

Nail care on Amazon India sells at least ₹16.7 crore a year. On press-on nails, 97% of the money goes to sellers with no brand owner we can find.

NAIL CARE · AMAZON INDIA · READ 2026-10-26

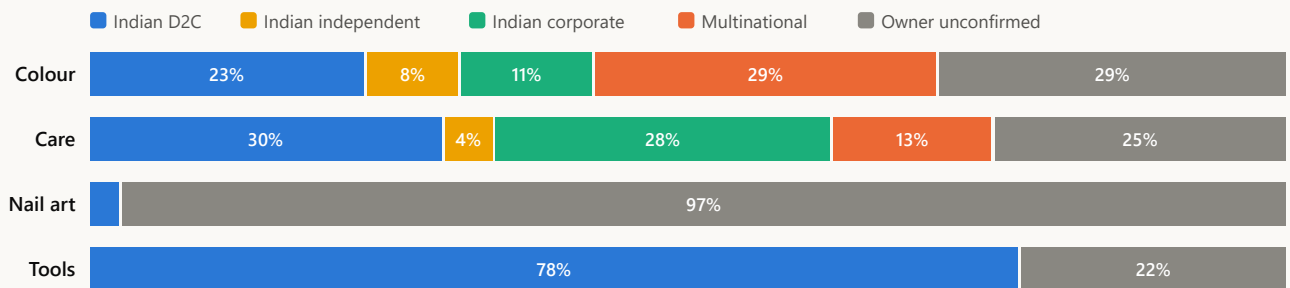
Nail care is three businesses on one shelf: colour, care and nail art. We read every product Amazon India shows for six nail searches, 745 listings, and opened every one that shows sales. The known brands own colour. Nobody we can name owns nail art.

The measure. Sales on Amazon India: the “bought in past month” figure at its lower bound, times the product-page price, times twelve. Read on 2026-10-26, during Amazon’s festive sale and before Diwali.

1 · THE SHORT VERSION

- The shelf sells at least **₹16.7 crore a year**, about 76,900 units a month.
- **Lakmé is the largest brand at 10.8%**. HUL takes 11.2% with Elle 18. The top three brands take only 24.6%.
- **Nail art** (press-on and artificial nails) is 21.9% of the money, ₹3.6 crore. Sellers whose owner we cannot confirm take 97.3% of it, and 73.0% of it is on listings that say **made in China**.
- **Colour** is 44.8%. Multinationals take 28.7%, Indian D2C brands 23.1%.
- **Care** is 29.5%. Indian D2C takes 29.6% and the Indian corporate houses 28.2%.
- **Indian D2C brands take 22.6%** of the whole shelf, up to 65.1% if every brand whose owner is not confirmed is D2C.
- The unbranded sellers charge more, not less: **₹259** at the median, against ₹167 for D2C and ₹192 for multinationals.

