

# **Men's Hair Color Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Organic, Conventional), By Category (Permanent Hair Color, Temporary Hair Color, Others), By Form (Powder, Cream, Others), By Sales Channel (Supermarkets/Hypermarkets, Departmental Stores, Online, Others), By Region & Competition, 2020-2030F**

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## **Abstracts**

Global Men's Hair Color Market was valued at USD 571.56 million in 2024 and is expected to grow to USD 943.03 million by 2030 with a CAGR of 8.74% during the forecast period. The global men's hair color market is experiencing steady growth, fueled by evolving grooming habits and increasing societal acceptance of male self-care. Rising demand among younger consumers for stylish looks and older men seeking to cover gray hair are key drivers. Preference for natural, chemical-free, and long-lasting products is reshaping product innovation, while e-commerce platforms and salons expand accessibility. According to U.S. Department of Commerce data, e-commerce sales in the United States reached record levels in 2024, with online penetration rising to 22.7% of total retail sales. This milestone underscores the growing consumer shift toward digital shopping, driven by convenience, broader product accessibility, competitive pricing, and the increasing role of mobile platforms. Since 2020, online sales have consistently accounted for over 20% of total retail activity, driving the market demand

## **Key Market Drivers**

Growing Grooming Awareness Among Men

In recent years, grooming has shifted from being primarily associated with women to becoming a mainstream aspect of men's lifestyles. Changing perceptions about masculinity, coupled with greater societal acceptance of self-care among men, are driving the demand for hair color products. Younger generations, particularly millennials and Gen Z, view grooming not just as a necessity but as an expression of personal style and individuality. This has encouraged men to experiment with different hair colors, highlights, and styling trends. Additionally, professional environments increasingly value neat and polished appearances, motivating men to use hair color for a confident and modern look. The rise of men-focused salons, barbershops, and specialized grooming brands further highlights the growing awareness and availability of products tailored specifically for men. As this trend deepens, the hair color market for men is expected to gain more mainstream acceptance across both urban and semi-urban regions worldwide.

## **Key Market Challenges**

### Cultural Stigma and Social Perceptions

Although male grooming is gaining mainstream acceptance globally, in many societies, men using hair color is still subject to cultural stigma and social stereotypes. Traditionally, hair coloring has been associated with women or with covering gray hair in older men, rather than being viewed as a fashion statement for men across age groups. In conservative markets, men who use bold or unconventional hair colors may face criticism or negative judgment, which deters wider adoption. Even in professional settings, there can be an implicit bias against men with brightly colored or experimental hair shades, as such appearances may be perceived as less formal or less suitable for traditional workplaces. These cultural and social barriers restrict the scope of market expansion in regions where grooming habits are slower to evolve. Although younger generations are gradually challenging these norms, overcoming deep-rooted cultural stigma requires sustained marketing efforts, influencer campaigns, and broader acceptance of male grooming in mainstream media.

## **Key Market Trends**

### Rise of Natural, Organic, and Clean-Label Products

One of the most significant trends in the men's hair color market is the growing shift toward natural, organic, and clean-label formulations. Modern consumers are increasingly aware of the harmful effects of synthetic chemicals commonly used in

traditional hair dyes, such as ammonia, parabens, and sulfates. Men, who were once hesitant to use grooming products beyond basics, are now becoming more conscious about what they apply to their hair and scalp. This has led to a rise in demand for plant-based alternatives enriched with natural ingredients like henna, indigo, coffee, and herbal oils.

Eco-friendly, cruelty-free, and vegan certifications further enhance consumer confidence. Clean-label products not only resonate with health-conscious men but also align with broader sustainability and ethical consumerism movements. The Organic Trade Association's 2024 Organic Industry Survey reported that U.S. certified organic product sales nearly hit USD 70 billion in 2023, marking a record high and reflecting rising consumer demand for clean, healthy, and sustainably made products. Brands are capitalizing on this trend by launching ammonia-free, hypoallergenic, and dermatologist-tested products specifically tailored for men. This shift is reshaping the industry, positioning natural and chemical-free products as a mainstream choice rather than a niche offering.

### **Key Market Players**

Revlon Inc.

L'Oréal S.A.

Coty, Inc.

Combe Incorporated

Indus Valley

Cover Your Gray

Hoyu Co. Ltd

Natulique aps

Kao Corporation

John Paul Mitchell

**Report Scope:**

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

**Men's Hair Color Market, By Type:**

Organic

Conventional

**Men's Hair Color Market, By Category:**

Permanent Hair Color

Temporary Hair Color

Others

**Men's Hair Color Market, By Form:**

Powder

Cream

Others

**Men's Hair Color Market, By Sales Channel:**

Supermarkets/Hypermarkets

Departmental Stores

Online

Others

**Men's 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 Men's Hair Color Market.

### **Available Customizations:**

Global Men's 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**

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

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