

Global Hair Color Market Professional Survey Report 2018

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Abstracts

This report studies the global Hair Color market status and forecast, categorizes the global Hair Color market size (value & volume) by manufacturers, type, application, and region. This report focuses on the top manufacturers in North America, Europe, Japan, China, India, Southeast Asia and other regions (Central & South America, and Middle East & Africa).

Hair Dyes are chemicals that used to change hair color. Today, hair dyes are widely used, either to cover up grey hairs, or simply by those wanting to change their natural hair colour.

Hair Dyes come in many shades, natural (blond, brown, etc.) and unnatural (orange, green, pink, red, blue, etc.).

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.

Due to the higher price and gross margin of high-end products compared with the low-end products, in the next few years, companies will invest much more on R&D and transfer to high-end product field. In the future, the production and consumption is estimated to continue developing with a stable growth rate. To meet the large and increasing demand, more and more players will go into this industry.

The global Hair Color market is valued at 17800 million US\$ in 2017 and will reach 32600 million US\$ by the end of 2025, growing at a CAGR of 7.9% during 2018-2025.

The major manufacturers covered in this report

Henkel

Kao Corporation

L'Oréal

Coty

Avon Products

Combe

Conair

Estée Lauder Companies

Godrej Consumer Products

Revlon

Shiseido Company

World Hair Cosmetics (Asia)

Hoyu

Cadiveu Professional USA (no Hair color products)

Chatters (no Hair color products)

Toni & Guy Hairdressing (no Hair color products)

Johnson & Johnson (no Hair color products)

Geographically, this report studies the top producers and consumers, focuses on product capacity, production, value, consumption, market share and growth opportunity in these key regions, covering

North America

Europe

China

Japan

India

Southeast Asia

Other regions (Central & South America, Middle East & Africa)

We can also provide the customized separate regional or country-level reports, for the following regions:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Indonesia

Singapore

Rest of Asia-Pacific

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Central & South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Saudi Arabia

Turkey

Rest of Middle East & Africa

On the basis of product, this report displays the production, revenue, price, market share and growth rate of each type, primarily split into

Temporary Hair Dye

Semi-permanent Hair Dye

Permanent Hair Dye

By Application, the market can be split into

Home Use

Commercial Use

The study objectives of this report are:

To analyze and study the global Hair Color capacity, production, value, consumption, status (2013-2017) and forecast (2018-2025);

Focuses on the key Hair Color manufacturers, to study the capacity, production, value, market share and development plans in future.

Focuses on the global key manufacturers, to define, describe and analyze the market competition landscape, SWOT analysis.

To define, describe and forecast the market by type, application and region.

To analyze the global and key regions market potential and advantage, opportunity and challenge, restraints and risks.

To identify significant trends and factors driving or inhibiting the market growth.

To analyze the opportunities in the market for stakeholders by identifying the high growth segments.

To strategically analyze each submarket with respect to individual growth trend and their contribution to the market.

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.

In this study, the years considered to estimate the market size of Hair Color are as follows:

History Year: 2013-2017

Base Year: 2017

Estimated Year: 2018

Forecast Year 2018 to 2025

For the data information by region, company, type and application, 2017 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

Key Stakeholders

Hair Color Manufacturers

Hair Color Distributors/Traders/Wholesalers

Hair Color Subcomponent Manufacturers

Industry Association

Downstream Vendors

Available Customizations

With the given market data, QYResearch offers customizations according to the company's specific needs. The following customization options are available for the report:

Regional and country-level analysis of the Hair Color market, by end-use.

Detailed analysis and profiles of additional market players.

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