

ST FUTURE
I N T E R N A T I O N A L

Nail Care

Market Research

Presentation by Marketing



Our Observation



The Global Nail Care Market size was valued at USD **26.14 Bn in 2026** and is expected to reach USD **38.53 Bn by 2033**



Nail Polish Removal

1. **Acetone:** Still the first choice for efficiency-oriented users.
2. **Non-Acetone:** Becoming the fastest-growing segment.
3. **Multi-functional:** In addition to the basic removal function, some products provide nail care and nourishing benefits.
4. **Usage:** Attention can be paid to **Remover Pot** – convenient and practical, and **Corrector Pen** – on-the-go application.



Top & Base Coats

1. **Top Coat:** Quick-dry, smudge-proof, with trendy finishes (glaze, shimmer, glass, micro-pearl)
2. **Base Coat** :Treatment base
3. **All in one:**Top & Base Coat — strengthens and primes nails.



Treatments & Strengtheners

1. Products have expanded from single “strengthening” to comprehensive functions: **repair + care + prevention**
2. Nail care polish: **Enhanced with nail art effects**
3. Packaging: Can explore keychain-style design

Global Nail Care Market Analysis & Forecast: 2026-2033

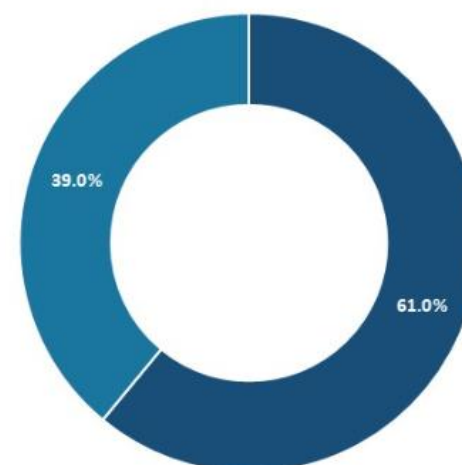
Nail Care Market

The Global Nail Care Market size was valued at USD **26.14 Bn** in **2026** and is expected to reach USD 38.53 Bn by 2033, grow at a compound annual growth rate (**CAGR**) of **5.7%** from 2026 to 2033.

Nail Care Market, By Price, 2026

Total Market Size:
USD 26.14 Bn

% Market share By Price



■ Premium ■ Mass

Source: Primary Research, Desk Research, Paid subscriptions, CMI Data Repository

COHERENT
MARKET INSIGHTS**61.0%**

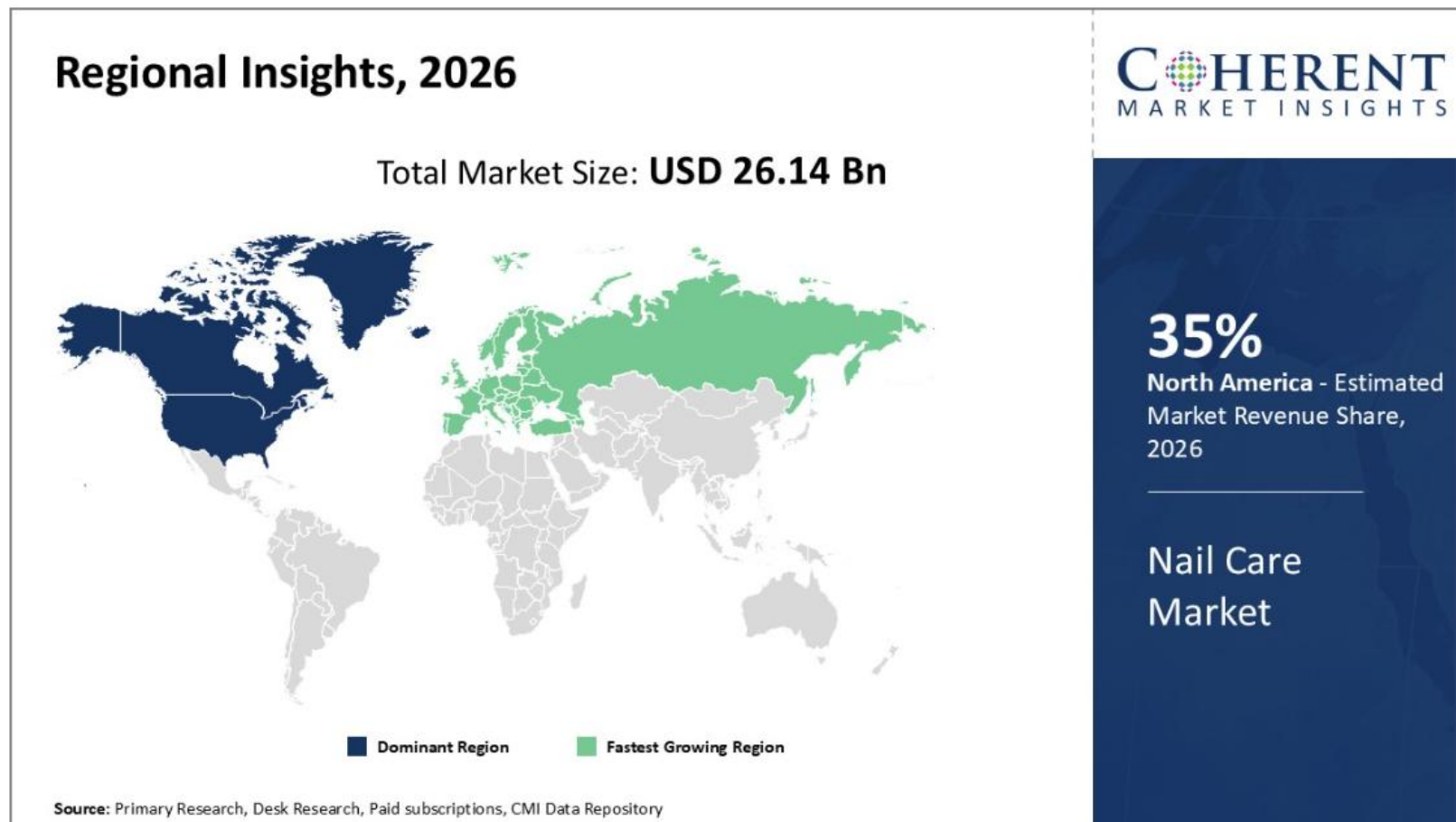
Premium Price -
Estimated Market
Revenue Share, 2026

