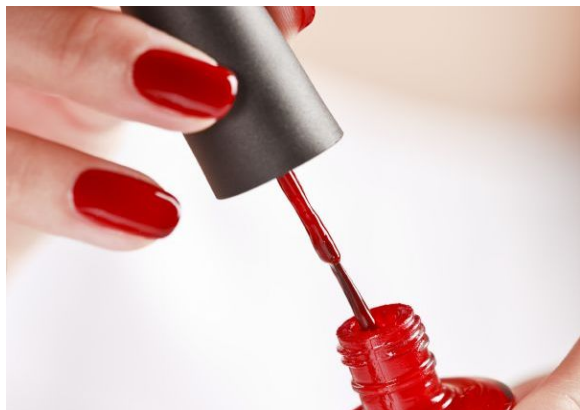


Nail Color and Care - US - January 2016

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"Although growth in the nail care and color market has slowed since 2013, interest in gel polish manicures, nail treatments, and more natural nail care represent key opportunities. Effective outreach to Millennials, moms, and Hispanics via product offerings, digital technology, and targeted marketing can help revitalize the market."

- Shannon Romanowski, Category Manager,
Beauty and Personal Care

This report looks at the following areas:

- Cyclical trends have led to a downturn in the market since 2013
- Nail polish segment struggles
- Declining engagement among trend-driven teens

This report covers the US 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. Salon nail services are excluded from the market size, segment performance, and brand sections of this report but are covered in the consumer and market perspective sections.

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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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