

Hair Color Spray Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028F.

Segmented By Size (Less than 50 ml, 50 ml-100 ml, More than 100 ml), By End User (Individual Consumer, Beauty Salons, Entertainment & Fashion Industry), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Departmental Stores, Online, Others (Direct Sales, Distributor & Dealer Sales etc.)), By Region, Competition

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Abstracts

The Global Hair Color Spray Market is expanding rapidly, owing to the increased popularity of temporary hair coloring as well as the comfort and ease of coloring hair with hair color spray. Additionally, newly developed products with scientifically enhanced performance, such as UV ray protection, scalp care, and moisturizing benefits, have fueled market sales. One of the major elements driving demand for hair color spray in the market is the rise in concern over maintaining hairstyles. Thus, the mentioned factors are driving the hair color spray market globally during the forecast period.

Hair color spray is an artificial and natural color spray. In comparison to liquid hair colors or dye, these hair colour sprays provide faster results with less hassle. The colour applied by these sprays can be removed with shampoo and are available in a variety of colors.

According to the article of beauty school data of hair color statistics, facts & industry trends, nearly 85% of women color their hair at least once every eight weeks. 22% of

those women get their hair colored in salons, and only 37% of people color their hair at home. Moreover, according to a report, it is estimated that 50% or more women and 10% males over the age of 40 color their hair. Most hair dyes are used in the US and Europe. Thus, the demand of hair color spray is rising with the rise of hair color on grey hair and bold color styling across the globe.

Increasing Hair Concern Among Consumers

Hair colour sprays have entered the market recently and are helps in covering visible thin hair through hiding the baldness or increasing hair volumes. They can provide colour uniformity without the requirement for monthly trips to the hairdresser for an appropriate dye. Furthermore, the benefits of utilizing hair colour spray include quick ways to disguise white or grey hair in a short amount of time. They revive reflection when the dye starts to fade away. Nevertheless, perhaps most importantly, they flawlessly cover the beginnings of baldness by giving the thinning parts a filling appearance. As a result of the growing concern about hair, the global demand for hair colour spray will rise throughout the forecast period.

Growing Spending on Personal Grooming Will Expand the Market

Since more people are using internet and social media, they are more aware of fashion trends. Self-esteem among males and females of all ages has increased, leading to spending more on personal grooming. Consumers are now spending more on personal grooming along with the increase in disposable income. Additionally, the demand for hair color sprays is anticipated to rise in the coming years due to trend hair coloring and dry hair problems. These color sprays are becoming popular with middle-aged women along with millennials. Additionally, it is anticipated that the trend of male grooming will support the expansion of the global market. The packaging that manufacturers offer for hair color sprays is appealing and creative. Therefore, with the rising expenditure on personal grooming by consumers, the demand of hair color spray will rise in the coming years across the globe.

Market will Expand due to Increasing Popularity of Temporary Hair Coloring

Consumers are shifting their preferences from permanent to temporary colors due to rising awareness of the health hazards posed by the chemicals used for permanent hair coloring. The popularity of hair color sprays increased as a result of this change due to easy and hassle-free usage by consumers. Additionally, leading vendors in the Global Hair Color Spray Market are actively investing in R&D to improve product performance

and diversify the market for temporary hair coloring. These research facilities pinpoint consumer requirements and produce products accordingly. Thus, during the anticipated time, all these developments will contribute to increasing market revenue for hair color spray globally. Therefore, the market of hair spray will rise in the forecasted period globally.

Market Segmentation

The global hair color spray market is segmented based on size, end user, and distribution channel. The market is divided into less than 50 ml, 50 ml-100 ml, and more than 100 ml on the type. Based on end users, the market is segmented into individual consumers, beauty salons, entertainment & fashion industry. Based on distribution channels, the market is fragmented into supermarkets/hypermarkets, specialty stores, departmental stores, online, and others (direct sales, distributor & dealer sales, etc.). The market analysis studies the regional segmentation to devise regional market segmentation, divided among North America, Europe, Asia-Pacific, South America, and Middle East & Africa.

Company Profiles

L'Oréal S.A., Honasa Consumer Limited (BBlunt), Henkel AG & Co. KGaA, UNILEVER PLC (TRESemmé), Superdrug Stores plc (Pick & Mix), Jerome Russell Ltd, EUFORA, LLC, HRB Brands, LLC. (Salon Graphix), KISS Products, Inc., (KISS Tentation), and Oribe Hair Care LLC are among the major market players in the global platform that lead the market growth of the Global Hair Color Spray Market.

Report Scope:

In this report, the Global hair color spray has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Global Hair Color Spray Market, By Size:

Less than 50 ml

50 ml-100 ml

More than 100 ml

Global Hair Color Spray, By End User:

Individual Consumer

Beauty Salons

Entertainment & Fashion Industry

Global Hair Color Spray, By Distribution Channel:

Supermarkets/Hypermarkets

Specialty Stores

Departmental Stores

Online

Others

Global Hair Color Spray, By Region:

North America

United States

Canada

Mexico

Asia-Pacific

China

India

Japan

South Korea

Australia

Europe

Germany

France

United Kingdom

Italy

Spain

South America

Brazil

Argentina

Colombia

Middle East & Africa

Saudi Arabia

UAE

South Africa

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the global hair color spray.

Available Customizations:

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

Detailed analysis and profiling of additional market players (up to five).

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