Nail Care Market

Global Nail Care Market Analysis & Forecast: 2026-2033

Regional Insights

- **North America, led by the U.S.**, is expected to hold the largest regional share at over 35% in 2026.
- **Europe** is poised to be the fastest-growing nail care market, registering a CAGR of over 20% in 2026.



Nail Polish Remover Market

Nail polish Remover

- The Nail Polish Remover Market size was estimated at **USD 1.20** billion in 2024 and is projected to reach **USD 1.80** billion by **2034**, growing at a **CAGR of 4.20%** from 2024 to 2034.
- Traditional nail polish removers still dominate the market, with **acetone** products accounting for approximately **68%**, valued for their fast and efficient removal.
- **Non-acetone**, gentle formulations are the **fastest-growing** segment, with an expected **CAGR of around 5.8%** in the coming years, driven by consumers' preference for mild, low-irritation products.



Nail Polish Remover

Nail Polish Remover

ZOYA

Best Overall *tested by*

BYRDIE

Zoya Remove+ Nail Polish Remover

- ✓ **3 in 1 Formula:** An effective, **acetone-based** nail polish remover that hydrates and nourishes
- ✓ Easy-to-use pump top
- ✓ Key Ingredients: Acetone, glycerin



Best Liquid Nail Polish Remover:

<https://www.byrdie.com/best-nail-polish-removers>

<https://www.allure.com/story/best-of-beauty-nail-product-winners-2025#Best-Nail-Polish-Remover>

Nail Polish Remover

MORGAN
TAYLOR®

Morgan Taylor Strip Ease Nail Lacquer Remover

\$10
AMAZON

The acetone-soaked sponge wipes away polish on the first dip, with a barely-there, melon-y scent and a gentle, panthenol-infused formula that keeps noses and nail plates happy.



Simply dip
your finger in
for easy removal
and repeat until
nail is clean.



Best Nail Polish Remover



https://www.amazon.com/dp/B0DB6BY1ZR?ref=beauty_cnonsite_MORGAN_AllureBoB_2025&asc_source=verso&asc_campaign=68a5fdb767004f3ffd22afaa&asc_refurl=https%3A%2F%2Fwww.allure.com%2Fstory%2Fbest-of-beauty-nail-product-winners-2025&ascsubtag=68a5fdb767004f3ffd22afaa&tag=allure0c3-20

<https://www.allure.com/story/best-of-beauty-nail-product-winners-2025#Best-Nail-Polish-Remover>

Nail Polish Remover



NAIL POLISH REMOVERS



Expert Touch Lacquer Remover

Sweeps away even the darkest lacquer shades without the drying effects of harsh removers!

★★★★★ 4.7 (24)
Write a review

\$6.16

- ✓ Acetone
- ✓ Apply to polished nail to remove lacquer.



NAIL POLISH REMOVERS

Correct & Clean Up Corrector Pen

\$8.27

★★★★★ 4.9 (16)

- ✓ Acetone
- ✓ clean any excessive nail lacquer surrounding the cuticles and nail edges

Gel Nail Polish Remover

Sally Hansen®

SALON GEL POLISH ACETONE REMOVER

Safe, easy to use gel manicure at home

★★★★★ 4.4 (59) Write a review

- ✓ PROFESSIONAL ACETONE FORMULA
- ✓ REMOVES SALON GEL POLISH FAST AND
- ✓ CONTAINS AN EMOLLIENT FOR NOURISHING CUTICLES.



