

2018 Top 5 Hair Dye Players in North America, Europe, Asia-Pacific, South America, Middle East and Africa

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Abstracts

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

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 studies the global market, especially in North America, Europe, Asia-Pacific, South America, Middle East and Africa, focuses on the top 5 players in each region, with sales, price, revenue and market share from 2013 to 2018, the top players:

L'Oréal Paris

Garnier

Henkel

Liese

Goldwell

Wella

Clairol

HOYU

Shiseido

Godrej

Market Segment by Regions, this report splits Global into several key Regions, with sales, revenue, market share of top players in these regions, from 2013 to 2018 (forecast), like

North America (United States, Canada and Mexico)

Asia-Pacific (China, Japan, Southeast Asia, India and Korea)

Europe (Germany, UK, France, Italy and Russia etc.)

South America (Brazil, Chile, Peru and Argentina)

Middle East and Africa (Egypt, South Africa, Saudi Arabia)

Split by Product Types, with sales, revenue, price, market share of each type, can be divided into

Temporary Hair Dye

Semi- & Demi-Permanent Hair Dye

Permanent Hair Dye

Split by applications, this report focuses on sales, market share and growth rate in each application, can be divided into

Home Use

Commercial Use

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