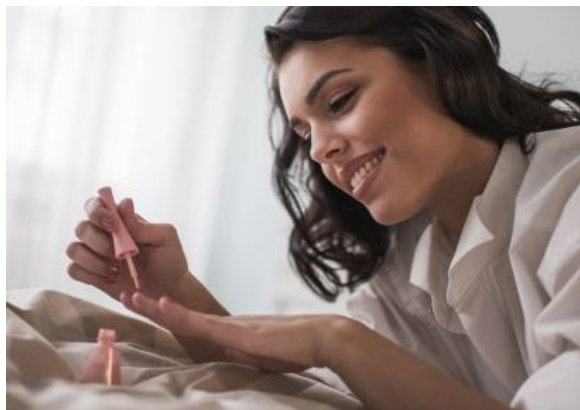


Nail Color and Care - US - January 2018

Report Price: £2958.60 | \$3995.00 | €3329.61

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The nail care and color market has declined since 2014, with substantial losses in the key segment, nail color. While category engagement is struggling as a whole, consumer concern around the damage of frequent polishing and growing interest in ingredient formulations is evident in the success of artificial nails and color-plus-treatment polishes.

This report looks at the following areas:

- Cyclical nature of the category has led to a decline in sales
- Women are less engaged than a year ago
- Concerns about damage could be steering women away from gel polish

The nail care and color market has declined since 2014, with substantial losses in the key segment, nail color. While category engagement is struggling as a whole, consumer concern around the damage of frequent polishing and growing interest in ingredient formulations is evident in the success of artificial nails and color-plus-treatment polishes. Finding new ways to promote nail launches and highlighting free-from claims present key opportunities and could help invigorate the category.

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Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Cyclical nature of the category has led to a decline in sales

Figure 1: Total US sales and fan chart forecast of nail color and care, at current prices, 2012-22

Women are less engaged than a year ago

Figure 2: Nail routine involvement, October 2017

Concerns about damage could be steering women away from gel polish

Figure 3: Attitudes toward nail damage and ingredient safety, by age, October 2017

The opportunities

Back to basics, with benefits

Figure 4: Nail product usage, October 2017

Pop-up shops could be a way to boost product usage

Hispanic women remain engaged in nail trends

Figure 5: Select nail product usage, by Hispanic origin, October 2017

What it means

The Market – What You Need to Know

Nail color and care market in decline

Largest segment experiences largest loss

Salon services are in decline, involvement among affluent women stagnant

Growth in aging and Hispanic populations

Market Size and Forecast

Historic and projected sales performance of nail color and care

Figure 6: Total US sales and fan chart forecast of nail color and care, at current prices, 2012-22

Figure 7: Total US sales and forecast of nail color and care, at current prices, 2012-22

Market Breakdown

Nail polish sees largest sales drop

Figure 8: Share of nail color and care sales, by segment, at current prices, 2017

Artificial nails get a boost

Figure 9: Total US retail sales of nail color and care, by segment, at current prices, 2015 and 2017

Market Perspective

Salon services also struggling to bolster engagement

Figure 10: Nail services done at a salon, November 2014, October 2015, and October 2017

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Middle-income women more engaged in some salon services

Figure 11: Select nail services done at a salon, by household income, October 2017

Figure 12: Select nail routine involvement, by household income, October 2017

Market Factors

Growth in aging population

Figure 13: Female population by age, 2012-22

Rising consumer confidence

Figure 14: Consumer Sentiment Index, Oct 2010-Oct 2017

Hispanic population projects highest growth

Figure 15: Population by race and Hispanic origin, 2012-22

Key Players – What You Need to Know

MULO sales align with decline in consumer engagement

Concerns regarding nail damage see sales success

Nail products associated with gel manicures struggling

Opportunities to think outside of the bottle may change consumer skepticism

Company and Brand Sales of Nail Color and Care

MULO sales indicative of total market

Kiss Products post growth with gains in accessories and artificial nails

Sales of nail color and care by company

Figure 16: MULO sales of nail color and care, by leading companies, rolling 52 weeks 2016 and 2017

What's Working?

