

Global Hair Color Market 2025 by Manufacturers, Regions, Type and Application, Forecast to 2031

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Abstracts

According to our (Global Info Research) latest study, the global Hair Color market size was valued at US\$ 29360 million in 2024 and is forecast to a readjusted size of USD 51000 million by 2031 with a CAGR of 8.3% 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, natural (blond, brown, etc.) and unnatural (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 Developlus, 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.

This report is a detailed and comprehensive analysis for global Hair Color market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Hair Color market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Hair Color market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Hair Color market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Hair Color market shares of main players, shipments in revenue (\$ Million), sales quantity (M Units), and ASP (USD/K Units), 2020-2025

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Hair Color

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Hair Color market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Henkel, Kao, L'Oréal, Coty, Avon Products, HOYU, Combe, Conair, Estée Lauder, Godrej, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Hair Color market is split by Type and by Application. For the period 2020-2031, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

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

Estée 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 quantity, revenue, and global market share of Hair Color from 2020 to 2025.

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 2020 to 2031.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2020 to 2031.

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 2020 to 2025. and Hair Color market forecast, by regions, by Type, and by Application, with sales and revenue, from 2026 to 2031.

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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