

# Professional Nail Care: Global Market Analysis and Opportunities

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These reports are a robust analysis of the global professional nail care market, focusing on key trends, developments, and business opportunities. The series includes a brief analysis for five markets – Brazil, France, India, Italy, and Japan – plus a deep-dive analysis into Germany, the United Kingdom, and the United States.

**Regional Coverage:**

- Asia
- Europe
- Latin America
- North America

## SCOPE

- › Provides a comprehensive analysis of the professional nail care market, covering:
  - Care products
  - Gels
  - Long-wear nail polishes
  - Nail enhancements
  - Traditional nail polishes
- › Excluded are related products, such as artificial tips, accessories, drying equipment, implements, and nail polish removers.

**NOW FEATURING...**

- › **DETAILED ANALYSIS OF THE GERMANY, U.K., AND U.S. MARKETS WITH A COMPREHENSIVE DATABASE AND SALON SURVEY ANALYSIS**

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## Introduction

### Global Executive Summary

- Key lessons learned
- Key trends and developments
- Market size and growth (2019 and 2020) by:
  - Region
  - Product category and product type (listed in Table 1)
- Competitive landscape
- Outlook to 2025 by:
  - Region
  - Product category

### Regional Summary

Brief snapshots highlighting the key features for the regions listed in Table 2.

Information provided includes:

- Key trends and developments
- Market size and growth (2019 and 2020) by:
  - Key markets
  - Product category and product type
- Outlook to 2025

Table 2. REGIONS
Asia
Europe
Latin America
North America

Table 1. CATEGORIES AND PRODUCT TYPE

Care products	Nails and cuticle treatments
	Washes, scrubs, and lotions
Gels	Gel polishes
	Soak off gels
Long-wear nail polishes	
Nail enhancements	Acrylics
	Dipping powders
	Traditional hard gels
	Other enhancements
Traditional nail polishes	

### Market Snapshots (Listed in Table 3)

- Key trends and developments
- Market size and growth (2019 and 2020) by:
  - Product category by top 10 brands
  - Product type
- Competitive landscape (top 10 brands)
- Outlook to 2025 by:
  - Product category

Table 3. MARKET SNAPSHOTS				
Brazil	France	India	Italy	Japan

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## Category Profiles

Brief snapshot for the categories listed in Table 1. Information provided includes:

- Key trends and developments
- Category size and growth by:
  - Product type (where applicable)
  - Region
- Competitive landscape
- Outlook to 2025

## Major Company Snapshots

Brief snapshot of the key companies that market professional nail care products, as listed in Table 4. Information provided includes:

- Overview
- Sales and growth (2019 and 2020)
- Product offerings
- New product activity
- Sales breakdown by:
  - Product category
  - Product type
  - Region

**Table 4. COMPANIES (TENTATIVE)**

American International Industries
DND
Hand and Nail Harmony
Jessica Cosmetics International
KiaraSky
L'Oréal
Nail Systems International
Orly International
Revlon
SNS
Star Nail international
Wella Company
Wilde Beauty
Young Nails



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## DEEP DIVE ANALYSIS – GERMANY, UNITED KINGDOM , AND THE UNITED STATES

### Market Summary (each market)

- Market size and growth (2018 to 2020)
- Key trends and developments
- Category snapshots (as shown in Table 1)
- Competitive landscape with brand snapshots of leading and/or notable companies
- Distribution landscape (salon vs. retail including e-commerce)
- Marketing activities
- Outlook to 2025

### Database Contents

Kline's interactive database will provide:

- Market size and growth (2019 and 2020) by:
  - Company, brand, product category (Top 15-20 brands)
  - Product category and product type
- Outlook to 2025
  - Product category and product type



### Salon Survey

Survey analysis with 200 salons covering key topics such as:

- Service pricing
- Key point of purchase
- Selection criteria behind housing a brand
- Number of brands and products they carry
- Service split

## REPORT BENEFITS

This report will provide subscribers with an analysis of industry trends and developments, market size and growth, category snapshots, company profiles, and competitive forces for the global professional nail care market. It will also allow subscribers to:

Identify business opportunities and partnerships

Assess opportunities and understand challenges coming from restrictions and changes on the market related to COVID-19

Understand the market from the perspective of salons

## METHODOLOGY

This report will be based on in-depth, unstructured interviews with key industry insiders (mostly marketers and distributors), as well as structured telephone survey with 200 nail salons. Kline's approach places principal emphasis on primary research techniques to ensure that the foundation of business intelligence and insight is accurate, current, and reliable. Building on our 60-plus years in the business and leveraging our worldwide network of offices, our teams of seasoned professionals draw upon pragmatic industrial and commercial experience to understand and interpret global impacts and local perspectives.

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