

# Electroplated Glam Nails

- Achieves the iridescent effect of magic mirror powder found in handcrafted nails.
- Different colors are suitable for various occasions and outfits.
- High quality, can withstand rub and cross-cut tests.

 **TikTok**

SpringNails **6.1bn**





## Cool silver tones and bold chrome—so hot right now.

Melty metallics will make their way into the mainstream in 2024 as people trade in their trusty neutrals for something a bit more hardcore. Gen Z and Millennials are driving this heavy metal aesthetic.

### Trending search terms

Nail art metallic +295%

Silver necklaces layered +50%

Aluminum door design +70%

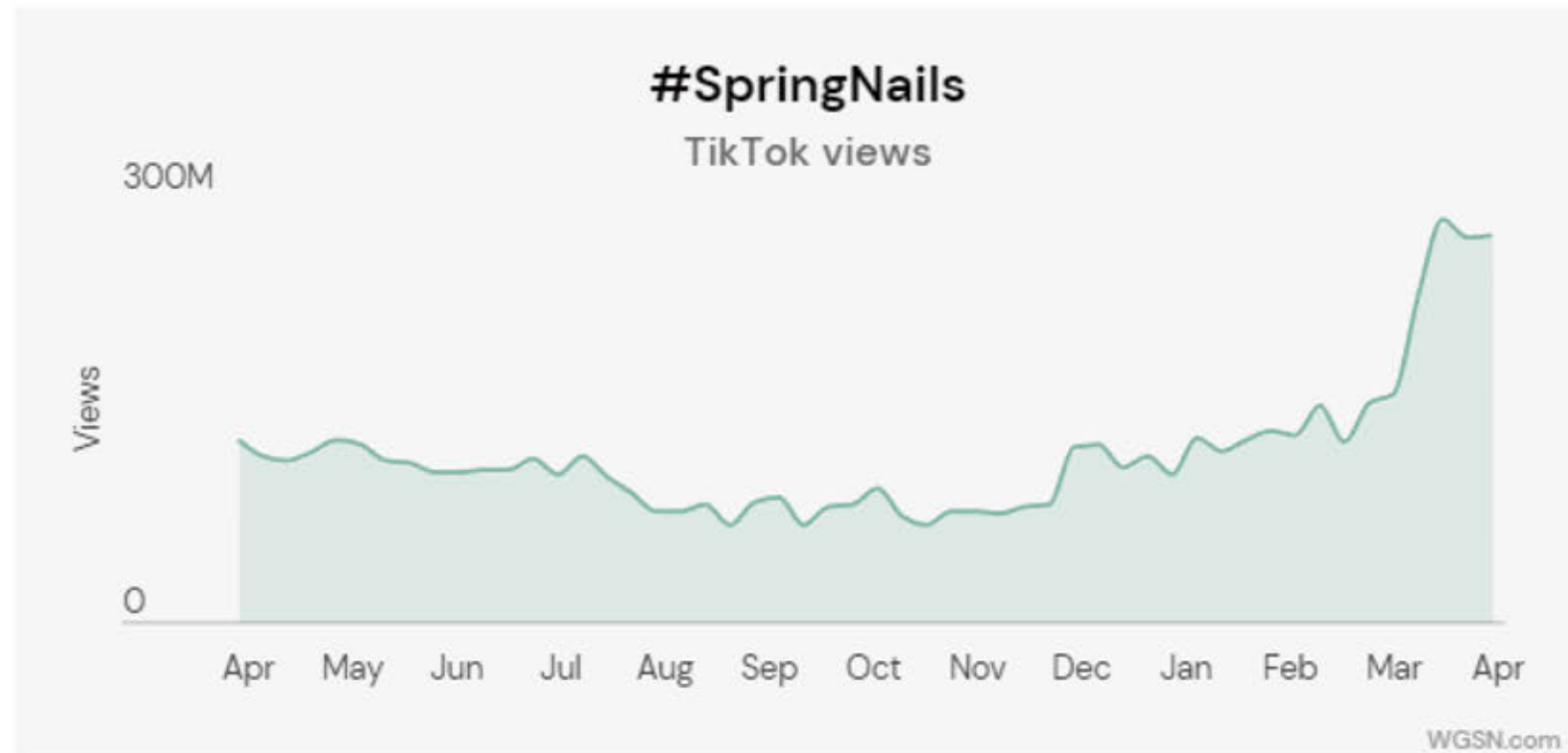
Aluminum furniture +45%

Metal corset +35%

