

# **Hair Color Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Product Type (Permanent Hair Color, Temporary Hair Color), By Type (Powder, Cream, Others), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Drug Stores & Pharmacies, Online, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

Global Hair Color Market was valued at USD 25.14 billion in 2024 and is expected to grow to USD 38.61 billion by 2030 with a CAGR of 7.45% during the forecast period. The global hair color market is witnessing steady growth, fueled by rising beauty consciousness, evolving fashion trends, and increasing demand for personalized grooming solutions. Consumers are increasingly shifting toward natural, organic, and ammonia-free products due to health and safety concerns. Innovation in formulations, such as long-lasting, nourishing, and damage-free colorants, is further expanding product adoption. The growing influence of social media, celebrity endorsements, and online tutorials is also shaping consumer preferences.

Additionally, the rapid expansion of e-commerce platforms and salon services is making hair color products more accessible, contributing significantly to the market's global penetration and consumer reach. In the first half of 2024, China's e-commerce sector surged, with online retail sales rising 9.8% year-on-year to nearly USD 996 billion, driving consumption recovery and fueling market expansion.

## **Key Market Drivers**

Rising Beauty and Fashion Consciousness

The growing focus on personal appearance and fashion is a key driver of the global hair color market. Hair coloring is increasingly viewed not just as a solution for covering gray hair but also as a powerful form of self-expression and style enhancement. Rapid urbanization, broader social acceptance of frequent hair coloring, and the influence of evolving beauty trends are encouraging both men and women to explore bold and vibrant shades. Younger demographics, particularly millennials and Gen Z, are more drawn to fashion-forward looks, inspired by global beauty campaigns, celebrities, and social media influencers. With beauty consciousness now a lifestyle choice, hair color has transitioned from a niche product to an essential element of personal care, fueling steady market growth worldwide. In the United States, women spend an average of USD 3,756 annually on beauty products and services, significantly boosting demand in the market.

## **Key Market Challenges**

### Health and Safety Concerns Related to Chemical Ingredients

One of the most pressing challenges in the global hair color market is the increasing concern over the potential health risks associated with chemical-based formulations. Traditional hair dyes often contain harsh ingredients such as ammonia, parabens, peroxide, and synthetic fragrances that may cause allergic reactions, scalp irritation, or long-term hair damage. Prolonged exposure to such chemicals has also raised debates about possible links to more severe health issues, prompting regulatory scrutiny in several regions. Consumers today are more informed, carefully analyzing ingredient labels before making a purchase decision. This has created pressure on manufacturers to reformulate products without compromising color performance. However, developing ammonia-free or natural alternatives that deliver the same vibrancy and long-lasting effects remains costly and technically challenging. As a result, balancing consumer safety demands with performance expectations continues to be a major hurdle for industry players.

## **Key Market Trends**

### Growth of At-Home Hair Coloring Solutions

The rise of convenient, at-home hair coloring kits is another defining trend in the market. Busy lifestyles, rising service costs at salons, and the growing influence of do-it-yourself (DIY) beauty culture have made self-application products highly popular. During the

COVID-19 pandemic, consumers worldwide shifted toward at-home hair coloring due to salon closures, and this behavior has continued post-pandemic due to convenience and affordability. Brands have capitalized on this trend by launching easy-to-use kits with no-drip formulas, precision applicators, and pre-mixed shades. In addition, subscription-based models and e-commerce platforms have made regular deliveries of hair dye products possible, further boosting consumer adoption. Virtual hair try-on apps and shade-matching tools are enhancing the at-home coloring experience by helping customers make informed choices before purchase. With more consumers opting for DIY hair coloring solutions, this trend is expected to remain strong, especially in urban markets where convenience is highly valued.

### **Key Market Players**

Shiseido Company, Limited

The Procter & Gamble Company

Coty Inc.

L'Oréal S.A.

Estée Lauder Companies Inc.

Revlon, Inc.

Avon Products Inc.

Unilever PLC

Combe Inc.

Kao Corp

### **Report Scope:**

In this report, the Global Hair Color Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

### Hair Color Market, By Product Type:

Permanent Hair Color

Temporary Hair Color

### Hair Color Market, By Type:

Powder

Cream

Others

### Hair Color Market, By Sales Channel:

Supermarkets/Hypermarkets

Departmental Stores

Drug Stores & Pharmacies

Online

Others

### Hair Color Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Global Hair Color Market.

## **Available Customizations:**

Global Hair Color Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

## **Company Information**

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