2 · THREE BUSINESSES ON ONE SHELF



Who takes the money, by Amazon's own category

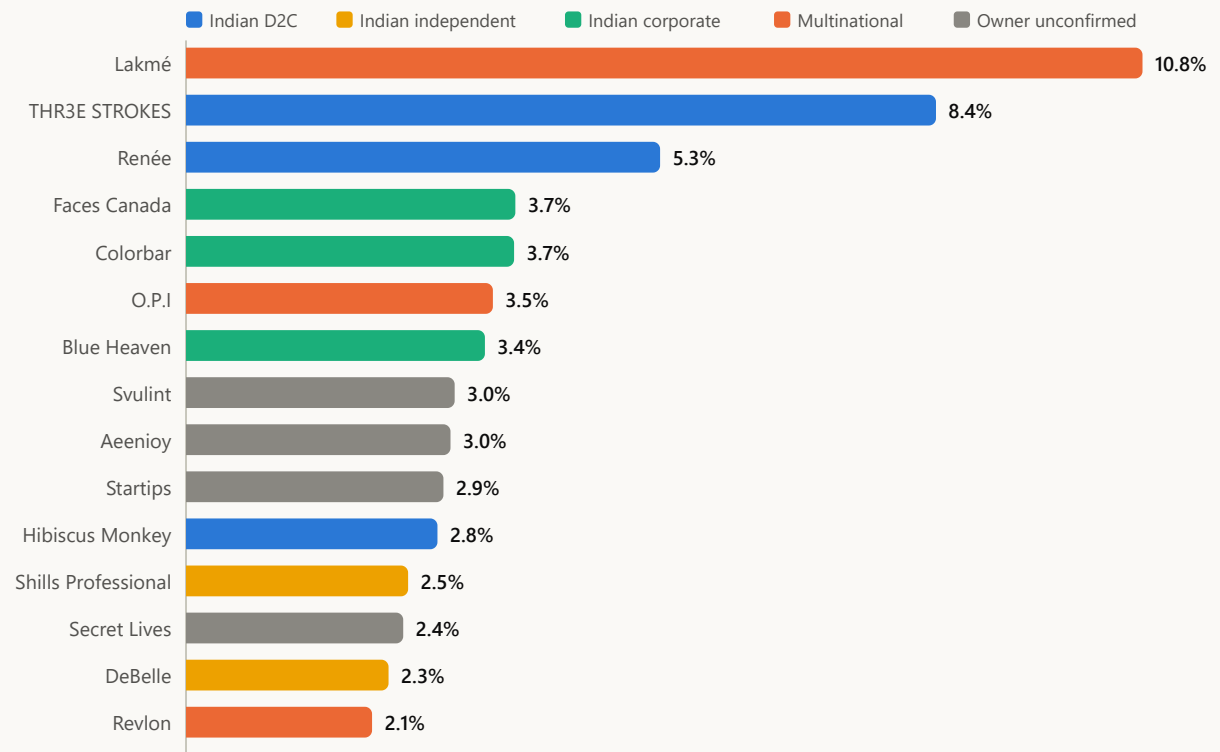
SEGMENT	SHARE OF THE SHELF	SALES A YEAR, AT LEAST	INDIAN D2C	MULTINATIONAL	INDIAN CORPORATE	OWNER UNCONFIRMED	MADE IN CHINA	MEDIAN PRICE
Colour	44.8%	₹7.5 crore	23.1%	28.7%	11.2%	29.2%	12.8%	₹230
Care	29.5%	₹4.9 crore	29.6%	13.5%	28.2%	24.5%	6.1%	₹189
Nail art	21.9%	₹3.6 crore	2.7%	0.0%	0.0%	97.3%	73.0%	₹294
Tools	3.8%	₹0.6 crore	77.6%	0.0%	0.0%	22.4%	56.3%	₹178

Nail art has no brand. 38 names sell press-on and artificial nails here, and the largest, Aeenioy, takes 13.6% of that money. Most are seller names with no company behind them that we can find. The one Indian D2C name there is THR3E STROKES, with 2.7%. Not one multinational and not one Indian corporate house sells press-on nails on this shelf.

Colour is the known brands' ground. Lakmé leads it with 16.7%, then THR3E STROKES and OPI. Even here, sellers with no confirmed owner take 29.2%, mostly gel polish kits.

Care is the most even. Colorbar's remover leads it with 12.4%, then Lakmé, Renée and Hibiscus Monkey's cuticle oil.

3 · THE BRANDS



BRAND	OWNER	LISTINGS THAT SELL	MEDIAN PRICE	SHARE	SALES A YEAR, AT LEAST
Lakmé	Multinational	20	₹152	10.8%	₹1.8 crore
THR3E STROKES	Indian D2C	13	₹283	8.4%	₹1.4 crore
Renée	Indian D2C	14	₹120	5.3%	₹0.9 crore
Faces Canada	Indian corporate	8	₹99	3.7%	₹0.6 crore
Colorbar	Indian corporate	3	₹141	3.7%	₹0.6 crore
O.P.I	Multinational	9	₹637	3.5%	₹0.6 crore
Blue Heaven	Indian corporate	5	₹180	3.4%	₹0.6 crore
Svulint	Owner unconfirmed	2	₹899	3.0%	₹0.5 crore
Aeenioy	Owner unconfirmed	11	₹338	3.0%	₹0.5 crore
Startips	Owner unconfirmed	8	₹412	2.9%	₹0.5 crore
Hibiscus Monkey	Indian D2C	1	₹491	2.8%	₹0.5 crore
Shills Professional	Indian independent	9	₹420	2.5%	₹0.4 crore
Secret Lives	Owner unconfirmed	10	₹344	2.4%	₹0.4 crore
DeBelle	Indian independent	10	₹275	2.3%	₹0.4 crore
Revlon	Multinational	10	₹186	2.1%	₹0.3 crore

	Indian D2C	Indian independent	Indian corporate	Multinational	Owner unconfirmed
Sales	23%	5%	13%	17%	42%

Indian D2C takes 22.6%: THR3E STROKES (Mumbai, 2021), Renée, Hibiscus Monkey, SUGAR, Plum and MARS. Multinationals take 16.8%: HUL's Lakmé and Elle 18, OPI (Wella Company, owned by KKR) and Revlon. The Indian corporate houses take 13.3%: Faces Canada (Purplle), Colorbar, Blue Heaven, Coloressence. 42.5% goes to brands whose owner we could not confirm; we do not guess.

