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## Nail Polish Remover Market Research Report - Global Forecast till 2027

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#### **Description:**

# **Nail Polish Remover Market Overview**

The nail polish remover market seems to make a growth rate of 3.25% during the forecast period. The market is expected to gain USD 1575.3 million by the end of 2027. Nail polish remover is a substance used to remover nail polish. It has properties like alcohol, chemicals, different types of oils, and coloring as well. As the skincare industry is growing rapidly hence taking care of different body parts is also trending. Many people are spending money to buy skin-related products which make them look good. Nail polish remover market growth solely depends on the growth of cosmetic and personal care. People are opting for natural products rather than artificial because which market is growing. The market also creates new trends, where people are keener to use natural products.

#### **COVID 19 Analysis**

As the pandemic has made people sit at home doing nothing, many have lost their jobs, whereas many lost their families. The global corona virus has affected the globe, so that there has been no positive impact of it. The pandemic has harmed most of the markets, including the market. Many it has impacted a total of 205 countries all over the world. Due to its impact, there were lockdowns, which closed job opportunities for many people. COVID 19 stopped the growth of the many things, it hurled the growth and made a restriction on the trade, operation, and many production companies were unable to produce. Nail polish remover market growth decreased to very low due to the pandemic situation. Due to COVID, only a few essential products were available offline and online, and nail polish remover does not fall on that list, which negatively impacted the market.

# Chief variable existing in the market

#### • Key market drivers

Due to the innovation in fashion and styling, people are attracted to new and attractive products. Many consumers are opting for colorful nail paints to paint their nails. With the growing market for personal care and beauty, people opt for attractive things to look at. As the nail polish market is increasing with different nail paints like shimmers, glitters, different and unique colors, and stick-on nail paints, removing all nail polish removers is a must. Hence, the market is also growing.

#### • Market challenges

Due to the use of many chemicals in the remover, different people possess different skin types, which create a reaction from certain things. Nail polish remover does not suit everybody; hence, it challenges marketers to make it with different ingredients to cover all skin types. Nail polish remover market size also gets affected by the marketing challenges it.

#### • Opportunities in the global market

With the growing market for different types of skincare products, the Nail polish remover market is growing. The world is changing, and with the changing world, fashion is also changing. People are leaning towards the natural market because it's cruelty-free and does not contain any poisonous chemicals for our skin. With the rapid change in fashion and availability of products, the business can grow by producing natural nail polish remover. Many people are using nail polish which is a difficult take-off, where the business can grow by making removers that can remove strong nail polishes. Natural products have huge future opportunities as the market grows with natural ingredients. As natural products do not harm any skin type, businesses have adapted to the natural market due to the banned use of many chemicals. The natural nail polish remover market is growing because of them.

#### • Restrains

for many skin types. The use of powerful substances can create skin allergies like itchiness, dryness, and many more, decreasing the market share of the market.

#### **Cumulative evaluation of the market**

The attractiveness of the market has been evaluated in this report. A diverse range of market variables has been identified and investigated to influence the industry's growth during the forecast period. The main opportunities, drivers, challenges, and restrains has been examined here with full research could positively and negatively impact the market's performance in the future. Based on the nail polish remover market share analysis, one can be assumed that the market would grow, and the industry would earn a profit. However, the business, which operates the market, should understand the effects and consider them while producing products.

#### Overview of the main market segment

#### • By product type

The product category is divided into acrylic, acetone, ethyl, acetate, and others. Among these, acetone is held a huge market share, and this possesses the highest CAGR during the review period, which is by the MRFR analysis. market share has increased due to the increased nail polish market.

#### By category

The nail polish remover market category is divided into two parts: one is natural, and the other one is synthetic. The natural segment is known to have the major CAGR during the review period, and the synthetic one holds more market share; this analysis is based on the MRFR.

#### • By form

According to form, it is divided as liquid, cotton pads, and many more; in 2018, the liquid form was on the top in the market, whereas now it is expected that the pads are growing rapidly.

