

## Hair Colourants and Home Perms - UK - November 2012

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"Although 2012 hasn't seen much in the way of new technology, there have been innovations in advertising, with brands using technology apps and social media to engage consumers. With an ageing population however, and older consumers less likely to colour their hair, the market may need to adopt a different approach to capture these older consumers"

– Roshida Khanom, OTC and Personal Care Analyst

### In this report we answer the key questions:

- How have recent innovations affected the market?
- What were the most interesting launches in 2012?
- How can the market respond to the economy?
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Sales of hair colourants and home perms saw a big increase of 18% in 2011 to £339million, likely driven by product innovations coming to the market in 2010, which were up by 38% from 2009. The jump in sales is also likely to be driven by the continued economic downturn, resulting in more people colouring their hair at home in a bid to save money rather than going to the salon. Although sales in 2012 are predicted to increase by only 3%, Mintel's forecast shows steady sales increases predicted in the next five years of between 3% and 5% annually.

More women than men use hair colour, and interestingly older (and greyer) consumers are less likely to colour their hair. Attitudes towards hair colouring show some acceptability towards grey hair, and so the market may need to think differently about how to approach the older consumer rather than the traditional grey coverage angle.

The hair colourants sector includes the following product categories:

- **Permanents** (do not wash out of hair)
- **Semi-permanent** (last between six and eight washes)
- **Temporary colourants**
- **Tone on tone hair colour**
- **Perms and relaxers**(including restorers and removers).

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