4 · WHERE IT IS MADE

25.6% of the shelf's money is on listings whose product page says the country of origin is China. On nail art it is 73.0%; on colour 12.8%; on care 6.1%. Country of origin is where the product is made, not who owns the brand: Indian brands import too, and five of THR3E STROKES's thirteen listings say China.

5 · THE PRICE

OWNER GROUP	MEDIAN LISTING PRICE	LISTINGS
Indian D2C	₹167	43
Indian independent	₹299	19
Indian corporate	₹134	22
Multinational	₹192	40
Owner unconfirmed	₹259	157

A D2C nail product costs ₹167 at the median, below the multinationals at ₹192. The sellers with no confirmed owner charge the most, ₹259, because they sell kits: 24 press-on nails with glue, or a gel polish set with a lamp.

6 · WHAT SHARE OF EACH COMPANY'S SALES THIS IS

Each company's sales on this shelf, beside what it reports for its whole business.

COMPANY	REPORTED REVENUE	ON THIS SHELF	SHARE OF REVENUE
HUL (FY26)	₹64,468 crore	₹1.87 crore	0.00%
RENEE Cosmetics (FY26)	₹440 crore	₹0.89 crore	0.20%

Amazon nail care is a rounding error for both. The shelf is small because nail colour is a low-price, impulse buy that sells mostly in shops and on beauty apps.

HUL: Revenue FY2025-26, Rs 64,468 crore (ICICI Direct Q4 FY26 note). RENEE Cosmetics: Revenue FY2025-26, Rs 440 crore, from internal documents Entrackr reviewed, not a filing (Indian Retailer).

7 · WHAT WE PREDICTED

We wrote down 8 predictions before we read the shelf. 4 of 8 held.

WE SAID	WE FOUND	
The shelf sells ₹40 to ₹120 crore a year	₹16.7 crore	Wrong
Indian D2C is the largest owner group, over 35%	Indian D2C largest; D2C 22.6%	Wrong
Multinationals take under 30%	16.8%	Right
The largest brand is not a multinational	Lakmé (Multinational)	Wrong
The top three brands take under 35%	24.6%	Right
On press-on nails, sellers whose owner we cannot confirm take over 40%	97.3%	Right
A D2C listing costs less than a multinational one, at the median	₹167 against ₹192	Right
Care products are under 15% of the money	29.5%	Wrong

8 • METHOD

Amazon India, six searches, three pages each: nail polish, nail paint, gel nail polish, press on nails, nail polish remover and cuticle oil. We counted only Amazon's own search results and opened the product page of every listing that shows a sales figure.

The shelf is what Amazon files under Beauty, Manicure & Pedicure, plus cuticle care. The segment is Amazon's own category, never a word in the title.

AMAZON CATEGORY	LISTINGS THAT SELL	SALES A YEAR, AT LEAST	
Beauty › Manicure & Pedicure › Nails › Nail Polish	130	₹6.1 crore	On the shelf
Beauty › Manicure & Pedicure › Nails › Nail Polish Remover	36	₹3.6 crore	On the shelf
Beauty › Manicure & Pedicure › Nails › False Nails & Applications Kits › Artificial Nails	69	₹2.8 crore	On the shelf
Beauty › Manicure & Pedicure › Nail Care	6	₹0.9 crore	On the shelf
Beauty › Manicure & Pedicure › Nails › False Nails & Applications Kits › Press On Nails	13	₹0.7 crore	On the shelf
Beauty › Skin Care › Hands & Nails › Cuticle Care	10	₹0.4 crore	On the shelf

Beauty › Manicure & Pedicure › Nails	2	₹0.4 crore	On the shelf
Beauty › Manicure & Pedicure › Nails › Tools	2	₹0.3 crore	On the shelf
Beauty › Manicure & Pedicure › Nails › Nail Gel	7	₹0.3 crore	On the shelf
Beauty › Manicure & Pedicure › Nails › Nail Polish Sets	3	₹0.3 crore	On the shelf
Beauty › Hair Care › Hair Oils	2	₹2.4 crore	Left out
Beauty › Skin Care › Lips › Balms	1	₹2.3 crore	Left out
Beauty › Tools & Accessories › Cotton & Swabs	2	₹1.6 crore	Left out
Beauty › Make-up › Make-up Sets & Kits › Make-up Kits	1	₹0.4 crore	Left out

Categories under ₹0.2 crore a year are not listed.

Sales are Amazon's "bought in past month" figure at its lowest value, times the price on the product page, times twelve. Made in China is the Country of Origin the product page states. Every brand's owner is researched by hand.

We read shelves like this one by category, by platform and by city, and read them again to show what moved. If you are building in beauty, **book a discovery call at www.impuls8.com/enterprise.**

impuls8 · read 2026-10-26 · Amazon India · 745 listings, 292 with sales · every figure is generated from the read and checked by a second script.