

Nailpro – The Art and Business of Nails



What is *Nailpro*?

As the premier resource for all things nails, *Nailpro* covers worldwide trends, classic and expert techniques, innovative products and tools, vast color collections, business advice and nail health for experts to learn, improve upon their craft and cultivate their client base and portfolio. *Nailpro* serves cutting-edge nail salon owners and nail technicians to help them grow a successful nail business.

Why It's Important*

Nail care is important not only for cosmetic reasons but for health as well. The nail industry is constantly evolving, where a simple manicure and pedicure have expanded into nail art. Nail creation requires not only skill and patience but also creativity and artistry now. It goes beyond serving as a source of income and has become a long-term career and passion. In addition to staying on the cutting edge, *Nailpro* delivers the education, resources and news that nail professionals need to know and deserve as the market grows. The nail care market is estimated to reach \$11.6 billion by 2027, and the U.S. nail care market is estimated at \$2.7 billion.

- The global artificial nails market is predicted to register a growth rate of 4.5% from 2019 to 2024.
- The global nail polish market is expected to reach \$19.4 billion by the end of 2026.
- The gel polish market is estimated to grow at a CAGR of 10.5% from 2016 to 2024.
- There are over one million hair and nail businesses in the U.S.
- The demand for nail technicians is high, and it is expected to grow by 10% between 2016 and 2028.

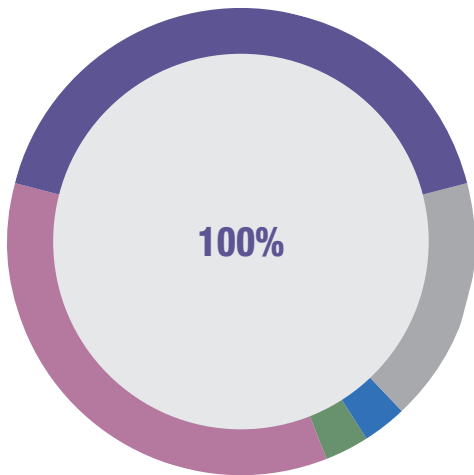
The global nail care market is expected to grow at a **CAGR of 2.3%** between 2020 and 2027.

AUDIENCE WHO WE REACH

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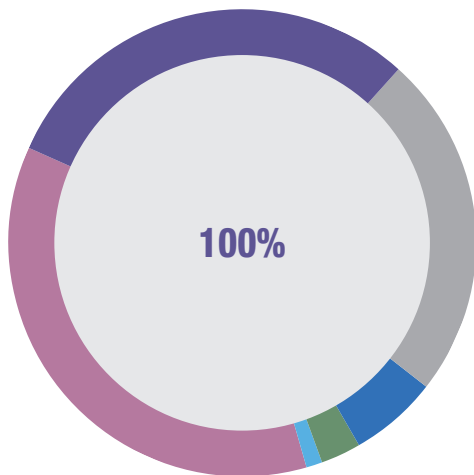
NAILPRO
THE ART AND BUSINESS OF NAILS