HOW TO APPLY

- 1\For best results use with full set of Sally Hansen Gel Polish range Saturdare a small piece of cotton the size of your nail with Sally Hansen Salon Gel Polish Remover.
- 2\Place cotton over gel and wrap tightly with a small square of aluminum foil Check first finger after 15 minutes.
- 3\The gel should be lifted up off the nail and easy to push off with the cuticle stick If necessary re-saturate cotton, rewrap finger and check every 5 minutes
- 4\Gently push off gel with cuticle stick (Do not pull gel away from natural nail plate)

Nail Polish Remover

deborah
lippmann.



The Stripper 118ml

Lavender Nail Polish Remover

\$22.00

- ✓ Removes nail polish within seconds
- ✓ Lavender essential oil and aloe vera extract prevent dryness
- ✓ Leaves no chalky white residue on the nail plate or surrounding skin
- ✓ **Unique twist-lock pump prevents leaks and spills**
- ✓ Natural lavender scent

The Stripper Refill 8oz - Polish Remover

Lavender Nail Polish Remover refill

\$29.00 **SOLD OUT**

236ml



<https://deborahlippmann.com/collections/polish-remover/products/the-stripper>

Nail Polish Corrector Pen

FILE, EDIT, DELETE 3-IN-1 NAIL CORRECTOR PEN

Run the remover pen around the nail edge to tidy up any mani mistakes with this vitamin C and avocado oil enriched formula.

ACETONE

Key Benefits:

- ✓ Included acetone
- ✓ 3-in-1 product: includes cuticle pusher, nail file and a nail polish remover pen
- ✓ Easy to use
- ✓ On-the-go application



Nail Polish Remover

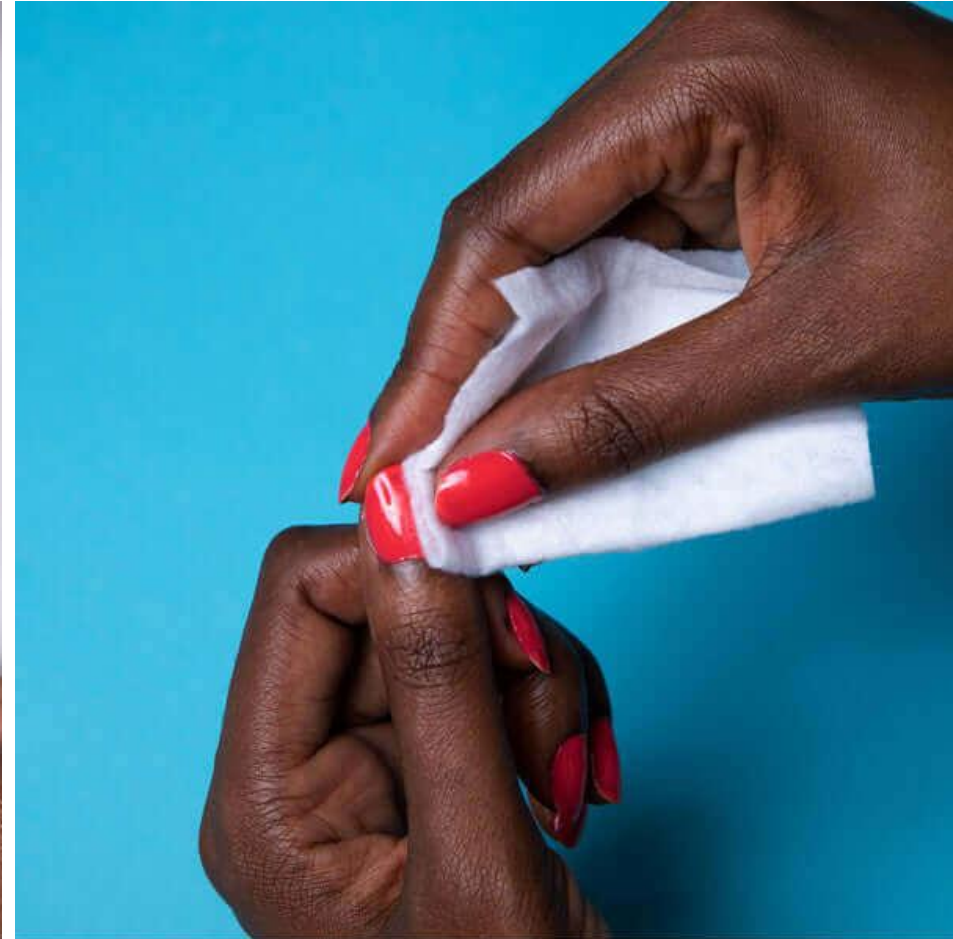
Nail Scrubbers™ 2-In-1 Wipes

2-in-1 nail prep and lacquer remover wipes
includes a boost of Vitamin E and Aloe,
in a pack of 10

