colored products)
- Nail treatments (i.e., nail strengtheners)
- Artificial nails (i.e., nail tip kits, press-on nails, and acrylic nails)
- Nail tools and implements (i.e., cuticle trimmers, nail clippers, and nail files)
- Nail polish removers (includes both acetone and non-acetone polish removers)

This definition does not include any nail services done at professional salons/retail outlets.

Value figures throughout this report are at retail selling prices (rsp) excluding sales tax unless otherwise stated.

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