Hair Colourants - UK - January 2015

Report Price: £1750.00 | $2834.04 | €2223.04

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

"The category has struggled to show growth in 2014, however growth of the temporary colour segment offers opportunities to extend the segment further, possibly by targeting the older demographics. Type of colour/shade available is the most important purchasing factor, with consumers generally sticking to their natural hair colour when using all-over colouring techniques."– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Older women are less likely to colour
- Young men are going grey
- Rise in value of temporary colour segment

The hair colourant market is predicted to decline in value by 5% in 2014, largely due to discount retailers offering cheaper brands. However, with 31% of people colouring at the salon in the last 12 months (higher amongst those aged 16-34), the growing availability of online discount vouchers for salon services offered by websites such as Groupon may also be impacting the retail hair colourant market. The period October 2013-October 2014 has seen a rise in value of temporary hair colourants, with the launch of brands such as Bleach, offering bright and pastel temporary colours, driving this. Type of colour/shade, brand name and low price are the three most important purchasing factors in this category, and when it comes to all-over colouring products (such as permanent or semi-permanent colour) consumers stick to shades close to their natural colour.

Within this report we investigate people's natural hair colour and grey levels, as well as most popular dyed shades and top factors influencing purchase of hair colour. This report also investigates the perceptions associated with different hair colour formats (such as liquids, creams and foams).

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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