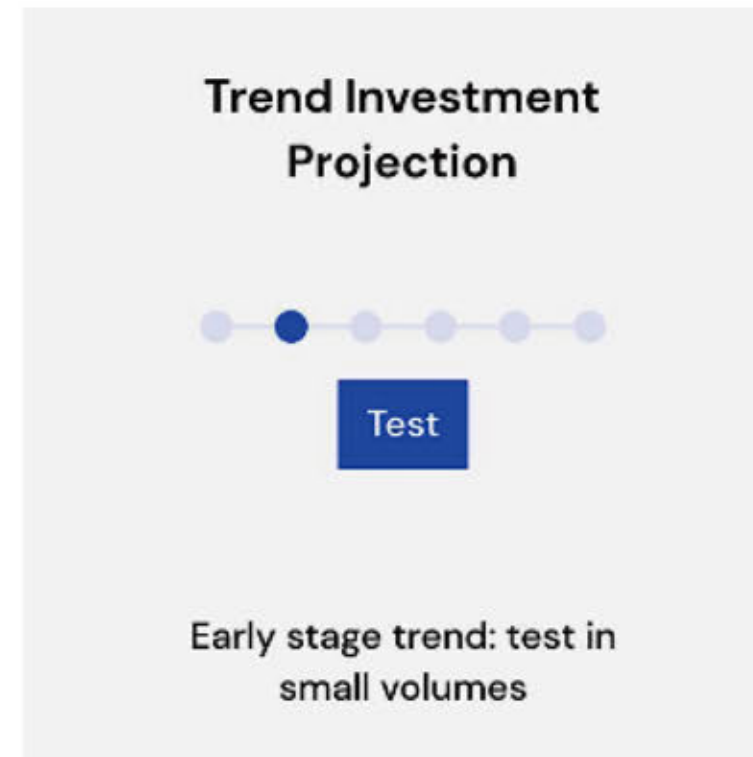


# #SpringNails 6.1bn

# WGSN



Source: TikTok worldwide data. Data for #SpringNails is an aggregation of the following TikTok hashtags: #SpringNails, #SpringNailArt, #SpringNailsIdeas, #BuilderNails, #NailsofTikTok



## TikTok Analytics Mar-Apr 2024: Make-Up & Colour Cosmetics

### #SpringNails

#SpringNails is the latest trend for a 'mani makeover' to welcome the new season of beauty.

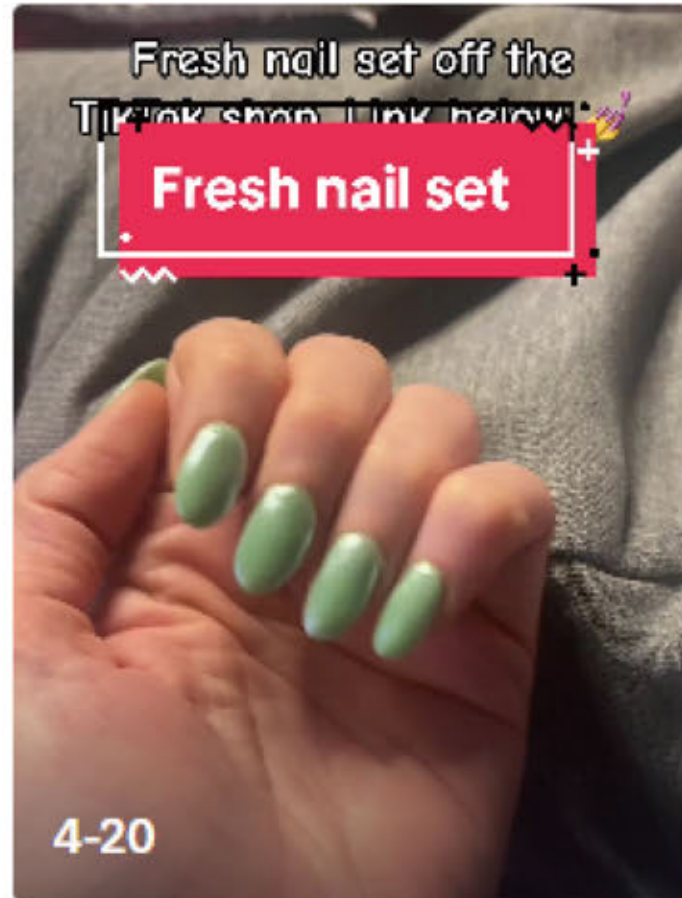
**WGSN TikTok detox:** this is a large trend with a notably high strength score (9). This TikTok trend embodies the 'intentional positivity' sentiment from WGSN's Code Breaking forecast theme, with 2024 featuring **pretty pastels**, floral designs, and **coloured chromes**.