\$10.0



Best Wipes *tested by* **BYRDIE**



https://www.butterlondon.com/products/nail-scrubbers?_pos=1&_sid=c00eee7e3&_ss=r

<https://www.byrdie.com/best-nail-polish-removers>

Nail Polish Remover

The Stripper To Go

- ✓ Travel-friendly packet
- ✓ A convenient finger mitt for fast, easy, effortless nail color removal.
- ✓ Lavender essential oil and aloe vera extract prevent dryness
- ✓ 1 finger mitt cleans all 10 nails
- ✓ 6 finger mitts per box

\$15.0





Nail Polish Remover - Acetone Free

Best Nail Polish Remover Wipe:



Best Nail Polish Remover Wipe

Why It Won: We tested the Dermelect Extracts 3-in-1 Soy Nail Polish Remover on the brightest of reds and the darkest of darks, and the wipes made easy work of removing both saturated shades.

BY SOPHIA PANYCH



EXTRACTS 3-in-1 Soy Nail Polish Remover (10 Pack)



TRADITIONAL NAIL POLISH REMOVER



DERMELECT EXTRACTS



<https://dermelect.com/products/extracts-soy-nail-polish-remover?srsId=AfmBOoqYoEgTBe4dvbQdtoRB7HHZ0dPGx2ABA0ROdU5zVzf3aebTsods>

<https://www.allure.com/story/best-of-beauty-nail-product-winners-2025#Best-Nail-Polish-Remover>

Nail Polish Remover - Acetone Free

TEN OVER TEN

Best Gentle *tested by*

BYRDIE

The Rose Soak

ADD TO BAG - \$16

- ✓ Made with hydrating extracts and vitamins to nourish the nails
- ✓ Free of synthetic fragrance and acetone
- ✓ Key Ingredients: Propylene carbonate, aloe vera, rosehip extract



THE ROSE SOAK

Nail Polish Remover

Acetone-free

Fume-free

Naturally fragranced

Hydrates & nourishes nails

Infused with essential oils

<https://tenoverten.com/products/the-rose-soak><https://www.byrdie.com/best-nail-polish-removers>

Nail Polish Remover - Acetone Free



★★★★☆ 1839 Reviews

NOURISHING REMOVER POT

\$10.00

- ✓ Acetone Free-Doesn't dry the skin out
- ✓ Gentle and effective non-acetone formula
- ✓ Mess-free, no cotton or wipes needed
- ✓ Soft foam sponge cap and center

How to use:

- ✓ Dip finger into the center of the pot and twist until polish is completely removed.
- ✓ For pedis, tilt pot to saturate cap sponge, twist off cap and use to remove polish.
- ✓ Key Ingredients: Ethyl acetate, butyl acetate



Best Pot tested by

BYRDIE



https://oliveandjune.com/products/polish-remover-pot?_pos=9&_sid=101164c04&_ss=r

<https://www.byrdie.com/best-nail-polish-removers>



Nail Polish Remover - Acetone Free

★★★★☆ 1839 Reviews

NOURISHING REMOVER POT

\$10.00

- ✓ Acetone Free
- ✓ -Ultra nourishing with chamomile and Vitamin E
- ✓ -Removes polish quickly and easily
- ✓ -Mess-free, no cotton or wipes needed
- ✓ -Works for manis and pedis
- ✓ -Soft foam sponge cap and centerh nail polish remover

How to use:

- ✓ For hands, dip finger into the center of pot and twist until polish is completely removed.
- ✓ For feet, tilt pot to saturate cap sponge, twist off cap, and use to remove polish.



<https://oliveandjune.com/search?q=NOURISHING+REMOVER+POT>

Nail Polish Remover - Acetone Free

Best for Manicure Prep *tested by* **BYRDIE**

NAIL POLISH REMOVER

\$11.99

★★★★★ 1148 Reviews

- ✓ This gentle, acetone-free fingernail polish remover **easily removes even the darkest shades of nail polish** without drying the nail.
- ✓ Extends the life of manicure when applied beforehand
- ✓ Key Ingredients: Methyl acetate



*Soak, press,
and wipe!*

Soak a cotton ball or pad
with remover, press on nail for
a few seconds, then wipe.

Use before base coat.
Store upright.

