

# **Hair Lightening Product Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Cream, Shampoo, Mask, Others), By End User (Professional Salons, Home Users), By Distribution Channel (Hypermarket/Supermarket, Specialty Stores, Multi-Brand Stores, Online, Others), By Region & Competition, 2021-2031F**

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## **Abstracts**

The Global Hair Lightening Product Market is projected to grow from USD 8.23 Billion in 2025 to USD 11.31 Billion by 2031 at a 5.44% CAGR. These products consist of chemical blends, often utilizing oxidizing agents such as hydrogen peroxide, to diminish or eliminate artificial or natural hair color. This market expansion is primarily fueled by shifting aesthetic preferences, varied styling trends, and increasing disposable incomes that allow consumers to spend more on both salon treatments and at-home alternatives. The consistent development of milder, ammonia-free options also plays a crucial role in supporting this upward trajectory.

Data from the Brazilian Association of the Cosmetic, Toiletry and Fragrance Industry (ABIHPEC) indicates that Brazil's hair care export sector hit US\$301 million in 2025, marking a 29.8% jump from the prior year. Despite these positive indicators, the global market faces a notable hurdle in the form of consumer hesitation regarding the potential for hair damage and allergic responses caused by the chemicals found in some lightening formulas.

### **Market Driver**

The Global market for hair lightening products is heavily propelled by shifting consumer

tastes regarding personal expression and varied fashion trends. As people increasingly use hair color to showcase their individuality, there is a heightened demand for diverse lightening techniques ranging from delicate highlights to complete color transformations. This pursuit of specific aesthetics encourages advancements within professional salons, where specialized formulas and sophisticated methods address complex coloring requests. Highlighting this trend, L'Oréal's 2025 Annual Report released in February 2026 noted a 7.5% like-for-like growth in its Professional Products Division, which includes professional hair color, with sales exceeding €5 billion for the first time as consumers actively seek expert techniques and premium outcomes.

Market growth is additionally stimulated by the rising appeal of at-home hair lightening products, which offer buyers convenient and approachable alternatives. Enhancements in product chemistry have made these kits much easier to use and more effective, allowing users to successfully reach their target shades without professional help. This movement mirrors a larger consumer inclination toward do-it-yourself beauty routines and budget-friendly substitutes for salon appointments. Emphasizing this consumer hair care surge, a March 11, 2026, announcement from Henkel confirmed its acquisition of "Not Your Mother's," a retail hair care brand that achieved around 190 million euros in sales and double-digit growth during fiscal year 2025. Adding to this context, L'Oréal's 2025 financial data showed that hair coloring accounted for 8% of the company's overall €44.05 billion in sales.

## **Market Challenge**

A major obstacle facing the global hair lightening product market is consumer anxiety over possible allergic reactions and hair damage caused by the chemical ingredients in some formulations. This wariness directly affects buying behavior, shifting the demand for both do-it-yourself kits and professional salon treatments. If individuals believe there is a high risk of negative outcomes, their willingness to try new lightening products or maintain their current coloring routines drops sharply, which in turn reduces trial rates and repeat business. Consequently, overall market growth is dampened as manufacturers and brands work to ease these deeply ingrained consumer worries.

These consumer fears are fundamentally rooted in broader safety controversies observed throughout the cosmetics sector. Illustrating this point, the European Commission's Safety Gate 2025 Report cited cosmetics as the most commonly flagged hazardous product group in the EU, accounting for 36% of non-food product alerts. Within these notifications, chemical hazards were pinpointed as the primary danger in 53% of cases. The ongoing documentation of chemical risks in beauty products

maintains a persistent atmosphere of consumer caution, effectively limiting the expansion potential of the hair lightening industry.

## **Market Trends**

Influencer marketing and social media play a transformative role in the global hair lightening market, fundamentally changing how buyers find and interact with new merchandise. This shift has prompted brands to move away from conventional commercials in favor of digital advocacy, utilizing visual media and authentic influencer relationships to display coloring outcomes and methodologies. These online avenues allow companies to build loyal communities and sway buying choices by presenting tailored makeovers and professional techniques. For instance, an April 2025 Exchange4Media report titled "WPP wins L'Oréal's influencer portfolio" noted that L'Oréal selected WPP Beauty Tech Labs to handle advocacy and influencer efforts for its 32 brands across Australia and New Zealand, a move that highlights the critical role of focused digital campaigns in steering consumer tastes and boosting product sales.

At the same time, an undeniable trend is the surging preference for hair health-centric and ammonia-free products, spurred by growing consumer knowledge about ingredient safety and damage prevention. Shoppers are purposefully hunting for solutions that lighten hair effectively while maintaining the overall health of the scalp and hair strands. This shift encourages the creation of milder formulas designed for sensitive and health-aware users. Showcasing the industry's adaptation to these desires, Henkel announced in a February 2025 release, "Henkel product winners: Product of the Year™ 2025," that its Schwarzkopf Keratin Root Permanent Color and Keratin Root Temporary Color & Thickening Spray won beauty category awards. The temporary spray gained special recognition for being scalp-friendly and ammonia-free, illustrating the market's pivot toward gentler chemical applications.

## **Key Market Players**

The Procter & Gamble Company

L'Oréal SA

Henkel Corporation

Wella AG

Revlon Inc.

John Paul Mitchell Systems

Lanza Healing Haircare Inc.

Sun Bum LLC

Oligo Professionnel Inc.

Lakm? Lever Pvt. Ltd.

## Report Scope

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

### Hair Lightening Product Market , By Type

Cream

Shampoo

Mask

Others

### Hair Lightening Product Market , By End User

Professional Salons

Home Users

### Hair Lightening Product Market , By Distribution Channel

Hypermarket/Supermarket

Specialty Stores

Multi-Brand Stores

Online

Others

## Hair Lightening Product Market , By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies present in the Global Hair Lightening Product Market .

## **Available Customizations:**

Global Hair Lightening Product 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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