Key items: nail colours, **press-ons**, **nail art**, nail tattoos,

**How to action this:** focus on limited-edition colours and spring-themed for a quick win. Highlight nail makeovers as an affordable and accessible glimmer. Include press-on nails and stickers for quick and easy transformations.



# Coloured chromes nails in tiktok trending now



It's Springtime! Time for some green chrome nails! What do...

tokshopdis... ▶ 3.7M

<https://www.tiktok.com/@tokshopdiscover/video/7359779584100945194?q=coloured%20chromes%20nails&t=1718619195573>



obsessed with my cotton candy chrome nails @essie...

alixearle ✓ ▶ 8.5M

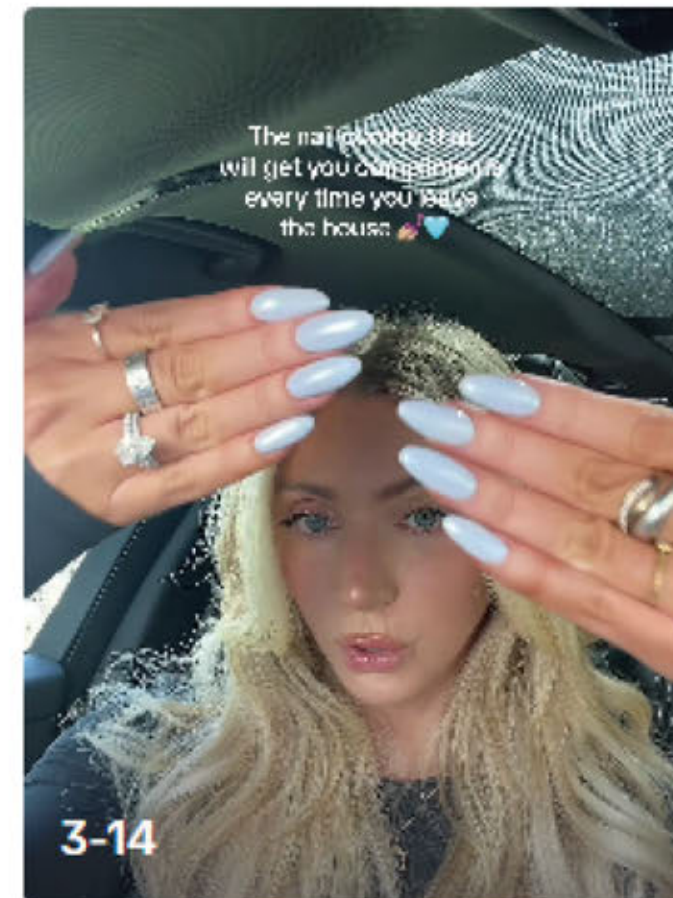
<https://www.tiktok.com/@alixearle/video/7377435552863325470?q=coloured%20chromes%20nails&t=1718619195573>



🍓🍷 juicy, shiny and bold  
🌟 bright pink chrome nails ...

