

# Nail Color and Care - US - February 2021

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## This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the nail color and care market
- How the market will fare in a post-COVID-19 down economy
- Motivations and barriers toward at-home care post-pandemic
- Attitudes toward press-on nails and at-home care
- Product claims and interest in nail color and care innovations



"The nail color and care market is ripe for innovation. While the pandemic has lifted sales, category frustrations and shifting product usage preferences among younger adults challenge continued strong growth. To sustain market momentum, brands must develop products that meet the next generation's needs and expectations."  
 - Clare Hennigan, Senior Beauty Analyst

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