



# The Future of the Nail Industry through the Eyes of Natalia Zapara: Forecasts and Expectations from the Champion

Nataliia Zapara

Internationally Recognized Nail Artist.

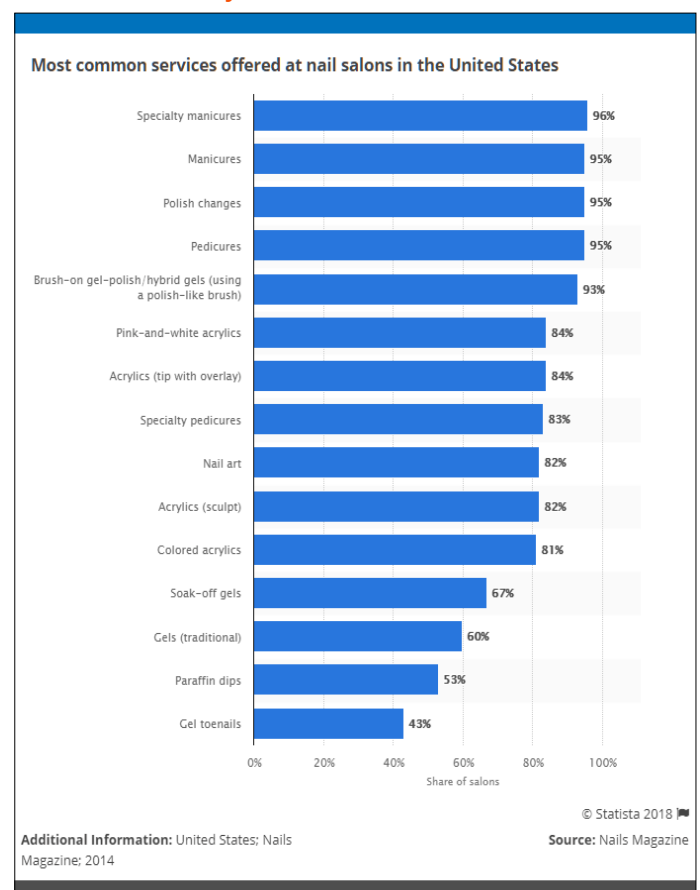
## Abstract

*The article analyzes the development prospects of the nail industry based on expert assessments of a highly qualified specialist and multiple champion of international competitions Natalia Zapara. The expected technological innovations, changes in materials science, the evolution of professional competencies of masters and the transformation of customer experience are considered. The purpose of the study is to systematize forecasts for the future of nail service, formulate expectations from the industry taking into account the experience of a leading practitioner. The tasks include analyzing current trends, generalizing the expert's vision, confirmed by her competitive achievements, and identifying areas for the development of specialists. The results can be used by industry professionals for strategic planning of their activities and by educational centers to update training programs.*

**Keywords:** Nail Industry, Development Forecasting, Natalia Zapara, Innovations In Manicure, Nailympia, Professional Competencies, Nail Service Trends.

The nail industry is one of the most dynamically developing sectors of the beauty industry, characterized by constant updating of technologies, materials and fashion trends. In the conditions of high competition and increasing customer demands, the ability of professionals not only to follow current trends, but also to foresee future development directions is of particular importance. A look at the prospects of the industry from experienced practitioners who have reached the heights of professional excellence allows for more accurate and well-founded forecasts. Natalia Zapara, whose achievements at prestigious international competitions such as Nailympia confirm her high level of expertise, is a specialist whose vision of the future of the nail industry deserves close attention. Her victories at the Nailympia competition in Texas, San Antonio, September 15-16, 2024 (1st place, two 2nd places, 3rd place) and triumph at the Nailympia competition in California, Anaheim, February 23-24, 2025 (1st place, two 2nd places and Grand Prix) indicate a deep understanding of modern standards and potential development vectors. The purpose of this article is to analyze Natalia Zapara's forecasts and expectations regarding the future of the nail industry, comparing them with general trends and scientific developments.

## Current State and Driving Forces of Development of the Nail Industry



The current state of the nail industry is characterized by several determining factors. There is a polarization of trends: on the one hand, minimalistic, care procedures that emphasize the natural beauty of nails remain popular; on the other hand, the demand for complex designs, original works and a high degree of personalization is growing. Social media and digital platforms, which accelerate the dissemination of information about new products and the work of masters, have a significant impact on the formation of trends and consumer preferences [3]. Consumers are becoming increasingly aware and demanding of the quality of services and the safety of the materials used. This demand encourages manufacturers to develop innovative products with improved compositions and properties, and masters to improve their knowledge and skills [1]. The driving forces of development are technological progress, scientific research in the field of polymer chemistry and dermatology, as well as the growing desire of customers for self-expression through appearance.

