

# Global Oxidation Hair Dye 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 Oxidation Hair Dye market size was valued at US\$ 32030 million in 2024 and is forecast to a readjusted size of USD 54940 million by 2031 with a CAGR of 8.1% 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-toluendiamine (PTD). These substances are categorised respectively as extreme and strong sensitisers. 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%.

This report is a detailed and comprehensive analysis for global Oxidation Hair Dye 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 Oxidation Hair Dye market size and forecasts, in consumption value (\$ Million), sales quantity (M Units), and average selling prices (USD/K Units), 2020-2031

Global Oxidation Hair Dye 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 Oxidation Hair Dye 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 Oxidation Hair Dye 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 Oxidation Hair Dye

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 Oxidation Hair Dye 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 L'Oréal, Henkel, Revlon, HOYU, Kao, COTY, Shiseido, YoungRace, Developplus, Aroma, etc.

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

## Market Segmentation

Oxidation Hair Dye 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

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 quantity, revenue, and global market share of Oxidation Hair Dye from 2020 to 2025.

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 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 Oxidation Hair Dye 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 Oxidation Hair Dye.

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

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