Gentle &
Effective

Removes:

Glitter Polish

Reds

Darkest Colors

<https://www.mineralfusion.com/collections/nail-polish-remover/products/acetone-free-nail-polish-remover>

<https://www.byrdie.com/best-nail-polish-removers>

Nail Polish Remover - Acetone Free



Hydrating Non-Acetone Nail Polish Remover

by DR. DANA NAILS™

★★★★★ 48 Reviews

\$15.00

- ✓ Adds hydration with natural plant ingredients
- ✓ Protects Nails and Cuticles - acetone free
- ✓ Pleasant smell
- ✓ Key Ingredients: Propylene carbonate, glycerin, grapefruit peel oil



Best for Dry Skin *tested by*

BYRDIE

NON-DAMAGING POLISH REMOVER

KEY BENEFITS

○ GENTLE ON NAILS

Safely removes nail polish without the harsh effects of Acetone.

○ HYDRATING

Enriches nails and cuticles using Grapefruit Peel Oil and Rosemary Leaf Extract.

○ NATURAL LIGHT SCENT

The pleasant aroma enhances the nail care experience.



HYDRATING NON-ACETONE NAIL POLISH REMOVER

Saturate a cotton pad with the dropper, press on nail for 3-5 seconds, then wipe away polish. Wash hands after use.

<https://drdananails.com/products/hydrating-non-acetone-nail-polish-remover>

<https://www.byrdie.com/best-nail-polish-removers>

Nail Polish Remover - Acetone Free

ella+mila

ella+mila Non-Acetone CLEAN BREAK

Clean Break - Non-Acetone Nail Polish Remover Pot

\$ 9.99

- ✓ **Care-First, Non-Acetone Formula:** Nourishes nails during removal to prevent dryness and brittleness.
- ✓ **Made for Manis and Pedis:** Ergonomic design with better edge reach for smooth, full-coverage removal.
- ✓ **Mess-Free, Elevated Experience:** Easy to use, travel-friendly pod that provides a clean, spa-like polish change anywhere.



Nail Polish Remover - Acetone Free

ella+mila

NON-ACETONE NAIL POLISH REMOVER

★★★★★ 1 Review

\$ 9.99

- ✓ Non-Acetone Nail Polish Remover is designed to effectively remove all types of nail polish without drying or damaging your nails. It's made with a gentle, nourishing formula for natural nails that conditions while removing polish.
- ✓ ingredients: Methyl Acetate, Isopropyl Myristate, Fragrance



Nail Polish Remover - Acetone Free

O·P·I

NAIL POLISH REMOVERS
Acetone-Free Nail Polish Remover
\$54.95
★★★★★ 0.0 (0)

- ✓ Acetone-Free
- ✓ For quick removal of OPI Nail Lacquer.
- ✓ Aloe Vera Formula
- ✓ Moisturizes and conditions nails and cuticles.

<https://www>



l-polish

Nail Polish Remover - Acetone Free

NAILS.INC®
LONDON

VEGAN COLLAGEN COCONUT SCENTED RAPID NAIL POLISH REMOVER POT

No mess, no fuss. A manicure must-have to easily remove nail polish in seconds without the need for cotton wool. The vegan collagen-rich formula is gentle on nails, removing polish whilst **helping to promote nail strength, growth and cell renewal** in the nail.

- ✓ Acetone-Free
- ✓ Coconut scented



Nail Polish Remover - Acetone Free

manucurist
PARIS

VERNIS À ONGLES GREEN™ - 100 ML

Nail Polish Removing Oil Green™

14 €

★★★★★ 1251 reviews

- ✓ The Nail Polish Removing Oil effectively and gently **removes** Green™ classic nail polish while **nourishing** the nail plate.
- ✓ A 99% plant-based, acetone-free formula with a delicate orange blossom scent, enriched with sweet almond oil for deep hydration.

Huile Dissolvante

99% bio-sourced formula

Enriched with sweet almond oil
and vitamin E

Acetone-free

Nourishes the nail plate
and cuticles



Nail Polish Remover - Acetone Free

BESTSELLER

Polish Potion

★★★★★ (4.8)

\$15.00

- ✓ Non-acetone formula dissolves polish without the harsh, stripped feeling traditional removers can leave behind.
- ✓ Made with bio-sourced ethyl acetate and lightly scented with lavender



<https://lightslacquer.com/products/polish-potion>

Nail Polish Corrector Pen - Acetone Free

SEMI-PERMANENT LED GREEN FLASH™

Nail Polish Corrector Pen

★★★★★ 2281 reviews

12 €

- ✓ Nail polish corrector pen gently and accurately corrects any little mistakes you make
- ✓ The tips are stored inside the barrel of the Corrector Pen. When a tip is worn, you simply have to replace it with a new one. **The nail polish remover will soak into it from inside.**
- ✓ Only compatible with the Green™, Green Flash™ and Active™ ranges.



