

# Global Hair Color Competitive Landscape Professional Research Report 2025

<https://marketpublishers.com/r/H27438AE2B99EN.html>

Date: June 2025

Pages: 165

Price: US\$ 3,500.00 (Single User License)

ID: H27438AE2B99EN

## Abstracts

### Market Overview

According to DIResearch's in-depth investigation and research, the global Hair Color market size will reach 33,919 Million USD in 2025 and is projected to reach 58,736 Million USD by 2032, with a CAGR of 8.16% (2025-2032). Notably, the China Hair Color market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

### Research Summary

Hair color, in the context of personal grooming, refers to the artificial or natural alteration of the color of one's hair. Individuals may choose to change their hair color for various reasons, including personal preference, fashion trends, or to cover up graying hair. Hair color products come in various forms, such as permanent dyes, semi-permanent dyes, and temporary color sprays. Permanent hair dyes typically contain chemicals that penetrate the hair shaft and alter its natural color, providing long-lasting results. Semi-permanent dyes deposit color onto the hair's surface and gradually fade over time, while temporary color sprays offer a temporary change that can be easily washed out. The range of available hair colors is extensive, allowing for a spectrum of hues and shades to suit diverse preferences and styles. Hair coloring is a common practice in the beauty industry, offering individuals the opportunity for creative expression and personalization of their appearance.

The major global manufacturers of Hair Color include Henkel, Kao, L'Oréal, Coty, Avon Products, HOYU, Combe, Conair, Estée Lauder, Revlon, Godrej, Shiseido, World Hair Cosmetics (Asia), etc. The global players competition landscape in this report is divided

into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Hair Color. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Hair Color market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Hair Color market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Hair Color industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Hair Color Include:

Henkel

Kao

L'Oréal

Coty

Avon Products

HOYU

Combe

Conair

Estée Lauder

Revlon

Godrej

Shiseido

World Hair Cosmetics (Asia)

Hair Color Product Segment Include:

Permanent Hair Dye

Semi-Permanent Hair Dye

Temporary Hair Dye

Hair Color Product Application Include:

Home Use

Commercial Use

## Chapter Scope

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