

Global Hair Color Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Hair Color market size was valued at USD 24970 million in 2023 and is forecast to a readjusted size of USD 43170 million by 2030 with a CAGR of 8.1% during review period.

Hair Dyes are chemicals that used to change hair color. Today, hair dyes are widely used, either to cover up grey hairs, or simply by those wanting to change their natural hair colour.

Hair Dyes come in many shades, neutral (blond, brown, etc.) and unneutral (orange, green, pink, red, blue, etc.). There are three kinds of hair dyes,

? Permanent color is what people mean when they say 'hair dye' or 'color-treated hair.' There are two parts to the permanent process: opening up the hair shaft and adding color.

? Semi- & Demi-Permanent color, also called hair gloss, simply adds color, the main difference is that Semi- & Demi-Permanent color doesn't open up your hair shaft before adding color.

? Temporary hair colors that merely sit on the surface of the hair and are washed out with the next shampoo.

There are many brands of hair dyes and they can be found at your local target, walmart, any stores like that, also at Hot Topic, Discontent, etc.

Based on geography, global hair color industry mainly concentrates on Europe, North

America and APAC (market share of 32%, 30% and 29% respectively in term of sales volume in 2019).

Top players in this market are Henkel, Kao, L'Oréal, Coty, HOYU, Godrej, Revlon, Shiseido, YoungRace and Developplus, Combe, Estée Lauder, World Hair Cosmetics (Asia), Amorepacific, etc. L'Oréal is the first manufacturer of the world and it occupied 1/4 of the market in 2019. Coty and Henkel are listed after, with the market share of 12% and 11% respectively.

Based on product types, permanent type hair color market occupied the largest market share, with 76% market revenue share in 2019, and the Temporary Hair Color segment is growing fast during 2020 to 2026.

Hair Salon is the main application compared to home use, its market share is about 63% in 2019.

The Global Info Research report includes an overview of the development of the Hair Color industry chain, the market status of Home Use (Permanent Hair Dye, Semi-Permanent Hair Dye), Commercial Use (Permanent Hair Dye, Semi-Permanent Hair Dye), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Hair Color.

Regionally, the report analyzes the Hair Color markets in key regions. North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Hair Color market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Hair Color market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Hair Color industry.

The report involves analyzing the market at a macro level:

Market Sizing and Segmentation: Report collect data on the overall market size, including the sales quantity (M Units), revenue generated, and market share of different

by Type (e.g., Permanent Hair Dye, Semi-Permanent Hair Dye).

Industry Analysis: Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Hair Color market.

Regional Analysis: The report involves examining the Hair Color market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

Market Projections: Report covers the gathered data and analysis to make future projections and forecasts for the Hair Color market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Hair Color:

Company Analysis: Report covers individual Hair Color manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

Consumer Analysis: Report covers data on consumer behaviour, preferences, and attitudes towards Hair Color This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Home Use, Commercial Use).

Technology Analysis: Report covers specific technologies relevant to Hair Color. It assesses the current state, advancements, and potential future developments in Hair Color areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report present insights into the competitive landscape of the Hair Color market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

Market Validation: The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

Market Segmentation

Hair Color market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

Market segment by Type

Permanent Hair Dye

Semi-Permanent Hair Dye

Temporary Hair Dye

Market segment by Application

Home Use

Commercial Use

Major players covered

Henkel

Kao

L'Oréal

Coty

Avon Products

HOYU

Combe

Conair

Est?e Lauder

Godrej

Revlon

Shiseido

World Hair Cosmetics (Asia)

Market segment by region, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Hair Color product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Hair Color, with price, sales, revenue and global market share of Hair Color from 2019 to 2024.

Chapter 3, the Hair Color competitive situation, sales quantity, revenue and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Hair Color breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value and market share for key countries in the world, from 2017 to 2023. and Hair Color market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Hair Color.

Chapter 14 and 15, to describe Hair Color sales channel, distributors, customers, research findings and conclusion.

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