heygreatnails ▶ 521.3K

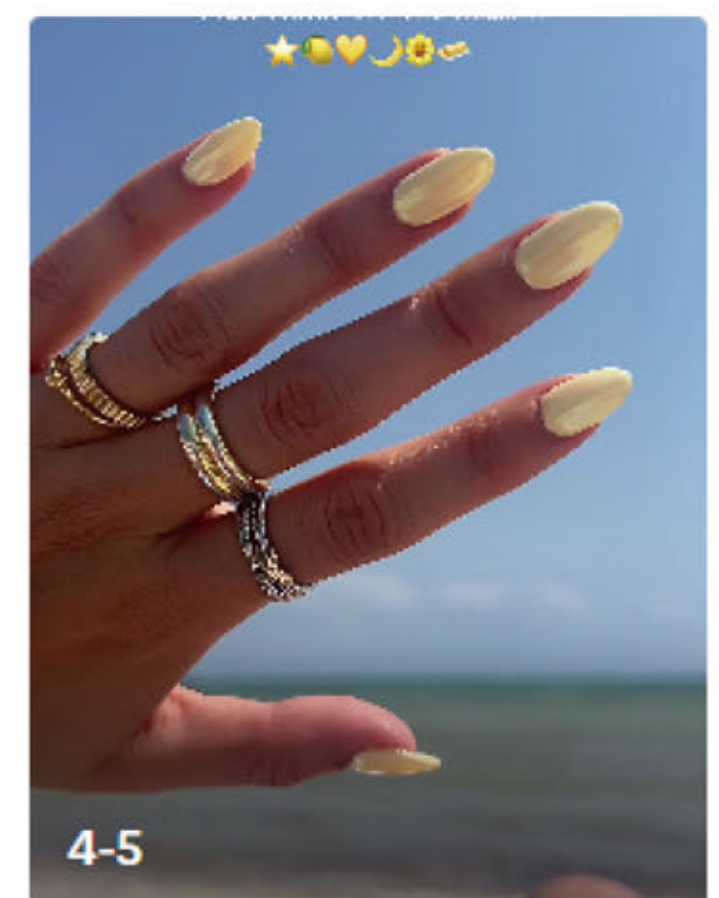
<https://www.tiktok.com/@heygreatnails/video/7377068115244485930?q=coloured%20chromes%20nails&t=1718619195573>



Light baby blue with chrome on top is the MOVEEEEE for...

blakehealey1 ▶ 644.4K

<https://www.tiktok.com/@blakehealey1/video/7346009282007125279?q=coloured%20chromes%20nails&t=1718619195573>



Yellow chrome is my new fav  
🌟🍋 #vacationnails...

