



# Professional Nail Care: Global Market Brief

To be Published 1st Quarter 2020  
Base Year: 2019  
Forecasts to 2024

Regional Coverage: Asia ■ Europe ■ Latin America ■ North America

A robust analysis of the dynamic market for nail polishes, gels, care products, and nail enhancements sold and used in nail salons, focusing on key trends, developments, and business opportunities.

## This Report Answers Such Questions As:

- How big is the market?
- How are different product categories and different regional and country markets performing?
- How large is the nail enhancements category?
- What are the opportunities in this market?
- What are the key trends and emerging technologies prompting growth?
- What are the fastest growing professional nail brands, and why?
- Who are the market leaders?

*Now with country snapshots of Brazil, China, France, Germany, Italy, Japan, and the United States!*



## Report Contents - Global Market Overview

### Introduction

#### Global Executive Summary

- Key lessons learned
- Trends and developments
- Market sales and growth (2015 to 2019)
- Breakdowns by:
  - Region
  - Product category
  - Product type
- Competitive landscape
- Future outlook to 2024

#### Regional Summaries

Brief snapshots highlighting the key features for the regions listed in Table 1. Information provided includes:

- Key features and trends
- Size and growth (2015 to 2019)
- Sales and growth by country
- Competitive landscape
- Future outlook to 2024

### Category Profiles

Brief snapshots for the categories listed in Table 2. Information provided includes:

- Category size and growth (2018 and 2019)
- Trends and drivers
- Breakdowns by:
  - Product type (where applicable)
  - Region
- Leading brands
- Future outlook to 2024

### Major Brand Snapshots

Brief snapshots for the key brands that market professional nail care products, as listed in Table 3. Information provided includes:

- Overview
- Manufacturers' sales and growth (2018 and 2019)
- Product offerings
- Sales by region and category
- New product activity

## Report Contents - Country Snapshots

- Market size and growth
- Key trends and drivers
- Category sales and growth
- Category sales split by product type
- Competitive landscape
- Outlook





**Table 1: List of Regions Profiled**

- Asia (focus on China and Japan)
- Europe (focus on France, Germany, Italy, and the United Kingdom)
- Latin America (focus on Brazil)
- North America (focus on the United States)

**Table 2: List of Categories Profiled**

- Care products
- Gels
- Nail enhancements
- Nail polishes (includes long-wear nail polishes)

**Table 3: List of Major Brands/Companies Profiled**

- Alessandro International (Wilde Beauty)
- American International Industries
- CND (Revlon)
- Essie (L'Oréal)
- Hand and Nail Harmony
- Jessica (Jessica Cosmetics International)
- LCN
- Nail Systems International
- OPI (Coty)
- Orly (Orly International)
- Peggy Sage
- Young Nails



## Scope

Professional Nail Care: Global Market Brief provides subscribers with an analysis of industry trends and developments, market size and growth, regional and category overviews, brand profiles, and competitive forces within the global professional nail care market. This edition also includes country snapshots of Brazil, China, France, Germany, Italy, Japan, the United Kingdom, and the United States.

- Coverage of nail polishes (traditional and long-wear), gels (all types), and care products (treatments, lotions, and oils), and nail enhancements.
- Products used to perform standard manicures and pedicures in professional channels such as salons and spas.
- Covers professional products sold for use in professional outlets, but covers sales of these products through all channels of distribution.
- Brands are considered professional only if they are marketed predominantly for back-bar (professional) use and if they generate the majority of sales through professional outlets.
- Excludes accessories, drying equipment, implements, and nail polish removers.

## Key Benefits

This report enables subscribers to identify business opportunities by analyzing the dynamics in this hard-to-track industry, understanding market growth factors, the competitive landscape, and future trends.

- An unbiased and comprehensive examination of the global professional nail care market
- Information to exploit business opportunities by understanding market growth and future trends in this high margin sector
- A perspective on the leading players, as well as the smaller, up-and-coming ones
- A resource to augment business plans with reliable insights and data
- Identification of potential acquisition, merger candidates, and strategic alliances
- One day of consultation with members of the research team, which may be used for strategic planning assistance or to explore specific information, which might not be covered in this report



## Methodology

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 50-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.

### Primary Research

#### We Know Who to Talk to. We Know How to Listen.



A high number of in-depth discussions are conducted by each analyst. All interviews are done with true industry insiders.

Kline’s analysts draw upon pragmatic experience to understand global impacts and local perspectives. Our interviews engage experts across all pertinent fields and sectors including:

- Marketers/manufacturers
- Distributors
- Government agencies
- Nail salons
- Retailers
- Suppliers
- Trade organizations

### Secondary Research

#### We Know Where to Look – Mining the Details.



Analysis is further supplemented by secondary research, consisting of constant tracking of annual company reports, national statistics bureaus, trade/ industrial/professional associations, and the like.

Relevant developments are diligently followed and their impact closely monitored. Reports also draw upon non-confidential data from Kline’s internal database, consisting of over half a century’s syndicated research.

### Comprehensive Market Intelligence

#### We Know How to Verify.



Data are rigorously analyzed, cross-checked, distilled, and validated. Kline’s proven methodology allows exceptionally effective, precise, and reliable market

intelligence procurement and assessment, giving subscribers a solid foundation on which to grow, refine, and expand their business with confidence.

## Kline Credentials

Kline is a leading global management consulting and market research firm offering the complete spectrum of services. The firm has served the management consulting and market research needs of organizations in the chemicals, materials, energy, life sciences, and consumer products industries for over 50 years.

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