

# Hair Color Market in India 2011

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## Abstracts

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The hair color market in India is driven by growth in the need to not only cover grey hairs and look presentable but also look stylish and feel better. Rise in disposable income and media penetration has only added to increasing fashion consciousness among not just women but also men across India. Aided with the availability of products and with foreign brands being within the reach of consumers, this sector has witnessed major growth in recent years.

The report begins with an overview of the hair care market in India including market size and growth. A clear indication in terms of penetration and segmentation has also been highlighted. This is followed by an overview of the hair color market in India. The section talks of the market size and growth of the sector and provides a distinction of the various types of hair color present in the sector. Information regarding the different types of hair coloring techniques is also included. The various distribution channels adopted by the major manufacturing companies are highlighted. The section on EXIM provides an overview to the imports and exports with specification in terms of value and volume.

The section based on social media insights provides information based on consumer usage segregated across the source distribution, distribution by tonality, topics of discussion and sentiment analysis. Posts on various social media platforms have been analyzed towards providing an overview of the market driven by consumer perception.

An analysis of the drivers explains the factors for growth of the market including rise in disposable income, growth in fashion conscious consumers, increase in awareness among population across the nation, growth in percentage of male using grooming products and rise in organized retail. India is an emerging economy and with a rising

GDP. People today are equipped with more disposable income allowing them to spend on FMCG products. Furthermore, with increased penetration of media, consumers are becoming more aware regarding fashion trends and also about the characteristics and benefits of the products available in the arena. Thus, it has been witnessed that consumers are becoming extremely fashion conscious and are willing to go the extra mile to buy products that deliver quality. It is also seen that there is an increase in percentage of males opting for grooming products. Thus, beauty no longer remains a domain restricted to women only, it has gone beyond and encompassed males who are spending more and has led to a thriving hair color market as a whole. However, the key challenge faced by this sector is the presence of harmful chemicals in hair colorants. Presence of certain chemicals in hair color products which can result in dangerous reactions pose act as a barrier for growth.

The major trends identified in the market include usage of herbal products, tie-up with salons, 3D color service and brands seeking to be natural products.

The competition section begins with a product matrix specifying major players, their products with categorization of powdered or cream based forms and prices. The overview section highlights the major players and their market shares. This also includes the competitive scenario existent in the market based on social media analysis. This is followed by a competitive landscape of the players in the market which contains a snapshot of their corporate information and business highlights.

The report is concluded with a section on strategic recommendations with regards to product and marketing.

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