

Home Hair Color - US - February 2015

Report Price: £2466.89 | \$3995.00 | €3133.71

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"Sales of home hair color remain stagnant, as consumers are increasingly reliant on the salon for hair coloring services. Still, growth opportunities exist in the more than \$2 billion category, including hair color products that promote hair health and salon-quality results. Focusing on relatively untapped demographics, such as men and older adults, could also yield solid results."

- Shannon Romanowski, Senior BPC Analyst

This report looks at the following areas:

- Category sales are stagnant
- Salon market is impacting growth of home hair color
- Concerns about results, hair damage

Definition

This report covers the US market for home hair color and is defined as follows:

- Permanent hair color—provides long-lasting, all-over color that typically lasts up to eight weeks
- Semi- or demi-permanent hair color—lasts between six and 24 washes
- Temporary hair color—available in a wide range of forms including sprays, foams, gels, powder, and chalk; can be washed out in one or two shampoos
- Highlighting products—treats specific sections of the hair to create lighter or darker sections; includes "ombre" hair color kits that produce graduated color that gets lighter toward the ends
- Bleach—removes the color from hair; used to create blonde and platinum colors
- Root touch-ups—hair color that blends in root re-growth or covers grays between all-over coloring

Excluded from the market size, segment performance, and brand sections of this report are:

- Home perm products
- Home straightening kits

Salon coloring services are excluded from the market size and brand sections of this report but are covered in the consumer sections.

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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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