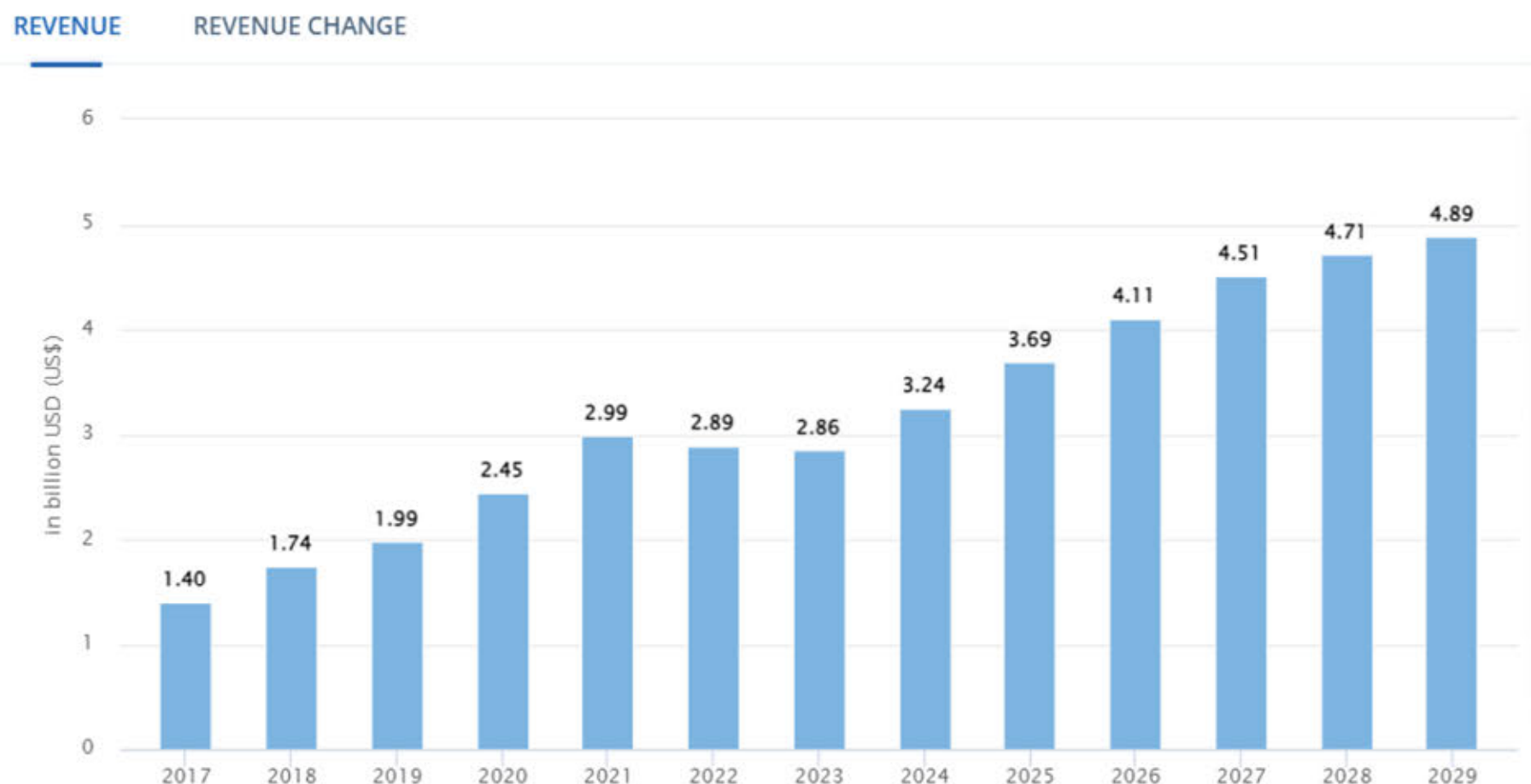
brookecavi... ▶ 935.3K

<https://www.tiktok.com/@brookecavinder/video/7354122435727494446?q=coloured%20chromes%20nails&t=1718619195573>



## Revenue

- Revenue in the Nails Market is projected to reach **US\$3.24bn in 2024.**
- Revenue is expected to show an annual growth rate (CAGR 2024-2029) of 8.58%, resulting in a projected market **volume of US\$4.89bn by 2029.**



Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

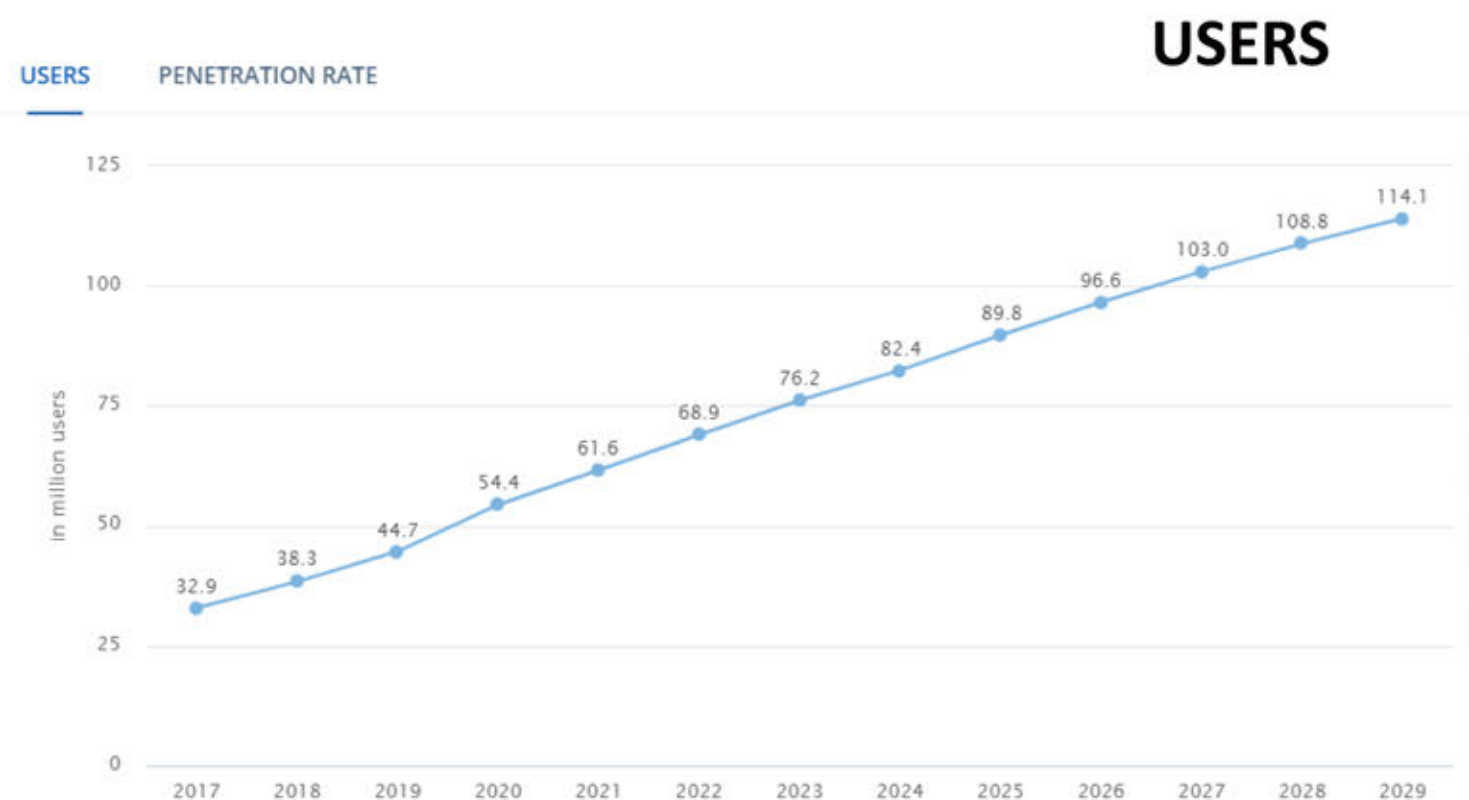
Most recent update: Mar 2024

Source: Statista Market Insights

- In the Nails Market, the number of users is expected to amount to **114.1m users** by 2029.
- User penetration will be **1.3%** in 2024 and is expected to hit **1.6%** by 2029.

