

# Global Hair Color Market 2023-2029

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## Abstracts

Hair color products are cosmetic products that are designed to change or enhance the natural color of hair. These products can be used to cover gray hair, create a new look, or enhance natural hair color. Hair color products come in a variety of forms, including permanent, semi-permanent, and temporary dyes, as well as henna and hair color sprays. According to the latest estimates, the global hair color market is set to achieve an incremental growth of USD 2.1 billion, accelerating at a CAGR of almost 6.21% during the forecast period 2023-2029.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global hair color market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product, category, nature, form, end user, distribution channel, and region. The global market for hair color can be segmented by product: permanent hair color, demi-permanent hair color, semi-permanent hair color, temporary hair color, root touch-up, others. Among these, the permanent hair color segment was accounted for the highest revenue generator in 2022. Hair color market is further segmented by category: conventional, natural & organic. The conventional segment is estimated to account for the largest share of the global hair color market. Based on nature, the hair color market is segmented into: professional, consumer (DIY). The professional segment held the largest share of the global hair color market in 2022 and is anticipated to hold its share during the forecast period. On the basis of form, the hair color market also can be divided into: powder, cream & gel, others. In 2022, the cream & gel segment made up the largest share of revenue generated by the hair color market. Hair color market by end user is categorized into: men, women, unisex. The

hair color market by distribution channel can be segmented into: store-based, non-store-based. Based on region, the hair color market is further categorized into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America.

The store-based market is further segmented into supermarkets and hypermarkets, convenience stores, others. The supermarkets and hypermarkets segment captured the largest share of the market in 2022 and is expected to maintain its dominance during the forecast period.

### Market Segmentation

By product: permanent hair color, demi-permanent hair color, semi-permanent hair color, temporary hair color, root touch-up, others

By category: conventional, natural & organic

By nature: professional, consumer (DIY)

By form: powder, cream & gel, others

By end user: men, women, unisex

By distribution channel: store-based, non-store-based

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The market research report covers the analysis of key stake holders of the global hair color market. Some of the leading players profiled in the report include L'Oréal S.A., Kao Corporation, Henkel AG & Co. KGaA, Revlon Inc., Coty, Inc., Estée Lauder Companies Inc., Combe Incorporated, Hoya Co., Ltd., Godrej Consumer Products Limited, Davines S.p.A., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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### Scope of the Report

To analyze and forecast the market size of the global hair color market.

To classify and forecast the global hair color market based on product, category, nature, form, end user, distribution channel, region.

To identify drivers and challenges for the global hair color market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global hair color market.

To identify and analyze the profile of leading players operating in the global hair color market.

### Why Choose This Report

Gain a reliable outlook of the global hair color market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

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Henkel AG & Co. KGaA  
Revlon Inc.  
Coty, Inc.  
Estée Lauder Companies Inc.  
Combe Incorporated  
Hoyu Co., Ltd.  
Godrej Consumer Products Limited  
Davines S.p.A.

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