

Nail Colour - UK - January 2015

Report Price: £1750.00 | \$2834.04 | €2223.04

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"Following strong growth in the nail colour market of 7% from 2012-13 to £244 million, driven by fashion favouring nail art and new textures and effects, sales stalled in 2014 at £245 million, the result of women amassing large collections of nail varnishes that are not regularly used."

- Charlotte Libby, Senior Beauty Analyst

This report looks at the following areas:

- Cannibalising sales from multifunctional and long lasting products
- Encouraging users to trade up
- Evolving fashions could push users out of the category
- An ageing population threatens the market

The sector has become increasingly saturated in terms of colours and textures, but there is a movement towards more professional products for home use. Significant sales growth has been seen for more expensive gel nail systems for example, however brands should be cautious of cannibalising product sales with new innovations that reduce usage and repertoire in the long term.

Products covered in this report

The nail colour cosmetics market includes nail varnishes and polishes, hardeners and strengtheners, and base and top coats.

The wider nail colour and care market includes artificial nails and accessories (including nail wraps and appliqué sets), nail oil, cuticle removers, Gel nail systems (UV/LED lamp based) and polishes, nail polish remover and other nail treatments. However, although these areas are discussed in the context of this report, and their value sales for 2013-14 are detailed, Mintel has not forecasted the growth of these segments.

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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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