

Hair Color Spray Market by Nature (Natural, Organic and Synthetic) and Distribution Channel (Online and offline): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The Hair Color Spray Market size was valued at \$291.90 million in 2018 and is expected to reach \$481.60 million by 2026, registering a CAGR of 6.6% from 2019 to 2026.

The global Hair color spray market is segmented on the basis of nature, distribution channel and region. Based on nature, the market is segmented into natural, organic, and synthetic. Based on distribution channel, the market is classified into online and offline.

Over the past couple of years there has been rise in demand for different types of hair styling products. With the surge in demand for the product, some of the manufacturers including hair color spray companies have been strategizing on improvising its product in terms of its features and specifications. For instance, in 2018, Strobe Contour Kit brand have come up with a new line of hair color spray that features a color format combination of dark, medium and light shades at the same time. Such hair color variants have been trending among the target customer specifically the millennials. Hence, innovation facilitated by manufacturers have been driving the demand for hair color spray products.

In the recent years, consumers have been very conscious about their looks and appearance, which has eventually triggered the demand for different types of cosmetic products specifically hair styling products. Increase in celebrity influence, persistent self-consciousness about facial appearance, and societal influence to come up with blonde

hair or specific colored hair, are some the key factors that boost the demand for hair styling products that even includes hair color sprays. Furthermore, rise in need to maintain hair style among beauty-conscious customers for longer period serves as a key factor for the adoption and usage of hair color spray products.

Male population are the new end users in the global hair color spray market. Traditionally men were never associated with hair styling products, however, in the recent past, the global hair market has witnessed rise in number of male customers. The rise in concern among men to maintain proper hairstyle for longer duration has led to demand for such hair color spray products. Thus, rise in number of men population is an influential factor in the global hair color spray market forecast.

Key players profiled in the report include Procter & Gamble, Leonor Greyl USA, Aveda Corporation, L'Oréal Inc., Unilever Inc., Henkel Corporation, Unilever group, Coty Inc., Avalon Natural Products, Inc., Cobiosa Industrias Asociadas S.L., and others.

KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global hair color spraymarket.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

KEY MARKET SEGMENTS

By Nature

Natural

Organic

Conventional

By Distribution channel

Online

Offline

By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

India

Japan

Australia and New Zealand

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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