### **Technological Innovations and Materials of the Future**

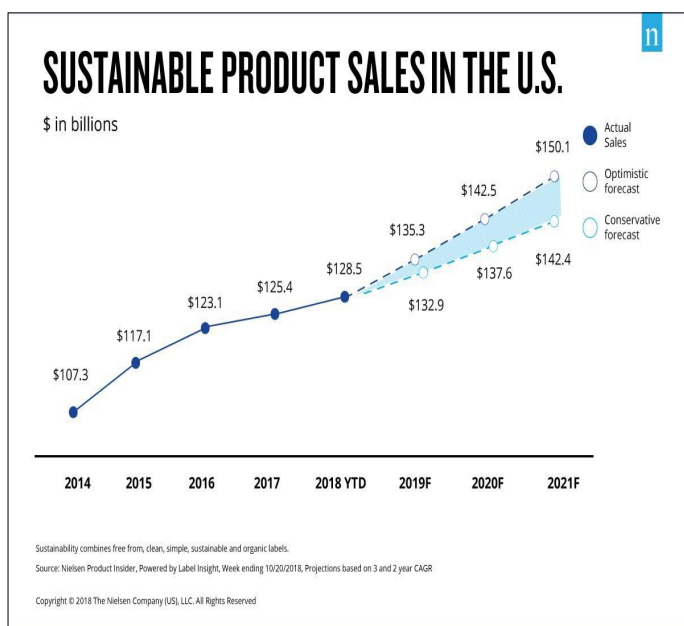
According to Natalia Zapara, the future of the nail industry will be largely determined by technological innovations and the development of new materials. The emergence of polymer systems with an even higher degree of biocompatibility, hypoallergenicity and an extended period of safe wear is expected. The development of “smart” materials is predicted, capable, for example, of changing color depending on temperature or lighting not only for decorative purposes, but also, possibly, carrying out indicative functions of the state of the nail plate. N. Zapara assumes that new tools and equipment will appear in the arsenal of masters. We can talk about more advanced manicure devices with integrated dust removal and disinfection systems, as well as advanced LED / UV lamps with adjustable polymerization parameters for different types of materials. Natalia Zapara’s experience of participation and victories in such complex competition categories at Nailympia in Texas (2024) and California (2025), where work with the latest materials and techniques at the limit of possibilities is required, allows her to judge the prospects of certain developments. She notes that materials that simultaneously provide strength, elasticity and ease of modeling will have an advantage.

### **Evolution of Professional Competencies and the Role of the Competitive Movement**

Natalia Zapara’s view on the future of professional competencies of a nail artist emphasizes the growing need for deep knowledge that goes beyond purely technical skills in applying coatings. The specialist of the future is an expert in the anatomy and physiology of nails, the basics of dermatology and the chemistry of materials [2]. This will allow not only to create an aesthetically flawless manicure, but also to ensure the health of the client’s nails, and offer personalized care programs. According to N. Zapara, the competition movement will continue to be a powerful incentive for professional growth and exchange of experience. Her own achievements, in particular the Grand Prix at Nailympia in California (2025), are the result of many years of practice, constant training and the pursuit of excellence. Competitions not only identify the best, but also set new quality standards, encourage masters to master advanced techniques and creative search. It is expected that the formats of competitions will also evolve, possibly with a greater emphasis on innovation and an integrated approach to creating an image.

### **Transforming Customer Experience and Service in the Premium Segment**

The future of nail services, especially in the premium segment, according to Natalia Zapara, will be associated with further transformation of the customer experience. This means not just performing a procedure, but creating a holistic impression based on the highest quality, individual approach and attention to detail. Personalization will be manifested in everything: from the selection of the shape and design of nails taking into account the anatomical features of the hand and the style of the client to recommendations for home care. N. Zapara also points out the growing importance of ethical and environmental aspects. Clients will increasingly give preference to salons and masters who use environmentally friendly materials that are not tested on animals and adhere to the principles of sustainable development [4]. The introduction of digital technologies for visualizing future designs, online consultations and maintaining a client’s history will also become the standard of high-level service. Creating a unique customer experience, in her opinion, is a way to build long-term relationships and increase loyalty, which is especially valuable for masters working in the high price segment.



An analysis of the forecasts and expectations of highly qualified nail artist and champion Natalia Zapara allows us to conclude that the future of the nail industry will be characterized by a symbiosis of technological innovations, deepening of the scientific knowledge of specialists, further personalization of services and increasing requirements for safety and environmental friendliness. The experience gained by N. Zapara during the preparation and participation in prestigious international competitions, such as Nailympia, shapes her vision of the industry as a space for continuous improvement and creative implementation. For practicing

specialists, this means the need for continuous training, mastering new materials and technologies, as well as developing communication skills and understanding the psychology of the client. Educational institutions should update their programs, paying more attention to fundamental scientific disciplines and the development of creative thinking. The prospects of the nail industry are seen in increasing its science intensity, technology and customer focus, which opens up new opportunities for professionals ready for development and innovation.

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