

Global Hair Color Market Size study & Forecast, by Product (Permanent, Temporary, Others), by End User (Men, Women), by Distribution Channel (Online, Offline) and Regional Analysis, 2023-2030

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Abstracts

Global Hair Color Market is valued at approximately USD 24.27 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.7% over the forecast period 2023-2030. Hair Color is the product which when applied by users on their hair it comes off with a different color or vibrant shades. The Hair Color Market is expanding because of factors such as the Increasing concern of people for their physical appearance and the rising influence of social media platforms. However, People's concern about chemicals used in hair color as well as high prices of hair color market tends to lower the market growth.

The Hair Color Market is rising with the rising concern of people about their physical appearance, people are more concerned about how they look and what people think of their looks. With this rising concerns about physical appearance influenced by social media the market tends to grow. As according to Statista 2023 the penetration rate of social media is expected to grow by 11.6% over the forecasted period. Moreover, 86% of industry professionals said that increased exposure was the leading benefit of using social media as a marketing tool. According to Statista 2023, In 2022, social media ad spending stood at approximately USD 230 billion, with spending expected to surpass the 300-billion-dollar mark by 2024. Moreover, Concern of people for their hair is increasing and with this people are avoiding chemical-based products which can ruin their hair because of this organic hair care market is predicted to grow by USD 2.99 billion in forecasted period according to Statista 2022. With growth of hair care market there will be growth in sales of hair color products manufactured by using organic ingredients. Additionally, hair color products are mostly used by the ageing or elderly

population so increase in the rate of ageing population which according to Statista 2023 is 10% of the country's population was over the age of 60 years in 2021 which leads to increase in sales of hair color products which is an opportunity for this market.

The key regions considered for the Global Hair Color Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. Asia Pacific dominated the market in 2022, growth of per capita income in developing countries and increase in consumer spending over premium hair color products. Additionally, growth of personal care industry in this market act as a driver for this market. Europe is expected to grow significantly over the forecast period, owing to factors such as presence and strong sales of market players in this region such as L'Oréal S.A., Coty Inc., Revlon, Inc. and more. Moreover, availability of products at offline retail chains.

Major market player included in this report are:

Henkel AG & Co. KGaA

L'Oréal S.A

Mandom corp.

Wella Company

Revlon Inc.

Avon Products Inc.

Unilever PLC

Coty Inc.

Kao Corporation

Godrej Consumer Products Limited

Recent Developments in the Market:

In March 2023, Henkel Opened "J-beauty innovation hub" in Tokyo. This hub

accelerates the long-lasting expertise of Schwarzkopf and Shiseido Professional. This hub provides hair professional business and with that it trends as a premium scalp and hair care, styling, and hair loss solution.

In June 2022, L'Oréal Paris Men Expert One-Twist Hair Color. It is brands first organic hair color product. This product is easy to use and cover all the grey hair more quickly and easily, this ease to use and free from chemical feature tends to increase the sales of L'Oréal.

In December 2021, L'Oréal Signed acquired Youth to the People an American skincare company in California, this acquisition might increase sales of L'Oréal with that the brand recorded over approx. USD 50 Million of sales in 2021.

Global Hair Color Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, End User, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Permanent

Temporary

Others

By End user:

Men

Women

By Distribution Channel:

Online

Offline

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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