

Nail Color and Care - US - 2022

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This report looks at the following areas:

- The usage of nail services
- Nail color and care product usage
- Any changes in consumer nail polishing or treating behavior
- Attitudes toward nail color and care

As some consumers returned to their old habits in 2021, the nail color and care market maintained higher sales, but not 2020 levels. DIY nail enthusiasts are expected to continue their at-home habits, but overall satisfaction with manicure and pedicure quality are still impediments to full DIY adoption. Brands have the opportunity to create a more salon-like experience at home, while embracing new and creative ways for consumers to color their nails. Nail treatments and color that incorporate skincare ingredients also have the potential to increase engagement in a category that has typically struggled in the past decade.



“There are a number of opportunities for nail brands – from cross-category collaboration, to increased environmental sustainability efforts. Technology will also increasingly play a role in nail color application, while innovative skincare ingredients are changing what’s inside a nail color or treatment bottle.”

– Jennifer White Boehm,
Director, BPCH Reports

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