#### • By distribution channel

It has been segmented into two parts, one is store-based, and the other is non-store-based. The stored base is again divided into supermarkets and hypermarkets and specialty stores. But the non-store-based is creating and expected to create a higher growth during the forecast period. Nail polish remover market share is increasing due to the increased nail enamel market.

#### Regional analysis

The market has been mainly studied in four regions: Europe, North America, Asia Pacific, and the remaining part of the world. North America gain been divided into US, Mexico, and Canada. Europe is divided into France, Italy, Spain, Germany, the UK, and other parts of Europe; the Asia Pacific has been segmented into Japan, India, China, Australia, New Zealand, and the rest of the Asia pacific. The rest of the world market has been spread into Africa, the middle east, and South America. Nail polish remover market growth has been weakened in recent times in certain parts of the world.

#### Competitive intensity in the industry

The market is considered to be one of the most known industries of recent times. As nail polish is produced differently, the nail polish remover market is growing because of customers; its demand has expanded considerably. Due to the high market demand, several market players have entered the market landscape and intensified the competitive intensity. Some of the global level main businesses that have been playing a dominating role and expanding the nail polish remover market size are listed below:

- Lakmé (Unilever PLC) (India)
- Colorbar Cosmetics Pvt. Ltd (India)
- Maybelline LLC (L'Oréal S.A.) (US)
- Kara (Future Consumer Limited) (India)
- Faces Cosmetics Inc (Canada)
- Innisfree Corporation (South Korea)
- Komal Manufacturing Chemists Pvt. Ltd. (India)
- Kiko Cosmetics Retail Private Limited (Italy)

#### **Recent market developments**

• Recently, many industries have started using acetone in a

little amount to make products that can dissolve other products and hence can help remove the products more efficiently.

 Consumers should read nail products before using, as many products have ingredients that are prone to fire; hence, they can catch fire easily and should not swallow it without reading the contents.

#### **Report overview**

The overview of the nail polish remover market has been mentioned here in the market. Several things influence the market. Several types of research strategies are used to fetch information and to know and understand the market setting of the market. Several features affect the market, and how things decrease and increase the nail polish is mentioned here. Here it has been mentioned by fetching information by considering the technical, political, social, and legal setting. The key industrial segments are mentioned below.

# By product

- Acetone
- Acrylic
- Ethyl acetate
- Other

### By category

- Natural
- Synthetic

#### By form

- Liquid
- Cotton pads
- Others

#### By distribution channel

- Store-based
- 1. Supermarkets and hypermarkets
- 2. Specialty stores
- 3. Others
  - Non-store based



Global Nail Polish Remover Market is expected to register a growth rate of 3.4% during the forecast period. The market is expected to garner a value of approximately USD 1.2 million. Nail polish remover is a solvent that includes alcohol, chemicals, oils, and coloring which are used to remove the nail polish.



#### BY PRODUCT TYPE

- Acrylic
- Others

### BY CATEGORY

- Natural

# BY FORM

- · Cotton Pads

#### BY DISTRIBUTION CHANNEL

- Store-Based
- Non-Store Based

#### BY REGION

- Rest of the World

# GLOBAL NAIL POLISH REMOVER MARKET SHARE, BY REGION, 2018



# CHALLENGES:

Demand for organic product

- KEY PLAYERS:
   Industrie Pagoda SRL (Italy)
  - Elif Cosmetics Ltd (Turkey)
  - Lakmé (Unilever PLC) (India)
  - · Colorbar Cosmetics Pvt. Ltd (India) • Maybelline LLC (L'Oréal S.A.) (US)

  - Kara (Future Consumer Limited) (India)
  - Faces Cosmetics Inc (Canada)
  - Innisfree Corporation (South Korea)
  - Komal Manufacturing Chemists Pvt. Ltd. (India)
  - · Kiko Cosmetics Retail Private Limited (Italy)
  - Orly International, Inc (US)
  - Kure Bazaar SAS (France)



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