

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

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## Abstracts

Oxidation Hair Dyes use chemicals that strip the hair of its natural color and replace it with another color—a permanent dye.

Oxidation hair dyes tend to be the most popular dyes on the market today. These products will have the most long-lasting results, given that the dye fully penetrates the hair shaft. Although the colour may fade and new roots will grow in, the permanent dye will remain in the hair until it is trimmed away. Commonly used dyes are p-phenylenediamine (PPD) and p-toluendiamine (PTD). These substances are categorised respectively as extreme and strong sensitizers. Common coupling agents are resorcinol and naphthols.

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 oxidation hair color market. L'Oréal, Henkel, HOYU, Kao and COTY, Shiseido, Godrej are leaders in this market. With various brands, they composed of most of the market share.

The retail chain is the major distribution partner for every beauty and personal care manufacturer, as the majority of sales are from retail outlets. The current shift in the retail industry from a more traditional unorganized retail format to organized retail has accelerated the growth of the retail industry. Oxidation Hair color products are kept in a separate section in retail stores. This segmentation of oxidation hair color products as an exclusive item for hair care creates prioritized impact of the product on the consumers.

Over the next five years, LPI(LP Information) projects that Oxidation Hair Dye will register a 8.4% CAGR in terms of revenue, reach US\$ 28500 million by 2023, from US\$ 19100 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

Henkel

Revlon

HOYU

Kao

COTY

Shiseido

YoungRace

Developlus

Aroma

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

PPD based hair colours

PTD based hair colours

Other material based hair colours

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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