

Global (North America, Europe, Asia-Pacific, South America, Middle East and Africa) Hair Color Market 2018, Forecast to 2023

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Abstracts

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, nautral (blond, brown, etc.) and unnaurtal (orange, green, pink, red, blue, etc.).

Scope of the Report:

This report focuses on the Hair Color in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

Hair dyeing or hair coloring is the practice of changing the natural hair color. Hair coloring is basically of 3 types: Permanent, Semi-permanent and Temporary. Often, the prime reason for hair coloring is cosmetic and enhancement of natural beauty. Hair coloring is extremely popular and various shades of hair dye are offered by almost every leading cosmetic brand. About 75% of women in the US dye their hair.

Consumers use hair color and dye not only to cover gray hair but also to make a style statement. Consumers' desire to look fashionable is thus driving the hair color market. L'Oréal, the leader in the hair color market, markets its products as 'Beauty for all.' The company has endorsed many celebrities and beauty experts (so-called brand ambassadors) for product promotion and advertising across different regions. The hair color market has also seen similar revenue from the middle-class population.

Due to the higher price and gross margin of high-end products compared with the low-end products, in the next few years, companies will invest much more on R&D and transfer to high-end product field. In the future, the production and consumption is

estimated to continue developing with a stable growth rate. To meet the large and increasing demand, more and more players will go into this industry.

The worldwide market for Hair Color is expected to grow at a CAGR of roughly 8.2% over the next five years, will reach 28500 million US\$ in 2023, from 17800 million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Henkel

Kao Corporation

L'Oréal

Coty

Avon Products

Combe

Conair

Estée Lauder Companies

Godrej Consumer Products

Revlon

Shiseido Company

World Hair Cosmetics (Asia)

Hoyu

Cadiveu Professional USA (no Hair color products)

Chatters (no Hair color products)

Toni & Guy Hairdressing (no Hair color products)

Johnson & Johnson (no Hair color products)

Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

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

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

Market Segment by Type, covers

Temporary Hair Dye

Semi-permanent Hair Dye

Permanent Hair Dye

Market Segment by Applications, can be divided into

Home Use

Commercial Use

There are 15 Chapters to deeply display the global Hair Color market.

Chapter 1, to describe Hair Color Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Hair Color, with sales, revenue, and price of Hair Color, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Hair Color, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Hair Color market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Hair Color sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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