

# Global Oxidation Hair Dye Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Oxidation Hair Dye market size is expected to reach \$ 59040 million by 2032, rising at a market growth of 8.1% CAGR during the forecast period (2026-2032).

Oxidation hair dye refers to a category of chemical products used to alter the color of hair, widely applied in the personal care industry. The main ingredients include hydrogen peroxide and other oxidizing agents, which, through an oxidation process, change the pigment molecules inside the hair, resulting in a dyed effect. Depending on the depth of the color, oxidation hair dyes can be classified into permanent, semi-permanent, and temporary dyes. Permanent oxidation hair dyes alter the internal structure of the hair, offering long-lasting color, while semi-permanent and temporary dyes have shorter-lasting effects and typically cover the surface of the hair.

In the market, oxidation hair dye products range widely, including various types used for coloring, hair repair, and enhancing hair shine. With increasing consumer demand for personalized haircare, oxidation hair dye products have been continuously innovating, shifting from traditional single-tone colors to a more diverse palette, catering to different age groups, genders, and hair types. In recent years, oxidation hair dye products have seen significant advancements in terms of functionality and the use of natural ingredients, such as introducing dyes with plant extracts to reduce the damage caused by chemicals. Furthermore, due to growing concerns about environmental and health impacts, many brands have started offering non-harmful, hypoallergenic hair dye products to meet the demand for natural ingredients and safe formulations.

The oxidation hair dye market has shown strong growth in recent years, driven by several factors. First, the increasing demand for personalized beauty care, especially among younger consumers seeking diverse hair colors, has led to the trend of

diversification and customization in the oxidation hair dye market. Second, with higher living standards and changing aesthetic values, hair coloring has become part of daily life rather than being limited to special occasions, further expanding market demand.

However, the market also faces some risks and challenges. On one hand, the chemical components in oxidation hair dyes may have adverse effects on hair and scalp, raising consumer concerns about the safety and environmental impact of product ingredients. This demands that companies focus more on formulating safe and non-harmful products. On the other hand, the market is highly competitive, with low-cost products emerging continuously, which could drive down prices and squeeze profit margins for brands.

The market concentration of oxidation hair dye is relatively low, with many brands competing, including large multinational companies as well as small and medium-sized local enterprises. As the market matures and consumer brand loyalty increases, some well-known brands are gaining larger market shares. The downstream demand primarily comes from individual consumers, particularly in urbanized regions where the beauty and hairdressing industry is growing rapidly, further boosting the market's expansion.

With technological advancements, oxidation hair dye products are also continuously innovating. New technologies have made the dyeing effect more durable and the colors more natural, while also minimizing hair damage. Additionally, the use of plant extracts, hypoallergenic ingredients, and eco-friendly packaging have become the latest trends in the industry.

This report studies the global Oxidation Hair Dye production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Oxidation Hair Dye and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Oxidation Hair Dye that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Oxidation Hair Dye total production and demand, 2021-2032, (K Units)

Global Oxidation Hair Dye total production value, 2021-2032, (USD Million)

Global Oxidation Hair Dye production by region & country, production, value, CAGR,

2021-2032, (USD Million) & (K Units), (based on production site)

Global Oxidation Hair Dye consumption by region & country, CAGR, 2021-2032 & (K Units)

U.S. VS China: Oxidation Hair Dye domestic production, consumption, key domestic manufacturers and share

Global Oxidation Hair Dye production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (K Units)

Global Oxidation Hair Dye production by Type, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

Global Oxidation Hair Dye production by Application, production, value, CAGR, 2021-2032, (USD Million) & (K Units)

This report profiles key players in the global Oxidation Hair Dye market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include L'Oréal Group, Revlon, Inc., Shiseido Company, Henkel AG & Co. KGaA, Procter & Gamble Co., Coty Inc., Kao Corporation, Amorepacific Corporation, Unilever, Godrej, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Oxidation Hair Dye market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (K Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Oxidation Hair Dye Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

#### Global Oxidation Hair Dye Market, Segmentation by Type:

PPD-based

PTD-based

Others

#### Global Oxidation Hair Dye Market, Segmentation by Application:

Home Use

Commercial Use

#### Companies Profiled:

L'Oréal Group

Revlon, Inc.

Shiseido Company

Henkel AG & Co. KGaA

Procter & Gamble Co.

Coty Inc.

Kao Corporation

Amorepacific Corporation

Unilever

Godrej

Est?e Lauder

Conair

HOYU

Combe

Natura &Co

SAVOL

### **Key Questions Answered:**

1. How big is the global Oxidation Hair Dye market?
2. What is the demand of the global Oxidation Hair Dye market?
3. What is the year over year growth of the global Oxidation Hair Dye market?
4. What is the production and production value of the global Oxidation Hair Dye market?
5. Who are the key producers in the global Oxidation Hair Dye market?
6. What are the growth factors driving the market demand?

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