

Global Oxidation Hair Dye Market Size, Manufacturers, Opportunities and Forecast to 2030

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Abstracts

Summary

There are two main categories of hair dye based on their chemical composition; oxidative (permanent hair dye) and additive (semi -permanent / temporary hair dye).

For permanent hair colouring, substances are added to open the cuticle so the dye can penetrate the hair shaft. In this way the colour changes remain while the hair grows. Permanent hair colour contains three main components of aromatic amines (dyes), a coupling agent and an oxidant, and the process can be divided into three steps:

- Oxidation of the dye
- Coupling reaction between the oxidized dye and coupling agent
- Further oxidation of the product from Step 2, where the final colour appears

When hair dye is added, ammonia opens the cuticle so that the dye can penetrate. The reaction between the dye and coupling agent allows the dye to become larger and cannot easily be washed out of the hair.

Commonly used dyes are p-phenylenediamine (PPD) and p-toluenediamine (PTD). These substances are categorised respectively as extreme and strong sensitizers. Common coupling agents are resorcinol and naphthols.

According to APO Research, The global Oxidation Hair Dye market was estimated at US\$ million in 2023 and is projected to reach a revised size of US\$ million by 2030,

witnessing a CAGR of xx% during the forecast period 2024-2030.

North American market for Oxidation Hair Dye is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

Asia-Pacific market for Oxidation Hair Dye is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

Europe market for Oxidation Hair Dye is estimated to increase from \$ million in 2024 to reach \$ million by 2030, at a CAGR of % during the forecast period of 2025 through 2030.

The major global manufacturers of Oxidation Hair Dye include L'Oréal, Henkel, Revlon, HOYU, Kao, COTY, Shiseido, YoungRace and Developplus, etc. In 2023, the world's top three vendors accounted for approximately % of the revenue.

Report Scope

This report aims to provide a comprehensive presentation of the global market for Oxidation Hair Dye, with both quantitative and qualitative analysis, to help readers develop business/growth strategies, assess the market competitive situation, analyze their position in the current marketplace, and make informed business decisions regarding Oxidation Hair Dye.

The Oxidation Hair Dye market size, estimations, and forecasts are provided in terms of sales volume (M Units) and revenue (\$ millions), considering 2023 as the base year, with history and forecast data for the period from 2019 to 2030. This report segments the global Oxidation Hair Dye market comprehensively. Regional market sizes, concerning products by Type, by Application, and by players, are also provided. For a more in-depth understanding of the market, the report provides profiles of the competitive landscape, key competitors, and their respective market ranks. The report also discusses technological trends and new product developments.

Key Companies & Market Share Insights

In this section, the readers will gain an understanding of the key players competing. This report has studied the key growth strategies, such as innovative trends and

developments, intensification of product portfolio, mergers and acquisitions, collaborations, new product innovation, and geographical expansion, undertaken by these participants to maintain their presence. Apart from business strategies, the study includes current developments and key financials. The readers will also get access to the data related to global revenue, price, and sales by manufacturers for the period 2019-2024. This all-inclusive report will certainly serve the clients to stay updated and make effective decisions in their businesses. Some of the prominent players reviewed in the research report include:

L'Oréal

Henkel

Revlon

HOYU

Kao

COTY

Shiseido

YoungRace

Developlus

Aroma

Godrej

Oxidation Hair Dye segment by Type

PPD based hair colours

PTD based hair colours

Other material based hair colours

Oxidation Hair Dye segment by Application

Home Use

Commercial Use

Oxidation Hair Dye Segment by Region

North America

U.S.

Canada

Europe

Germany

France

U.K.

Italy

Russia

Asia-Pacific

China

Japan

South Korea

India

Australia

China Taiwan

Indonesia

Thailand

Malaysia

Latin America

Mexico

Brazil

Argentina

Middle East & Africa

Turkey

Saudi Arabia

UAE

Key Drivers & Barriers

High-impact rendering factors and drivers have been studied in this report to aid the readers to understand the general development. Moreover, the report includes restraints and challenges that may act as stumbling blocks on the way of the players. This will assist the users to be attentive and make informed decisions related to business. Specialists have also laid their focus on the upcoming business prospects.

Reasons to Buy This Report

1. This report will help the readers to understand the competition within the industries and strategies for the competitive environment to enhance the potential profit. The

report also focuses on the competitive landscape of the global Oxidation Hair Dye market, and introduces in detail the market share, industry ranking, competitor ecosystem, market performance, new product development, operation situation, expansion, and acquisition. etc. of the main players, which helps the readers to identify the main competitors and deeply understand the competition pattern of the market.

2. This report will help stakeholders to understand the global industry status and trends of Oxidation Hair Dye and provides them with information on key market drivers, restraints, challenges, and opportunities.

3. This report will help stakeholders to understand competitors better and gain more insights to strengthen their position in their businesses. The competitive landscape section includes the market share and rank (in volume and value), competitor ecosystem, new product development, expansion, and acquisition.

4. This report stays updated with novel technology integration, features, and the latest developments in the market

5. This report helps stakeholders to gain insights into which regions to target globally

6. This report helps stakeholders to gain insights into the end-user perception concerning the adoption of Oxidation Hair Dye.

7. This report helps stakeholders to identify some of the key players in the market and understand their valuable contribution.

Chapter Outline

Chapter 1: Introduces the study scope of this report, executive summary of market segments by type, market size segments for North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

Chapter 2: Introduces the market dynamics, latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 3: Detailed analysis of Oxidation Hair Dye manufacturers competitive landscape, price, sales, revenue, market share and ranking, latest development plan, merger, and acquisition information, etc.

Chapter 4: Sales, revenue of Oxidation Hair Dye in regional level. It provides a quantitative analysis of the market size and development potential of each region and introduces the future development prospects, and market space in the world.

Chapter 5: Introduces market segments by application, market size segment for North America, Europe, Asia Pacific, Latin America, Middle East & Africa.

Chapter 6: Provides profiles of key players, introducing the basic situation of the main companies in the market in detail, including product sales, revenue, price, gross margin, product introduction, recent development, etc.

Chapter 7, 8, 9, 10 and 11: North America, Europe, Asia Pacific, Latin America, Middle East & Africa, sales and revenue by country.

Chapter 12: Analysis of industrial chain, key raw materials, manufacturing cost, and market dynamics.

Chapter 13: Concluding Insights of the report.

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