

Global Oxidation Hair Dye Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Oxidation Hair Dye market size will reach 36,381 Million USD in 2025 and is projected to reach 62,512 Million USD by 2032, with a CAGR of 8.04% (2025-2032). Notably, the China Oxidation Hair Dye 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

Oxidation hair dye, also known as permanent hair color, is a type of hair dye that chemically alters the color of the hair. It typically contains two main components: a colorant and a developer (oxidizing agent), and when mixed together, they initiate a chemical reaction that penetrates the hair shaft and deposits color molecules. The developer, usually containing hydrogen peroxide, helps open the hair cuticle and lightens the existing pigment, while the colorant molecules penetrate the cortex of the hair, replacing the natural pigment with the desired color. This results in a long-lasting color change, making oxidation hair dye a popular choice for those seeking permanent hair color changes and gray coverage. The final color depends on the dye formulation and the starting color of the hair, offering a wide range of shades and options for personal expression.

The major global manufacturers of Oxidation Hair Dye include L'Oréal, Henkel, Revlon, HOYU, Kao, Shiseido, COTY, YoungRace, Aroma, Developlus, Godrej, 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 Oxidation Hair Dye. 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 Oxidation Hair Dye 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 Oxidation Hair Dye 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 Oxidation Hair Dye 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 Oxidation Hair Dye Include:

L'Oréal

Henkel

Revlon

HOYU

Kao

Shiseido

COTY

YoungRace

Aroma

Developlus

Godrej

Oxidation Hair Dye Product Segment Include:

PPD Based Hair Colours

PTD Based Hair Colours

Others

Oxidation Hair Dye Product Application Include:

Home Use

Commercial Use

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