TOP & BASE COAT

Top & Base Coats

O·P·I

RapiDry™ Clearly Fast Top Coat

Nails are smudge-proof in 60 seconds thanks to **built-in Drip Dry Drops and Speedy Solvents.**

KEY FEATURES



Dry in 60s



Smudge-Proof



2 coats deliver up to 5 days of wear



DRYING AGENTS & FINISHERS
RapiDry™ Top Coat



RAPIDRY™
Clearly Fast

Top & Base Coats

O·P·I

Start to Finish 3-in-1 Treatment

\$14.99

A 3-in-wonder: base coat, top coat, and nail strengthener alllllll in one.

- ✓ Infused with Vitamins A and E
- ✓ **Base coat:** Protects against discoloration.
- ✓ **Top coat:** Delivers long-lasting shine.
- ✓ **Strengthener:** Helps protects nails against chipping, peeling, and splitting when used daily.



Top & Base Coats

Up to 70% plant based



VERNIS À ONGLES GREEN™

Base Coat



VERNIS À ONGLES GREEN™

Top Coat Sunshine



VERNIS À ONGLES GREEN™

Matt Top Coat

Top & Base Coats

Treatment base coats

Reduced Nail Biting



SOINS

★★★★★ 63 reviews

Bitter Polish

A bitter, plant-based nail care polish to stop nail biting

16 €

Repairs



SOINS

★★★★★ 982 reviews

S.O.S Nail Strengthener

For very damaged and weakened nails

15 €

Fortifies



SOINS

★★★★★ 546 reviews

Force Nail Hardener

For soft nails that break easily

15 €

Top & Base Coats

Glaze Topcoat : a smooth & sparkling finish



Top & Base Coats

essie



All-in-one Top & Base Coat

- ✓ Multi-use nail care : Top & Base Coat ,strengthens & primesnails
- ✓ Infused with argan oil



Peel Off Base Coat

- ✓ non-damaging removal of your gel manicure
- ✓ Can also be used with Long-Lasting and Quick Dry polish for peel-off removal without nail polish remover.
- ✓ Formulated with hydrating glycerin.



Treatments & Strengtheners

Treatments & Strengtheners

Repair Mode™ Bond Building Nail Serum

\$25.00

Bond-building nail serum with Patented Ulti-Plex Technology™ that penetrates the nail surface to **build new bonds from within.**

- ✓ 99% nail keratin repair.*
- ✓ 94% protection of keratin protein from damage.*
- ✓ 4x stronger nails in 6 days.*



