

2018-2023 Global Hair Dye Consumption Market Report

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Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Hair Dye market for 2018-2023.

This research study involved the extensive usage of both primary and secondary data sources. The research process involved the study of various factors affecting the industry, including the government policy, market environment, competitive landscape, historical data, present trends in the market, technological innovation, upcoming technologies and the technical progress in related industry, and market risks, opportunities, market barriers and challenges. The following illustrative figure shows the market research methodology applied in this report.

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.

Global Hair Dye Industry mainly concentrates on North America and Europe. The Global leading players in this market are L'Oréal Paris, Garnier, Henkel, Liese, Goldwell, Wella, Clairol, HOYU, Shiseido, Godrej and a few others.

Over the next five years, LPI(LP Information) projects that Hair Dye will register a 8.7% CAGR in terms of revenue, reach US\$ 40800 million by 2023, from US\$ 24700 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Hair Dye market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Temporary Hair Dye

Semi- & Demi-Permanent Hair Dye

Permanent Hair Dye

Segmentation by application:

Home Use

Commercial Use

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

L'Oréal Paris

Garnier

Henkel

Liese

Goldwell

Wella

Clairol

HOYU

Shiseido

Godrej

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

Research objectives

To study and analyze the global Hair Dye consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Hair Dye market by identifying its various subsegments.

Focuses on the key global Hair Dye manufacturers, to define, describe and

analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Hair Dye with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Hair Dye submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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