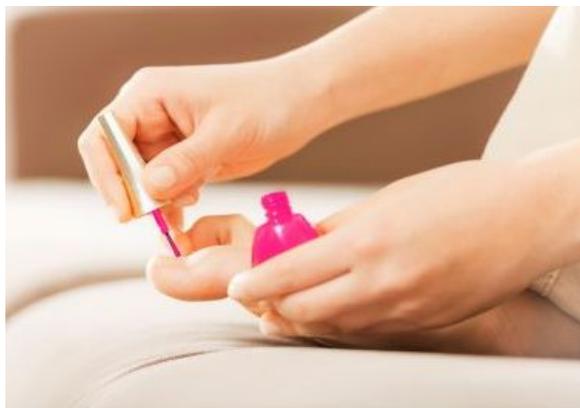


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“The nail category has typically focused on appealing to young women with new products that are trend-driven and encourage experimentation in order to drive growth and generate enthusiasm. Going forward, the category may want to better align with the needs of older and multicultural women while also introducing tools to help women achieve salon-quality looks at home.”
Shannon Romanowski, Beauty and Personal Care

This report looks at the following areas:

- What are the opportunities to engage older women in the nail category?
- What impact are gel manicures having on the at-home nail category?
- How can the category combat competition from the salon, along with slowed rates of growth?

After years of stellar growth, sales have begun to moderate in the nail category due to an increasingly saturated product landscape combined with the competitive threat posed by salon nail services. Current population and economic trends could also negatively impact the category, since usage of at-home nail products typically declines among older and more affluent consumer groups.

Despite a slowdown in sales, growth is expected to continue in the nail category, as women continue to enjoy the affordable indulgence offered by at-home nail care. Older women represent a growth opportunity as they are seeking gentler nail care products that address some of their health and wellness concerns. Brands that can best align with the needs of older users could see success, while also standing out in a highly cluttered category that is typically geared toward young users. Furthermore, in-store and online tools that help women achieve salon-quality results at home could help counter some of the competition posed by professional nail services. Lastly, Hispanic women are highly engaged in the nail category, especially when it comes to trend-driven services such as nail art, and represent a strong growth opportunity for the category.

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