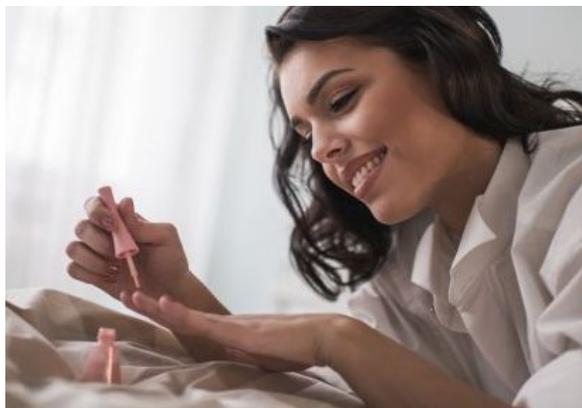


Nail Color and Care - US - January 2018

Report Price: £3254.83 | \$4395.00 | €3662.99

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The nail care and color market has declined since 2014, with substantial losses in the key segment, nail color. While category engagement is struggling as a whole, consumer concern around the damage of frequent polishing and growing interest in ingredient formulations is evident in the success of artificial nails and color-plus-treatment polishes.

This report looks at the following areas:

- Cyclical nature of the category has led to a decline in sales
- Women are less engaged than a year ago
- Concerns about damage could be steering women away from gel polish

The nail care and color market has declined since 2014, with substantial losses in the key segment, nail color. While category engagement is struggling as a whole, consumer concern around the damage of frequent polishing and growing interest in ingredient formulations is evident in the success of artificial nails and color-plus-treatment polishes. Finding new ways to promote nail launches and highlighting free-from claims present key opportunities and could help invigorate the category.

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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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