

# **Vietnam Hair Colour Market By Product Type (Permanent, Temporary), By End User (Men, Women), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/VBEAC6590985EN.html>

Date: August 2025

Pages: 84

Price: US\$ 3,500.00 (Single User License)

ID: VBEAC6590985EN

## **Abstracts**

### **Market Overview**

Vietnam Hair Colour Market was valued at USD 361.85 Million in 2024 and is anticipated to grow USD 494.31 Million by 2030 with a CAGR of 5.34%. The Vietnam hair colour market is witnessing steady growth, driven by rising beauty consciousness, increasing disposable incomes, and a growing youth population seeking personal expression and style transformation. Urbanization and exposure to global fashion trends through social media and beauty influencers are also encouraging consumers to experiment with different hair shades, particularly among millennials and Gen Z. Demand for ammonia-free, organic, and herbal hair dyes is surging as consumers become more health-conscious and aware of product ingredients. Both men and women are embracing hair colouring for aesthetic as well as age-related reasons, boosting sales across retail stores, salons, and e-commerce platforms.

### **Key Market Drivers**

#### **Rising Beauty Consciousness and Youth-Driven Fashion Trends**

One of the most significant drivers of the Vietnam hair colour market is the growing emphasis on beauty and personal grooming, particularly among the younger population. Over 55% of Vietnam's population is under the age of 35, driving demand in the hair colour market as beauty-conscious youth increasingly adopt global fashion trends, K-pop styles, and influencer-driven grooming habits. This age group is heavily influenced

by global fashion trends, K-pop culture, beauty influencers, and digital content that promotes aesthetic experimentation. Hair colouring has become a mainstream fashion statement among Vietnamese youth, shifting from being used primarily for grey coverage to a means of self-expression and style enhancement. Bright and unconventional hair colours—such as pastels, reds, purples, and ash tones—are gaining popularity, especially in urban centres like Ho Chi Minh City and Hanoi. Moreover, beauty has become a lifestyle priority, with consumers regularly visiting salons or purchasing DIY hair colour kits. This cultural shift, driven by changing attitudes towards appearance, is fueling consistent demand for innovative hair colour solutions.

## **Key Market Challenges**

### **Consumer Concerns Over Hair Damage and Product Safety**

One of the major challenges facing the Vietnam hair colour market is the growing consumer concern about the potential side effects of chemical-based hair dyes. Despite increasing demand, many Vietnamese consumers—especially those over the age of 30—remain wary of frequent hair colouring due to fears of scalp irritation, hair thinning, allergic reactions, and long-term damage. Conventional hair dyes often contain ammonia, PPD (para-phenylenediamine), resorcinol, and other harsh chemicals that can compromise hair health and cause discomfort. These concerns are compounded by a lack of clear regulatory oversight and standardized ingredient disclosures, which leave consumers unsure about product safety. While herbal and ammonia-free alternatives are gaining popularity, their higher price points and often weaker colour retention discourage widespread adoption. Misinformation and the lack of dermatological guidance further complicate consumer trust, especially in rural and semi-urban areas, where awareness about safe application and post-colour care is limited. This challenge restricts the growth potential of the market, particularly among first-time users and older demographics seeking grey coverage solutions.

## **Key Market Trends**

### **Surge in Demand for DIY Hair Colouring Products**

A prominent trend reshaping the Vietnam hair colour market is the growing popularity of do-it-yourself (DIY) hair colouring products. With increased access to beauty content on social media and platforms like YouTube, Instagram, and TikTok, consumers—especially younger individuals—are becoming more confident in experimenting with hair colour at home. Influencers and beauty vloggers regularly share tutorials, product reviews, and

before-and-after transformations, encouraging users to try colouring themselves rather than visiting salons. This trend has gained further momentum post-COVID, as consumers became accustomed to home grooming solutions during lockdowns and have since continued the habit for convenience and cost-effectiveness. As a result, many brands are developing user-friendly kits with easy-to-follow instructions, gloves, applicator brushes, and pre- and post-treatment serums to replicate salon-like results. There is also increasing demand for quick-application products like foam dyes, hair mascaras, and root touch-up sticks. This DIY trend is expanding market reach, enabling broader product trials among first-time users and enhancing sales through retail stores and e-commerce platforms alike.

### **Key Market Players**

L'Oréal

Revlon

Avon Products

Conair

Aroma

Estée Lauder

Godrej

Coty

Procter & Gamble

Johnson & Johnson

### **Report Scope:**

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

### Vietnam Hair Colour Market, By Product Type:

Permanent

Temporary

### Vietnam Hair Colour Market, By End User:

Men

Women

### Vietnam Hair Colour Market, By Distribution Channel:

Online

Offline

### Vietnam Hair Colour Market, By Region:

Northern Vietnam

Southern Vietnam

Central Vietnam

## **Competitive Landscape**

Company Profiles: Detailed analysis of the major companies presents in the Vietnam Hair Colour Market.

## **Available Customizations:**

Vietnam Hair Colour 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**

*Vietnam Hair Colour Market By Product Type (Permanent, Temporary), By End User (Men, Women), By Distribution C...*

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

## Contents

### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### 3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### 4. VIETNAM HAIR COLOUR MARKET OUTLOOK

- 4.1. Market Size & Forecast
  - 4.1.1. By Value
- 4.2. Market Share & Forecast
  - 4.2.1. By Product Type (Permanent, Temporary)
  - 4.2.2. By End User (Men, Women)
  - 4.2.3. By Distribution Channel (Online, Offline)
  - 4.2.4. By Regional

4.2.5. By Company (2024)

4.3. Market Map

## **5. VIETNAM PERMANENT HAIR COLOUR MARKET OUTLOOK**

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By End User

5.2.2. By Distribution Channel

## **6. VIETNAM TEMPORARY HAIR COLOUR MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By End User

6.2.2. By Distribution Channel

## **7. MARKET DYNAMICS**

7.1. Drivers

7.2. Challenges

## **8. MARKET TRENDS & DEVELOPMENTS**

8.1. Merger & Acquisition (If Any)

8.2. Product Launches (If Any)

8.3. Recent Developments

## **9. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS**

## **10. VIETNAM ECONOMIC PROFILE**

## **11. POLICY & REGULATORY LANDSCAPE**

## **12. COMPETITIVE LANDSCAPE**

12.1. Company Profiles

#### 12.1.1. L'Oréal

12.1.1.1. Business Overview

12.1.1.2. Company Snapshot

12.1.1.3. Products & Services

12.1.1.4. Financials (As Per Availability)

12.1.1.5. Key Market Focus & Geographical Presence

12.1.1.6. Recent Developments

12.1.1.7. Key Management Personnel

#### 12.1.2. Revlon

#### 12.1.3. Avon Products

#### 12.1.4. Conair

#### 12.1.5. Aroma

#### 12.1.6. Estée Lauder

#### 12.1.7. Godrej

#### 12.1.8. Coty

#### 12.1.9. Procter & Gamble

#### 12.1.10. Johnson & Johnson

### **13. STRATEGIC RECOMMENDATIONS**

### **14. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Vietnam Hair Colour Market By Product Type (Permanent, Temporary), By End User (Men, Women), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/VBEAC6590985EN.html>

Price: US\$ 3,500.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/VBEAC6590985EN.html>