

Australia Nail Care Market By Category (Nail Polish (Liquid Polish, Gel Polish, Top and Base Coat, Others), Nail Polish Removers, Nail Extensions, Nail Accessories, Others), By End Use (Professional, Individual), By Distribution Channel (Online, Offline), By Region, Competition Forecast & Opportunities, 2020-2030F

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Report description:

Market Overview

The Australia Nail Care Market was valued at USD 584.63 Million in 2024 and is projected to reach USD 800.58 Million by 2030, growing at a CAGR of 5.43% during the forecast period. The market continues to expand due to heightened consumer interest in personal grooming, particularly among younger female demographics. Popularity of trends such as marble effects, animal prints, and pastel tones is supporting product innovation and engagement. Additionally, the rising number of nail salons and broader access to professional-grade services have further contributed to market growth. The increase in demand for both aesthetic and wellness-oriented nail care solutions reflects a cultural shift toward self-care and individual expression, reinforcing the sector's long-term momentum.

Key Market Drivers

Rising Demand for Premium and Eco-Friendly Products

Consumer awareness regarding product safety and environmental impact is driving demand for high-quality and eco-friendly nail care products in Australia. Shoppers are increasingly drawn to clean-label offerings that exclude harsh chemicals like formaldehyde, toluene, and dibutyl phthalate (DBP). As a result, brands are focusing on "clean beauty" formulations that are vegan, cruelty-free, and derived from sustainable sources. Premium products that combine long-wear performance with non-toxic ingredients are gaining traction. For example, Australian brand Sienna produces nail polishes using plant-based materials like sugarcane and cotton, free from benzophenone and nanoparticles. Manufactured using green energy and eco-conscious packaging, Sienna reflects a broader shift in consumer preferences toward ethical and health-conscious beauty solutions.

Key Market Challenges

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Competition and Market Saturation

The Australia Nail Care Market is characterized by intense competition and brand saturation, with numerous domestic and international players vying for attention. The rise of affordable salon services and direct-to-consumer models, alongside at-home nail care kits, has fragmented the market. Large multinational brands with strong marketing capabilities dominate retail shelves and digital channels, making it challenging for smaller businesses to build visibility and customer loyalty. Price-based competition can erode margins, especially for independent or niche brands. To remain competitive, companies must continually innovate, focus on product differentiation, and invest in strategic marketing to attract and retain their customer base.

Key Market Trends

Growing Demand for Non-Toxic and Eco-Friendly Products

The shift toward sustainable and health-conscious beauty is shaping the Australian nail care industry. Consumers are increasingly opting for non-toxic nail polishes and removers that exclude harmful substances such as DBP, toluene, and formaldehyde. As awareness of clean beauty grows, demand has risen for "5-free," "7-free," or "10-free" formulations that align with wellness-focused lifestyles. Products labeled vegan and cruelty-free are also becoming standard expectations. Additionally, brands are enhancing sustainability through biodegradable packaging and recyclable containers. These efforts reflect broader market movements toward ethical sourcing, ingredient transparency, and environmentally responsible manufacturing, as both established and emerging brands strive to meet the evolving expectations of conscious consumers.

Key Market Players

- L'Oreal S.A.
- Coty, Inc.
- Estee Lauder Companies Inc
- Unilever PLC
- LVMH Moët Hennessy - Louis Vuitton
- Chanel S.A. corporation
- Planet Nails
- Revlon, Inc.
- Wella International
- Get Blys Pty Limited

Report Scope:

In this report, the Australia Nail Care Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

- Australia Nail Care Market, By Category:

- o Nail Polish (Liquid Polish, Gel Polish, Top and Base Coat, Others)
- o Nail Polish Removers
- o Nail Extensions
- o Nail Accessories
- o Others

- Australia Nail Care Market, By End Use:

- o Professional
- o Individual

- Australia Nail Care Market, By Distribution Channel:

- o Online
- o Offline

- Australia Nail Care Market, By Region:

- o New South Wales
- o Victoria
- o Queensland
- o South Australia

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o Western Australia

o Tasmania

o Northern Territory

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Australia Nail Care Market.

Available Customizations:

Australia Nail Care Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

- Detailed analysis and profiling of additional market players (up to five).

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