

United Arab Emirates Hair Colour Market By Type (Permanent, Semi-Permanent, Temporary, Others), By Form (Powder, Gel & Cream), By Gender (Men, Women, Unisex), By Application (Grey Coverage, Roots Touch-Up, Highlighting, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

United Arab Emirates Hair Colour Market Overview

The UAE Hair Colour market was valued at USD 231.34 million in 2024 and is projected to reach USD 431.45 million by 2030, growing at a compound annual growth rate (CAGR) of 8.34% during the forecast period. This growth is driven by several key factors, including evolving fashion trends, heightened beauty awareness, and a growing demand for self-expression through hair color. The increasing disposable income and preference for high-quality, innovative hair color products are fueling the demand for premium and professional-grade options. Additionally, the expansion of organic and vegan hair color products, along with the growth of salon and beauty services, is contributing to the market's development. Social media and celebrity culture are also significantly influencing consumer preferences.

Key Market Drivers

1. Aging Population in the Region

The UAE's aging population is a major catalyst for the growth of the hair colour market. According to a recent study, the population of individuals aged 60 and above is

projected to increase over sixfold from approximately 311,000 (3.1% of the total population) in 2020 to 2 million (19.7%) by 2050. This demographic shift is driving demand for hair color products, particularly those addressing the need for gray hair coverage and a more youthful appearance. Older consumers, especially women, are increasingly seeking solutions to manage graying and thinning hair. This trend has led to the development of specialized hair dye products tailored to the needs of aging hair, including gentle formulations that blend naturally with gray hair. Moreover, beauty consciousness and self-care trends among older consumers are making hair coloring an integral part of personal grooming. The availability of professional salon services catering to this demographic is also gaining momentum in the UAE.

Key Market Challenges

1. Side Effects from Excessive Use of Hair Colour Products

The frequent use of hair color products poses several challenges in the UAE market, particularly due to the adverse effects of prolonged exposure. One significant concern is the potential damage to hair health. Chemical-based dyes can lead to hair brittleness, dryness, and breakage, especially for individuals with fine or already damaged hair. Another concern is scalp irritation, as exposure to ingredients like ammonia or peroxide can result in allergic reactions, redness, itching, and inflammation. In severe cases, chemical burns and rashes may occur, leading to long-term scalp damage. Furthermore, some chemicals in traditional hair dyes, such as PPD (p-phenylenediamine), have been linked to allergic reactions and, in rare instances, cancer with repeated exposure. As awareness of these risks grows, consumers are increasingly seeking gentler, natural, and organic alternatives, presenting a challenge for manufacturers to balance product performance with safety.

Key Market Trends

1. Growing Demand for Natural Hair Colour Products

One of the most prominent trends in the UAE hair colour market is the rising demand for natural hair color products. The retail market for organic products in the UAE was valued at approximately USD 36 million in 2021, with projections suggesting it will grow to USD 70 million by 2025. As consumers become more aware of the potential health risks associated with chemical-laden hair dyes, there is a growing preference for organic, natural, and vegan alternatives. These products, which are free from harmful chemicals like ammonia, parabens, and sulfates, are appealing to consumers seeking

safer, eco-friendly options. The shift toward natural hair color products is driven by several factors, including growing awareness of the side effects of traditional dyes, a preference for plant-based ingredients, and an increasing focus on sustainability and eco-conscious living. Consumers are also drawn to brands that prioritize cruelty-free testing and environmentally friendly packaging. The influence of social media and beauty influencers further amplifies this trend.

Key Market Players

Nazih Group

La MakeUp Sp. z o.o.

Taqyemak

The Color Cosmetics

Simple Hair Color, Inc

Noon AD Holdings One Person Company

Lush Retail Ltd

L'Oréal S.A

Henkel Jebel Ali FZCO

Kao Germany GmbH

Market Segmentation

The UAE Hair Colour Market is segmented as follows:

By Type:

Permanent

Semi-Permanent

Temporary

Others

By Form:

Powder

Gel & Cream

By Gender:

Men

Women

Unisex

By Application:

Grey Coverage

Roots Touch-Up

Highlighting

Others

By Distribution Channel:

Online

Offline

By Region:

Dubai

Abu Dhabi

Sharjah

Rest of UAE

Competitive Landscape

This report provides a detailed analysis of the key players operating in the UAE Hair Colour Market.

Customization Options

TechSci Research offers customizations to the United Arab Emirates Hair Colour Market report to suit specific company needs. Customization options include the detailed analysis and profiling of up to five additional market players.

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