



Market Report

A Snapshot of your Marketing Sector

Nail Technician

This pack has been designed to provide information on setting up a business in the **Nail Technician** industry in Scotland, as well as helping to inform the market research section of your business plan. You can find more information on how to write a business plan from the Business Gateway website (www.bgateway.com/businessplan), including an interactive template and tips to get you started.

This market report was updated by Business Gateway in **April 2026**.

What do I need to know about the Nail Technician market?

The following summary statistics have been taken from market research reports and reliable resources that the Information Service uses to compile industry information. They should give you an indication of how your industry is faring at present and whether there is demand for your type of business:

- ◆ The nail make-up segment of the make-up market was USD 385.8 million in 2020 which then grew to USD 468.8 million and is forecast to reach 596.0 million in 2029 representing a 5% CAGR 2020-24 and 4.1% 2025-29. (GlobalData Explorer, *Make-Up - Global Industry Data (2020-2029)*, November 2025, *This content is reproduced under license from GlobalData PLC, Copyright 2026*).
- ◆ The nail market in the United Kingdom in 2026 generated USD 377.54 million in revenue and the forecast annual growth rate is 2.06% (CAGR 2026-2031). Current trends include an increase in demand for eco-friendly and vegan nail products. The top three brands in the nails market in March 2024 include Essie 43%, Chanel 16%, and Dior 14%. Historically the majority of people purchased nail products offline (rather than online) with offline revenue share at 54.4% in 2025, and estimated to be 53% in 2026, reducing to 46.7% by 2030. (Statista, *Market Insights Cosmetics: Nails*, March 2026).
- ◆ Kantar's computer-assisted web interview surveyed the number of people using nail varnish and nail care in the United Kingdom in 2024 by product type. The most popular nail products used are nail top coat with 5,700.5 thousand people, nail gel with 3,602.4 thousand, nail base 2,881.1 thousand. (Statista, *Number of People Using Nail Varnish*, June 2025).
- ◆ A Statista survey requested data on nail studio visits with 57% of respondents saying that they had visited in the last year; with 7% visiting frequently (12 or more times a year). (Statista, *Nail Studio UK*, 2023).
- ◆ Respondents who were surveyed cited that their key criteria in nail product purchase decisions is that it is long lasting, the price, and the colour variety. (Statista, *Consumer Insights: Nail Product Purchase Criteria*, 2023).
- ◆ There were 50,535 hairdressing and other beauty treatment businesses in 2024, slightly up from 50,485 in 2023. The businesses are predominately small enterprises with up to 4 staff. (Statista, *Hair and beauty salons in the United Kingdom (UK)*, 2024).
- ◆ The national organisation for this industry is [The Hair and Beauty Industry Association](#). Other industry bodies include [The British Association of Beauty Therapy and Cosmetology](#) ; [The Guild of Professional Beauty Therapists](#) ; [The National Hairdressing & Beauty Federation](#) ; [The Federation of Nail Professionals UK](#) ; [Association of Nail Technicians](#) ; [The British Beauty Council](#)

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Where can I find more information on my market?

The Information Service has access to a number of databases which can offer more detail on this industry. Some of these reports are listed below - if you would like to be sent extracts from any of these reports, please contact us on **0300 013 4753** or email info@bgateway.com.

- ◆ **British Beauty Council – The Value of Beauty (2025)**. In 2025, the [British Beauty Council](#) commissioned Oxford Economics to refresh its analysis of the economic contribution of the beauty industry and how it has evolved. The report covers 2024 performance and 2025 forecasts. Over the past two years, beauty spending has grown faster than overall consumer spending. In 2025, it is forecast to rise by 3%, reflecting ongoing demand for beauty products and services. An 8% rise in household spending on personal care in 2024 fuelled the sector's rapid expansion, despite wider economic pressures. The report can be downloaded on request from the council.
- ◆ **Statista - Hair and beauty salons in the United Kingdom (UK) (2024)**. The report details the consumption expenditure on hairdressing salons and personal grooming establishments in the United Kingdom from 2005 to 2024. 2023 saw the recovery to pre-covid years spend with £8,671 million, continuing the growth to finish at £10,009 million in 2024. Annual turnover of enterprises for hairdressing and other beauty treatments has shown positive growth with £3,946 million in 2021 to £5,442 million in 2023.
- ◆ **National Library of Scotland** – free registration offers access to [eResources for Business](#), which includes online access to databases and sample report titles such as: **IBISWorld** report *Hairdressing & Beauty Treatment in the UK*, December 2025 for insights on the sector and nail services segment; **COBRA Business Opportunity Profiles** on *Nail Technician*, *Nail Salon* which contain key market issues and trends, trading, commercial and legal issues and legislation; and in person access to **Mintel** reports.