Innovations in artificial nails see success

Figure 17: MULO sales of artificial nails and accessories, by leading companies and brands, rolling 52 weeks 2016 and 2017

Polish with treatment claims growing in sales

What's Struggling?

Gel nail polish loses shine

Figure 18: Nail services done at-home, November 2014, October 2015, and October 2017

Treatments associated with gel losing share to polish with benefits

Figure 19: MULO sales of nail treatments, by leading companies and brands, rolling 52 weeks 2016 and 2017

What's Next?

Free-from ingredient claims provide opportunity to make polish "safe"

Cruelty-free claims shift from face to nails

Figure 20: Select nail polish claims, by highest percentage growth, Jan 2013-Dec 2017*

Pop-up shops provide a unique, exclusive experience for younger generations

Figure 21: Break Records, Not Nails | #OPIWorldRecord, 2017

The Consumer – What You Need to Know

At home, traditional nail services beat out trendy

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- Traditional nail products stay on top
- Mass merchandisers most popular shopping destination
- Women spending less time at the salon, less money on products
- Appropriate color top reason for choosing polish
- Concerns over polishing and nail health are growing

Nail Services

- Single-color manicures and pedicures remain most popular services
Figure 22: Nail services done, salon vs at-home, October 2017
- Younger women more likely to do nail services at home
Figure 23: Nail services done, at-home, by age, October 2017
- Hispanic women over index for at-home nail services
Figure 24: Nail services done, at-home, by race and Hispanic origin, October 2017

Nail Product Usage

- Nail staples have higher usage than specialty products
Figure 25: Nail product usage, October 2017
- Staples see high usage, women aged 55+ heavy users
Figure 26: Nail product usage, by age, October 2017
- Engagement higher among Black and Hispanic women
Figure 27: Nail product usage, by race and Hispanic origin, October 2017

Retailers Shopped

- Mass merchandisers and drug stores encourage impulse buys
Figure 28: Retailers shopped, October 2017
- Majority of purchases occur in-store
Figure 29: In-store vs. online purchase, October 2017
- Online shoppers visit more retailers compared to in-store
Figure 30: Select retailers shopped, by in-store vs. online purchase, October 2017
- Women tend to follow the purchase patterns of their respective age groups
Figure 31: Retailers shopped, by age, October 2017
- Hispanics seek out variety of retailers to find products
Figure 32: Retailers shopped, by race and Hispanic origin, October 2017

Involvement in Nail Routines

- Women spending less time at the salon, less money on products
Figure 33: Nail routine involvement, October 2017
- 25-44-year-olds spending more time researching and experimenting
Figure 34: Nail routine involvement – More or less time spent, by age, October 2017
- Hispanic women spend more time on nail trends
Figure 35: Nail routine involvement – More or less time spent, by race and Hispanic origin, October 2017

Reasons for Choosing Nail Polish

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Appropriate color top reason for choosing polish

Figure 36: Reasons for choosing nail polish, by rank, October 2017

Mature women play it safe with color, younger groups follow trends

Figure 37: Reasons for choosing nail polish, any rank (net), by age, October 2017

Hispanic women are trend-driven, willing to try new looks

Figure 38: Reasons for choosing nail polish, any rank (net), by race and Hispanic origin, October 2017

Attitudes toward Nail Products

Ingredient safety a growing concern, some skepticism regarding efficacy

Figure 39: Attitudes towards nail products, October 2015 and October 2017

18-34-year-olds interested but skeptical about natural

Figure 40: Attitudes towards nail products, by age, October 2017

Black women more concerned with natural than other groups

Figure 41: Attitudes towards nail products, by race and Hispanic origin, October 2017

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Consumer qualitative research

Abbreviations and terms

Abbreviations

Appendix – The Market

Figure 42: Total US sales and forecast of nail color and care, at inflation-adjusted prices, 2012-22

Figure 43: Total US retail sales of nail color and care, by segment, at current prices, 2012-17

Appendix – Key Players

Figure 44: MULO sales of nail polish, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 45: MULO sales of nail accessories and implements, by leading companies and brands, rolling 52 weeks 2016 and 2017

Figure 46: MULO sales of nail polish removers, by leading companies and brands, rolling 52 weeks 2016 and 2017

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