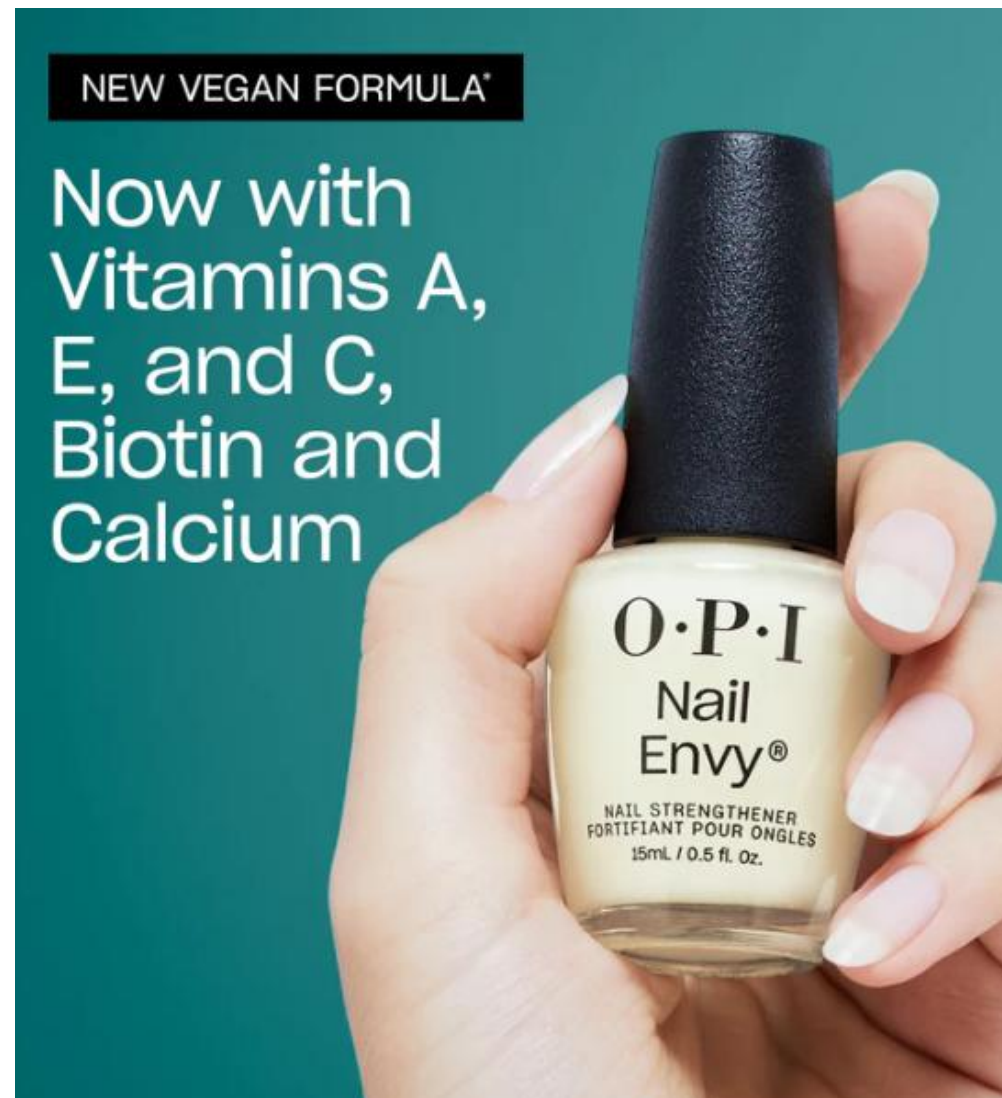
Treatments & Strengtheners

O·P·I

Nail Envy® Nail Strengthener \$19.96

Strengthen and protect nails against chipping, peeling, and splitting.

- ✓ 95% Stronger Nails
- ✓ Contains protein and calcium to strengthen nails.
- ✓ Can be used as a base coat or alone.



Treatments & Strengtheners



Nail Envy® Nail Strengthener **Enhanced + Nail Art Effect** 2-in-1 treatment polish



TREATMENTS & STRENGTHENERS
Nail Envy® Tough Luv Nail Strengthener
\$19.96



TREATMENTS & STRENGTHENERS
Nail Envy® Pink To Envy Nail Strengthener
\$19.96



TREATMENTS & STRENGTHENERS
Nail Envy® Powerful Pink Nail Strengthener
\$19.96



TREATMENTS & STRENGTHENERS
Nail Envy® Bubble Bath Nail Strengthener
\$19.96

Apply 2 coats to bare nails followed by an additional coat daily. Remove on day 7 if desired.

<https://www.opi.com/collections/nail-care>

Treatments & Strengtheners

Enhanced + Nail Art Effect 2-in-1 Nail care polish

The first all-in-one **blurring**
care polish!



Visibly **strengthened** nails



Buildable light coverage



Matte **powder-pink** finish



Chestnut extracts

Strengthen and regenerate
the nail plate

Niacinamide

Stimulates keratin
and collagen production

Resurfacing AHAs

Refine and exfoliate
the nail texture

78%

ingredients of natural origin

Treatments & Strengtheners

twinkledt

Keychain Nail Honey

\$14

Its easy clasp design makes it perfect for on-the-go application, so your nails can shine anytime, anywhere.

- ✓ Strengthens and nourishes nails and cuticles
- ✓ Reduces brittleness and peeling
- ✓ Promotes healthy nail growth
- ✓ Lightweight, non-greasy, and fast-absorbing



Treatments & Strengtheners

Break Fix Liquid Nail Patch

NEW

INSTANT BROKEN NAIL REPAIR: Maintain your ideal nail shape and length and patch broken nails for up to 5 days with Break Fix Liquid Nail Patch.



NAIL CARE

Hard To Resist Advanced Nail
Strengthener



NAIL CARE

Hard To Resist Glow & Shine Nail
Strengthener



NAIL CARE

Hard To Resist Neutralize & Brighten
Nail Strengthener

Treatments & Strengtheners

to the rescue UV gel damage repair**NEW**

formulated with 3 protein complex, MSM & ceramides, this clinically tested nail treatment improves visible signs of UV gel damage in 5 days.

\$12.00



Treatments & Strengtheners

Sally Hansen®

Gel Rehab Nail Repair Serum

NEW

Rehab for ravaged nails!

Infused with Samphire Extract and Vegan Keratin, this fast-drying formula strengthens nails, shields them from external stressors, and helps create a smoother, more even surface.

After 6 days of use*

- ✓ 72% say it provides a smoother more even nail surface
- ✓ 71% say nails feel protected from external stressors
- ✓ After 21 days of use*
- ✓ 80% agreed Nails feel stronger
- ✓ 78% agreed nails look healthier



GEL REHAB NAIL REPAIR SERUM

Breakage protection
and gel damage repair
serum.

Formulated with:
**Samphire Extract &
Vegan Keratin**



Cuticle Care

Moisturize, soften, and remove cuticles with these self-care staples for hands and feet.



KEY FEATURES



Skin-Soothing Emollients



91% Natural Origin Formulas*



MoodBloom Scent Technology™



BESTSELLER



BESTSELLER



HANDS & FEET
Soothe & Remove Cuticles 50 mL
\$18.99

HANDS & FEET
To the Rescue Overnight Cuticle Balm 20 mL
\$19.49

HANDS & FEET
Glow Up Nail & Cuticle Oil
\$11.99

Cuticle Care

deborah
lippmann.

