

Global Hair Color Market Research Report 2022

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Abstracts

The global Hair Color market was valued at 166.79 Million USD in 2021 and will grow with a CAGR of 8% from 2021 to 2027, based on HNY Research newly published report.

The prime objective of this report is to provide the insights on the post COVID-19 impact which will help market players in this field evaluate their business approaches. Also, this report covers market segmentation by major market vendors, types, applications/end users and geography (North America, East Asia, Europe, South Asia, Southeast Asia, Middle East, Africa, Oceania, South America).

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.). 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.

By Market Vendors:

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)

By Types:

Temporary Hair Dye

Semi-permanent Hair Dye

Permanent Hair Dye

By Applications:

Home Use

Commercial Use

Key Indicators Analysed

Market Players & Competitor Analysis: The report covers the key players of the industry including Company Profile, Product Specifications, Production Capacity/Sales, Revenue, Price and Gross Margin 2016-2027 & Sales with a thorough analysis of the market's competitive landscape and detailed information on vendors and comprehensive details of factors that will challenge the growth of major market vendors.

Global and Regional Market Analysis: The report includes Global & Regional market status and outlook 2016-2027. Further the report provides break down details about each region & countries covered in the report. Identifying its sales, sales volume & revenue forecast. With detailed analysis by types and applications.

Market Trends: Market key trends which include Increased Competition and Continuous Innovations.

Opportunities and Drivers: Identifying the Growing Demands and New Technology

Porters Five Force Analysis: The report provides with the state of competition in industry depending on five basic forces: threat of new entrants, bargaining power of suppliers, bargaining power of buyers, threat of substitute products or services, and existing industry rivalry.

Key Reasons to Purchase

To gain insightful analyses of the market and have comprehensive understanding of the global market and its commercial landscape.

Assess the production processes, major issues, and solutions to mitigate the development risk.

To understand the most affecting driving and restraining forces in the market and its impact in the global market.

Learn about the market strategies that are being adopted by leading respective organizations.

To understand the future outlook and prospects for the market.

Besides the standard structure reports, we also provide custom research according to specific requirements

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