

Global Novelty Hair Color Market Growth 2025-2031

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Abstracts

The global Novelty Hair Color market size is predicted to grow from US\$ 3842 million in 2025 to US\$ 8505 million in 2031; it is expected to grow at a CAGR of 14.2% from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

Novelty hair color refers to hair dye products characterized by unique and unconventional shades, often including vibrant colors such as bright pink, purple, blue, and even neon shades. These products can be applied to various hairstyles, providing personalized hair effects and allowing consumers to express their individuality or creativity through their hair color. Novelty hair color goes beyond traditional hues and often carries artistic, cultural, and emotional expressions. With the growing demand for personalization in society, novelty hair color has become a trend, especially popular among younger individuals, particularly teenagers and young adults.

These products are generally categorized into temporary, semi-permanent, and permanent hair dyes. Temporary hair colors are typically vivid and can be washed out after a few washes, suitable for short-term use or for those wanting to experiment with different colors. Semi-permanent hair dye lasts for a certain period, usually fading over a few weeks. Permanent hair dye, on the other hand, offers long-lasting results and is ideal for consumers seeking a long-term color change. Novelty hair color products offer innovative and individualized choices that meet the ever-changing fashion needs of young consumers, and their colors are often linked to seasons, holidays, and special events.

The novelty hair color market is rapidly developing, especially among younger

consumers. As the demand for personalization and self-expression increases, more people are choosing to change their hair color to showcase their personal style and attitude. The opportunities in the market primarily come from several factors. First, the widespread use of social media and online platforms has made personalized hair color a trend, especially on platforms like Instagram and TikTok, where young people use unique hair colors to gain attention and express themselves. Secondly, the increase in festivals, music events, and cultural activities provides various occasions and market demand for novelty hair colors.

However, the market also faces certain risks. First, some users of novelty hair colors may experience issues like fading or colors not lasting long, affecting the overall experience. Secondly, some consumers may be sensitive to the ingredients in hair dyes, potentially leading to allergic reactions, making product safety and quality control critical for business development. Moreover, the highly competitive nature of the market may lead to price wars, impacting the profitability of companies.

Regarding market concentration, the novelty hair color market is currently dominated by a few large brands and well-known manufacturers of hair products. However, many small innovative companies are also entering the market, providing more diverse product options. As the market expands, these smaller businesses may gain more market share.

In terms of downstream demand, the continued growth of the beauty industry and the increasing demand for personalized hair care products will drive the continued growth of the novelty hair color market. The latest technologies, such as longer-lasting and environmentally friendly dye ingredients and smarter dyeing tools, may further boost the development of the market.

LP Information, Inc. (LPI) ' newest research report, the "Novelty Hair Color Industry Forecast" looks at past sales and reviews total world Novelty Hair Color sales in 2024, providing a comprehensive analysis by region and market sector of projected Novelty Hair Color sales for 2025 through 2031. With Novelty Hair Color sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Novelty Hair Color industry.

This Insight Report provides a comprehensive analysis of the global Novelty Hair Color landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Novelty Hair

Color portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Novelty Hair Color market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Novelty Hair Color and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Novelty Hair Color.

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

Segmentation by Type:

Vibrant & Bright Colors

Pastels & Muted Colors

Dark & Metallic Colors

Others

Segmentation by Application:

Teenagers

Adults

Elders

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

L'Oréal Group

Revlon, Inc.

Shiseido Company

Henkel AG & Co. KGaA

Procter & Gamble Co.

Coty Inc.

Kao Corporation

Amorepacific Corporation

Unilever

Godrej

Estée Lauder

Conair

HOYU

Combe

Natura &Co

SAVOL

Key Questions Addressed in this Report

What is the 10-year outlook for the global Novelty Hair Color market?

What factors are driving Novelty Hair Color market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Novelty Hair Color market opportunities vary by end market size?

How does Novelty Hair Color break out by Type, by Application?

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