The Cure - Cuticle Repair Cream

- ✓ Instantly relieves dry and cracked cuticles
- ✓ Helps repair the look of damaged cuticles

10g-\$25.0



The Cure Nourishing Cuticle Cream

Allure BEST OF BEAUTY
Winner 4 years in a row!



Cuticle Care

essie

NEW

ready. prep. go. advanced cuticle remover

Nail Care

a **3-in-1 cuticle remover** that breaks down cuticles, cleans nail surface, and smoothes skin around nails for a salon quality-manicure.

\$16.00



3-in-1
cuticle remover

- 1 breaks down cuticles
- 2 cleans nail surface
- 3 smooths skin around the nail

94% agree nails look well-manicured*

with

without

* in a consumer study



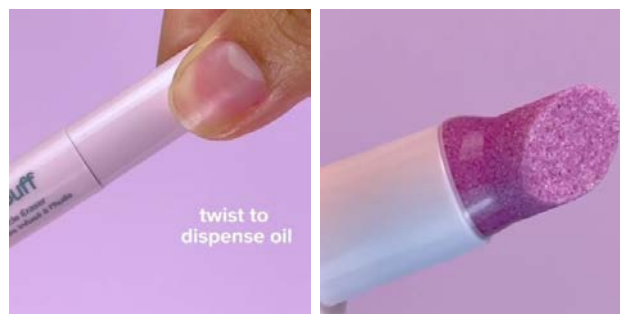
Cuticle Care

Push & Buff 2-In-1 Pen

NEW

Condition and exfoliate cuticles in 1 step

- ✓ Infused with Centella, Sweet Almond and Apricot Oils
- ✓ Textured Tip for Polishing
- ✓ Travel Friendly Manicure Prep



Vitamin E Nail & Cuticle Oil Pen

- ✓ Infused with Vitamin E, Apricot Kernel and Aloe
- ✓ Pen
- ✓ Easy Application
- ✓ Mess-Free
- ✓ On-The-Go



Cuticle Care

Sally Hansen®

CUTICLE REHAB™ OIL BALM

CUTICLE REHAB OIL BALM STICK

- Moisturizes hands, nails and cuticles
- Infused with aloe vera & safflower oil

\$11.90

3,739 ratings



NEW

MIRACLE GEL COLOR GRIP PRIMER

NEW

invisible primer for optimal color adhesion.

- Color Lasts Up to 2 Days Longer*,
- Extends the wear of your polish,
- Primer provides a smooth, even application,
- Smooths the nail and grips to polish,
- Protects the nail from staining.

\$8.00



NAIL REHAB™ Charcoal Resurfacer

- ✓ A deep cleanse for your nails
- ✓ Buffs away impurities for bright, moisturized & nourished nails
- ✓ Retains moisture
- ✓ Increases healing
- ✓ Smooths nail and cuticle texture



Nail Care

Sally Hansen®

SPA COLLECTION PEEL-OFF NAIL MASKS

Infused with Hyaluronic Acid, helps to condition splitting, cracking cuticles by softening and smoothing skin.

\$7.5



Quick Dry

JET SET SPRAY

★★★★★ 6 Reviews

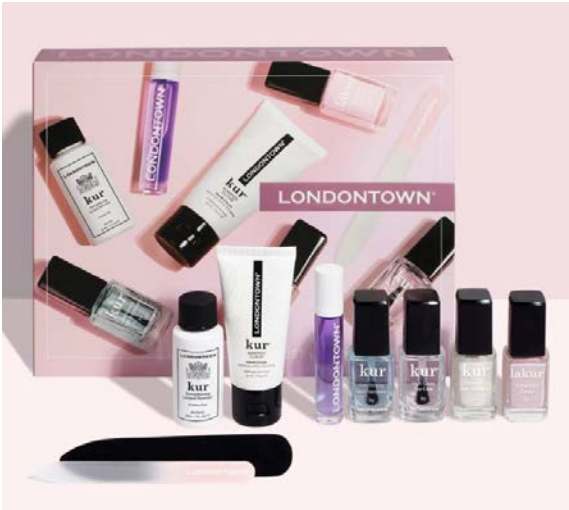
\$ 11.50

- ✓ This product has been formulated to help accelerate the dry time of nail lacquer.
- ✓ 17-Free Formulation
- ✓ Quick Dry
- ✓ Chip Resistant

Application: After applying your nail polish and topcoat, allow nails to set for about 1 minute. Hold the Jet Set Spray bottle approximately 6–8 inches away from nails and spray evenly over all nails. Let dry.



Set Reference



Set Reference



SIGNATURE SERUM SET

CUTICLE CARE SET