### USER PENETRATION COMPARISON Top 5 (2024) in percent

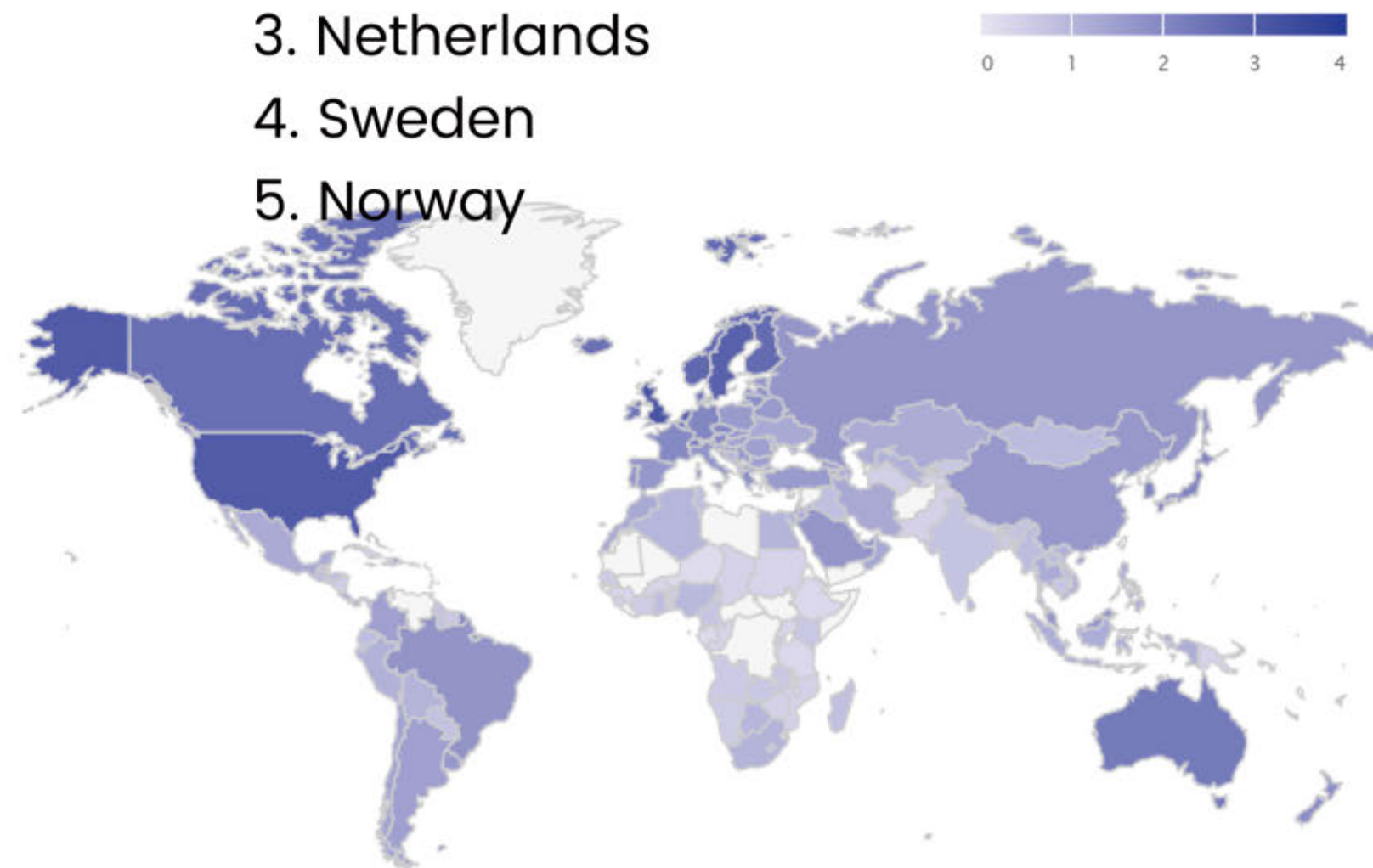
1. United Kingdom
2. United States
3. Netherlands
4. Sweden
5. Norway



Most recent update: Mar 2024

Source: Statista Market Insights

<https://www.statista.com/outlook/emo/beauty-personal-care/cosmetics/nails/worldwide>





# Pearlescent Effect False Nails

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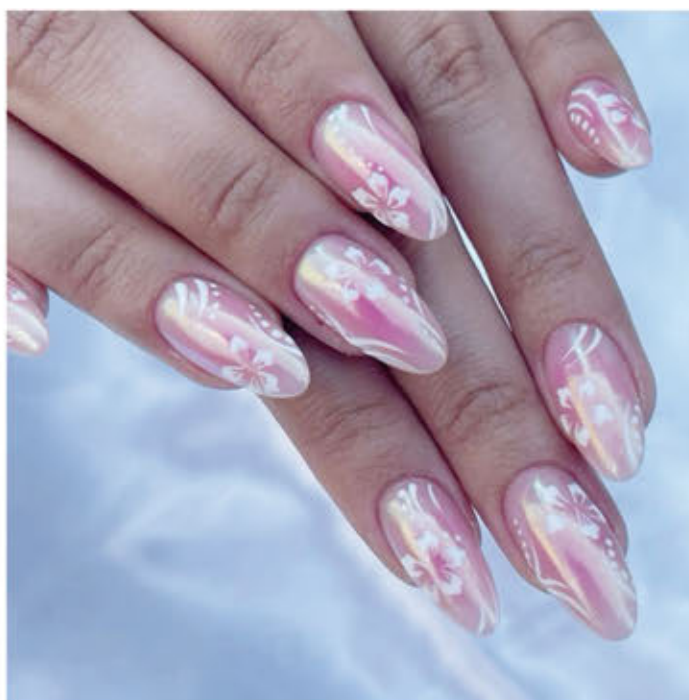
# # Pearlescent Effect False Nails