Total Market Reach- 51,000



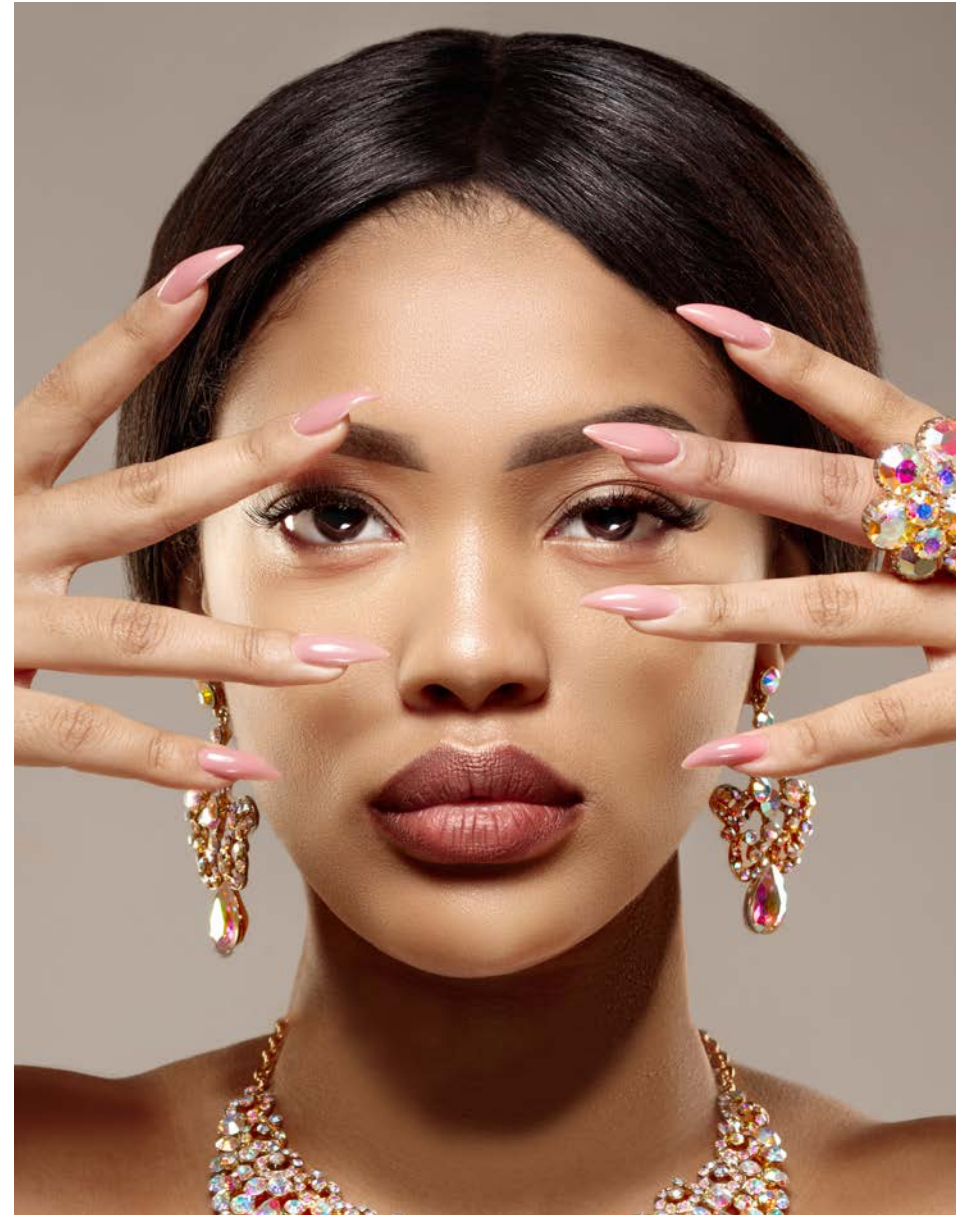
Primary Job Functions

- Owner/Senior Manager **42%**
- Nail Tech **17%**
- Cosmetologist **3%**
- Educator/Student **3%**
- Allied to the Field **35%**



Primary Business Types

- Nail Salon **30%**
- Full-Service Salon **24%**
- Day Spa **6%**
- Beauty School **3%**
- Resort/Hotel Spa **1%**
- Allied to the Field **36%**




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The leading multichannel information platform to reach **51,000** unique Nail Professionals.

Magazine Subscribers
 **40,000**

Website Users (Monthly Avg.)
 **81,500**
Registered Website Users: 8,000

Daily Newsletter Subscribers
 **24,000**

Social Media Followers
 **1,663,000**

Dedicated E-Blast Subscribers
 **17,000**

Nailpro Show Attendees
 **526**

Save the Date!

 **NAILPRO**
NAIL SHOW
September 8-9, 2024

AUDIENCE PURCHASING POWER*

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Purchasing Power

96%

Are the Sole Decision
Maker, Part of a Decision
Making Team or Influence
Decision Makers

Number of Manicure/Pedicure Stations

89% 5 or Less Stations
5% 6 - 9 Stations
3% 10 - 19 Stations
1% 20 + Stations



Products Purchased

