

# Global Oxidation Hair Dye Market Professional Survey Report 2018

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## Abstracts

This report studies the global Oxidation Hair Dye market status and forecast, categorizes the global Oxidation Hair Dye 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).

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.

The global Oxidation Hair Dye market is valued at 19100 million US\$ in 2017 and will reach 33300 million US\$ by the end of 2025, growing at a CAGR of 8.3% during 2018-2025.

The major manufacturers covered in this report

L'Oréal

Henkel

Revlon

HOYU

Kao

COTY

Shiseido

YoungRace

Developlus

Aroma

Godrej

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

PPD based hair colours

PTD based hair colours

Other material based hair colours

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 Oxidation Hair Dye capacity, production, value, consumption, status (2013-2017) and forecast (2018-2025);

Focuses on the key Oxidation Hair Dye 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 Oxidation Hair Dye 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

Oxidation Hair Dye Manufacturers

Oxidation Hair Dye Distributors/Traders/Wholesalers

Oxidation Hair Dye 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 Oxidation Hair Dye market, by end-use.

Detailed analysis and profiles of additional market players.

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