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# # Pearlescent Effect False Nails





# # Pearlescent Effect False Nails





# # Pearlescent Effect False Nails





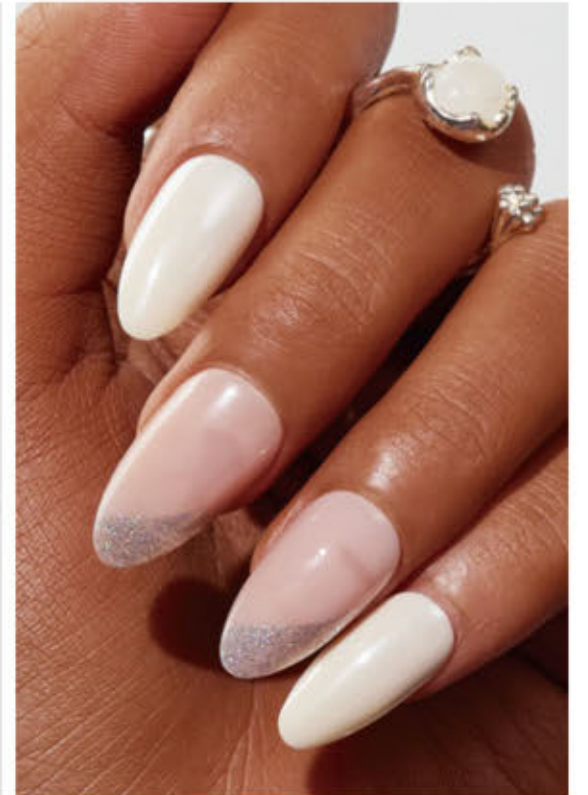
# Optical Coating False Nails

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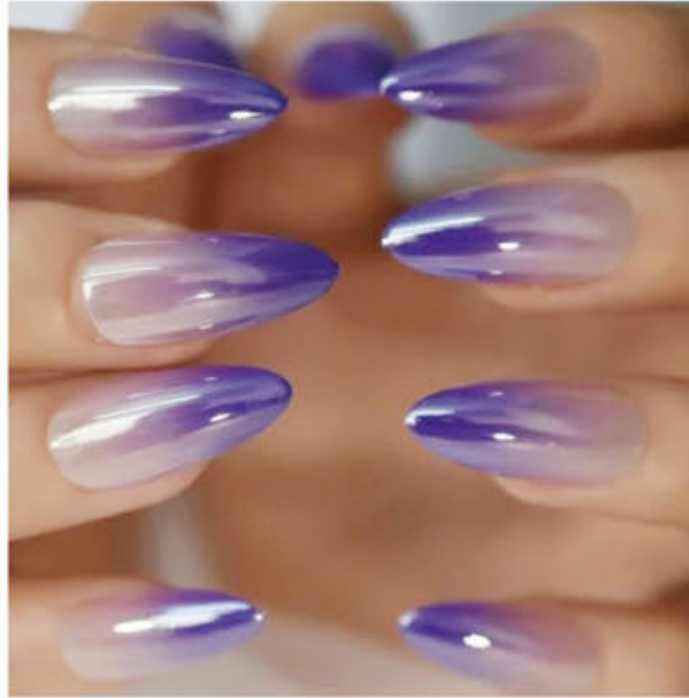


# # Pearlescent Effect False Nails





# # Optical Coating False Nails





# # Optical Coating False Nails





# **Metallic Plated False Nails**

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# # Metallic Plated False Nails





# # Metallic Plated False Nails

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