

Global Oxidation Hair Dye 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 Oxidation Hair Dye market size was valued at USD 27340 million in 2023 and is forecast to a readjusted size of USD 46680 million by 2030 with a CAGR of 7.9% during review period.

There are two main categories of hair dye based on their chemical composition; oxidative (permanent hair dye) and additive (semi -permanent / temporary hair dye).

For permanent hair colouring, substances are added to open the cuticle so the dye can penetrate the hair shaft. In this way the colour changes remain while the hair grows. Permanent hair colour contains three main components of aromatic amines (dyes), a coupling agent and an oxidant, and the process can be divided into three steps:

- Oxidation of the dye
- Coupling reaction between the oxidized dye and coupling agent
- Further oxidation of the product from Step 2, where the final colour appears

When hair dye is added, ammonia opens the cuticle so that the dye can penetrate. The reaction between the dye and coupling agent allows the dye to become larger and cannot easily be washed out of the hair.

Commonly used dyes are p-phenylenediamine (PPD) and p-toluenediamine (PTD). These substances are categorised respectively as extreme and strong sensitizers. Common coupling agents are resorcinol and naphthols.

L'Oréal, Henkel, HOYU, Kao, COTY, Shiseido, Godrej are leaders in this market. With various brands, they composed of most of the market share. The top 3 are L'Oréal, Henkel and COTY, with above 45% market shares.

Europe is the largest consumption place, with a consumption market share nearly 34%. Following Europe, North America is the second largest consumption place with the consumption market share of 33%.

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

Regionally, the report analyzes the Oxidation Hair Dye 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 Oxidation Hair Dye market, with robust domestic demand, supportive policies, and a strong manufacturing base.

Key Features:

The report presents comprehensive understanding of the Oxidation Hair Dye 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 Oxidation Hair Dye 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., PPD based hair colours, PTD based hair colours).

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 Oxidation Hair Dye market.

Regional Analysis: The report involves examining the Oxidation Hair Dye 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 Oxidation Hair Dye market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Oxidation Hair Dye:

Company Analysis: Report covers individual Oxidation Hair Dye 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 Oxidation Hair Dye. 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 Oxidation Hair Dye. It assesses the current state, advancements, and potential future developments in Oxidation Hair Dye areas.

Competitive Landscape: By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Oxidation Hair Dye 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

Oxidation Hair Dye 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

PPD based hair colours

PTD based hair colours

Other material based hair colours

Market segment by Application

Home Use

Commercial Use

Major players covered

L'Oréal

Henkel

Revlon

HOYU

Kao

COTY

Shiseido

YoungRace

Developlus

Aroma

Godrej

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 Oxidation Hair Dye product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Oxidation Hair Dye 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 Oxidation Hair Dye 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 Oxidation Hair Dye.

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

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