

Nail Color and Care - US - January 2015

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"After years of stellar gains, sales have slowed considerably in the nail color and care category, driven largely by the cyclical nature of beauty trends and the growing impact of the salon market."

- Shannon Romanowski, Senior Beauty & Personal Care Analyst

This report looks at the following areas:

- After years of growth, category sales have stalled, reflecting the cyclical nature of the category
- Women are less engaged in the nail category
- Salon services threatens the at-home market

Opportunities exist in the nearly \$2 billion category for brands and retailers to offer women ways to simplify the nail maintenance process as well as products that address concerns about nail health and ingredient safety.

Definition

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. Mintel defines the nail color and care market as follows:

- Nail polish
- Nail accessories and implements (ie nail files, clippers, and trimmers)
- Nail treatments (ie nail strengtheners, ridge fillers, top coats, base coats)
- Artificial nails and accessories (ie press-on nails, nail tips)
- Nail polish removers (includes both acetone and non-acetone polish removers)

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

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DID YOU KNOW?

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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