

Nail Color and Care - US - January 2020

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"To prevent the nail color and care market from further declines, brands in this space must alleviate concerns over chemicals and nail damage. The growing shift in preferences from nail polish to alternatives demonstrates opportunities for growth."

- Clare Hennigan, Senior Beauty & Personal Care Analyst

This report looks at the following areas:

- Engagement among women is declining
- Salon services take share from at-home market
- Concerns surrounding damage and chemicals hinder growth
- Social media adds education and entertainment back into the category
- At-home nail polish alternatives resonate with consumers
- Niche audiences present opportunities for growth

After a dip in sales during 2015-16, the market stabilized in 2018. However, Mintel predicts the boost will be short-lived, with the market expected to decline through 2024. Nail polish, the largest segment in the market, has struggled due to competition from artificial nails and a move to more natural nails. Concerns surrounding chemicals and damage to real nails cast a shadow on the category, highlighting opportunities to reinvigorate the category by alleviating these concerns.

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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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