There are also a number of online resources you may find helpful:

- ◆ [The Nail Tech.org](#) offers retreats, events and courses; tutorials; blogs on 'nail industry insights' and technician tips, trends, and other industry news in a worldwide online community platform.
- ◆ ['Scratch'](#) is an online and print-based journal for the UK nail sector that features market news, reviews of new nail products and nail treatment techniques, nail art ideas, event details, and a selection of blogs from nail technicians and other nail professionals.
- ◆ ['NAILS Magazine'](#) and ['Beauty Launchpad'](#) are online and print-based journals for the nail sector in the United States. Each journal provides market research information and articles about new nail products and treatments that could be relevant to UK nail technicians.
- ◆ [Skills Development Scotland](#), the national skills body supporting the people and businesses of Scotland to develop and apply their skills, provides information on Nail Technicians in their My World of Work website.
- ◆ [National Careers Service](#) for the UK also provides information on Nail Technician careers.

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How can I find out about my competitors?

Business Gateway's online guide to [Competitor Analysis](#) explains how to find your competitors, how to research what they're doing and how to act on what you learn about them.

Immediate competition will be from other businesses in your local area. There are several online directories which can be used to find company information and generate lists easily and at no expense. Many Local Authorities also publish local business directories on the web. Below are some key web resources:

- ◆ General business directories such as [Yell, Thomson Local](#) or [Google Maps](#)
- ◆ Trade specialists like [EuroPages](#) (European directory), [The Wholesaler](#) or [Free Index](#)
- ◆ Business to business (B2B) specialists such as [Kompass](#)

Likewise, your local Chamber of Commerce may publish a members' directory; find your local Chamber on the [Scottish Chambers](#) website.

Once you've identified who your competitors are, the next step is to gather information on the way they do business. Which services do they provide? How do they market themselves? How much do they charge?

To learn about your competitors:

- ◆ Look for articles or adverts in local newspapers, trade press and directories.
- ◆ Try to read their marketing material; if the company has an online presence, visit the company's website as a first port of call. Not only does it give you a better understanding of the company's activities, it can also offer a wealth of information such as a company history or staff biographies, as well as the company's partners or suppliers
- ◆ Search for information on limited UK companies via the [Companies House](#) website
- ◆ Gain an insight into your competitor's performance using credit checks and the accounts that limited companies are required to submit to Companies House each year.

We can provide credit checks free of charge; if you are interested in using this resource, or looking for us to help you find relevant publications, please contact us by emailing info@bgateway.com or by calling **0300 013 4753**



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What about suppliers?

[Choosing and Managing Suppliers](#) can help you decide what you need from a supplier, how to identify one and how to choose one to deal with.

Trade associations or industry specific organisations may also be able to recommend suppliers or contacts. You can also use the aforementioned resources for finding competitors to find suppliers.

Once you have decided on a supplier, we can run a credit check on the company to help assess their financial stability. We provide credit checks free of charge; if you are interested in using the resource please info@bgateway.com or by calling **0300 013 4753**.

Who are my customers?

Your business plan should include information about the customers you would expect. Business Gateway's guides on [Market and customer research](#) will help you to identify new trends, opportunities, customers and competitors.

It can be useful to group your customers by geographical location, age or lifestyle. The websites listed below are freely available and can provide most of this information. If you can't find what you're looking for from these websites, please contact us and one of the team will be happy to help:

- ◆ Access the latest population estimates from the [National Records of Scotland \(NRS\)](#). NRS also offers demographic factsheets for each council area in Scotland, which can provide summary statistics for the area you will be based in.
- ◆ Information from the most recent census in 2011 is released via the official website. See in particular the [Census Area Profiles](#). Clicking on your area of interest will give the latest population figures, including estimates by age.
- ◆ [Understanding Scottish Places](#) has interactive profiles of towns and cities across Scotland. It can be useful for understanding the interrelationships and flows between towns, and also gives comparisons between two or more places.
- ◆ [Scottish Government Statistics](#) provide accurate and up-to-date statistics on Scotland, covering population, health, education and housing.
- ◆ [The Scottish Household Survey](#) provides information on the structure, characteristics, attitudes and behaviour of Scottish households, both at a national and local level.
- ◆ [Office for National Statistics \(ONS\)](#) is the recognised national statistical body for the UK. ONS covers a wide range of demographic, economic and social issues at a UK level.



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How can you help me with other aspects of starting my business?

The Business Gateway website has guides, videos, online tutorials and tips on all aspects of starting up a business in Scotland. Follow the links below to explore each resource:

Accountancy

Institute of Chartered Accountants of Scotland's (ICAS) ["Find a Chartered Accountant"](#) tool

Funding

[Practical information](#) on finance and funding for starting and growing your business

Insurance

[Business insurance guide](#)

Legal Help

Gov.uk ["Licence Finder"](#) tool

Law Society of Scotland's ["Find a Solicitor"](#) tool

Pricing

Business Companion [Pricing & payment guide](#).

Please note: the most effective way to research pricing is to conduct your own research – visit wholesalers or suppliers to obtain price lists, find quotes from similar companies and work out what other businesses in your area are charging

Promotion

[BG guides to Marketing](#)

Training

[Skills Development Scotland's My World of Work](#)

[Funding for training](#)

[Small Business Bonus Scheme \(Scotland\)](#)

Your local Business Gateway can offer events, workshops and 1:2:1 support on all aspects of starting and developing your business. Call the helpline on **0300 013 4753** to find out what is available in your area.

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You must not rely on the information in the report as an alternative to advice from an appropriately qualified professional. If you have any specific questions speak to your Business Gateway Advisor or consult an appropriately qualified professional.

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