

Hair Colourants - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Temporary hair colour products continue to show growth in the category, as consumers consider them less damaging to hair and easier to experiment with. Growth opportunities exist in personalisation, with high interest in products tailored for hair colour and type, as well as products specifically for men.”
– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Permanent continues to decline
- Personalisation could add value to the category
- Growth opportunities in men's hair colour

The hair colourants category has shown continued decline in value in recent years as consumers increasingly seek out the best deals on branded goods and the drive for experimentation sees temporary hair colour boom, whilst decreasing launch activity and advertising spend is also likely to hamper growth in the market. Growth opportunities come from the men's segment, with men showing willingness to invest in more expensive brands, as well as personalisation, with high interest in tailored products.

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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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Table of Contents

Overview

- What you need to know
- Products covered in this report
- Excluded

Executive Summary

- The market continues to decline
 - Figure 1: Best- and worst-case forecast of UK value sales of hair colourants, 2010-20
- Reduced advertising spend
 - Figure 2: Recorded above-the-line, online display and direct mail total advertising expenditure on hair colourants, by quarterly spend, 2012-15
- Men lag behind on usage...
 - Figure 3: Usage of hair colourants in the past 12 months, by gender, October 2015
- ...but are experimenting with expensive brands
 - Figure 4: Shopping behaviours, by gender, October 2015
- Experimentation and damage control may be driving temporary colour
 - Figure 5: Attitudes to types of hair colourant, October 2015
- Low priced products are good enough
 - Figure 6: Attitudes towards shopping for home hair colourants, October 2015
- Interest in greater guidance
 - Figure 7: Interest in products/services to aid the shopping experience, October 2015
- What we think

Issues and Insights

- Permanent continues to decline
 - The facts
 - The implications
- Personalisation could add value to the category
 - The facts
 - The implications
- Growth opportunities in men's hair colour
 - The facts
 - The implications

The Market – What You Need to Know

- A category declining in value
- Temporary colour segment booms
- Search for low price drives discounters and multiple grocers
- Rise in 25-44s could boost the market
- 2015 colouring trends

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Market Size and Forecast

Discount retailers hampering value growth

Figure 8: UK retail value sales of hair colourants, at current and constant prices, 2010-20

A category in decline

Figure 9: Best- and worst-case forecast of UK value sales of hair colourants, 2010-20

Segment Performance

Temporary colour continues to boom

Figure 10: UK retail value sales of hair colourants, 2014-15

Permanent segment suffers from lack of investment

Channels to Market

Price drives discount retailers and multiple grocers

Figure 11: UK retail value sales of hair colourants, 2014-15

Experimentation boosts online channel

Figure 12: 'Latest Finds' display, Boots London Fleet Street store, May 2014

Market Drivers

Grey is an issue after 25

Figure 13: Trends in the age structure of the UK population, by gender, 2010-20

Making colouring fashionable for older people

Figure 14: Interest in trying hair beauty trends amongst those who have not already tried them, by age, September 2015

Seeking low prices

Figure 15: Trends in financial situation, October 2011 and October 2015

Young people are visiting salons

Figure 16: Frequency of in-salon all-over hair colouring (women only), June 2015

Bold colouring trends

Figure 17: Grey hair look, 2015

Reinvigorating old shades

Figure 18: Bronde hair look, 2015

Key Players – What You Need to Know

Most trusted brands are the most used...

...whilst brands that focus on daring colours have limited appeal

Advertising sees decline in spend

Innovation in temporary colour

Own-label holds its own against brands

Brand Research

Brand map

Figure 19: Attitudes towards and usage of selected hair colourant brands, November 2015

Key brand metrics

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Figure 20: Key metrics for selected hair colourant brands, November 2015

Brand attitudes: John Frieda and Bumble and bumble. have strongest premium images

Figure 21: Attitudes, by hair colourant brand, November 2015

Brand personality: Just for Men struggles to create upbeat connotations

Figure 22: Brand personality – Macro image, November 2015

BLEACH London and Schwarzkopf Live Color XXL share youthful and quirky images

Figure 23: Brand personality – Micro image, November 2015

Brand analysis

John Frieda is seen as high quality and glamorous

Figure 24: User profile of John Frieda, November 2015

L'Oréal Casting Crème Gloss combines accessibility with perception of expertise

Figure 25: User profile of L'Oréal Casting Crème Gloss, November 2015

Schwarzkopf Live Color XXL's range of colours ensures a youthful and quirky image

Figure 26: User profile of Schwarzkopf Live Color XXL, November 2015

Just for Men has a high profile but is more likely to be seen as boring and tired than other brands

Figure 27: User profile of Just for Men, November 2015

Bumble and bumble. has the least accessible image, but a fifth consider it worth paying more for

Figure 28: User profile of Bumble and bumble., November 2015

BLEACH London has a low profile, but range of colours ensures that it stands out more than more established brands

Figure 29: User profile of BLEACH London, November 2015

Brand Communication and Promotion

Festive season presents advertising opportunities

Figure 30: Recorded above-the-line, online display and direct mail total advertising expenditure on hair colourants, by quarterly spend, 2012-15

P&G and L'Oréal lead advertising spend

Figure 31: Recorded above-the-line, online display and direct mail total advertising expenditure on hair colourants, by top spending companies, 2014-15

Controversial campaigns

Consumer as influencer

Coverage/methodology clarification

Launch Activity and Innovation

P&G brings salon into the home

Figure 32: New product development in the hair colourants category, by top ultimate companies, 2015

Decline in launch activity

Figure 33: New product launches in the hair colourants category, by launch type, 2012-15

Temporary products see innovation...

Figure 34: Examples of new temporary colour product innovations, January-November 2015

...influencing positioning claims for colourants

Figure 35: Top claims in the hair colourants category by 2014, 2012-15

Figure 36: Examples of products featuring time/speed claims, January-November 2015

Vitamin claims show a decline

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Market Share

Brands show decline in value

Figure 37: Brand shares in hair colourants category, years ending September, 2014 and 2015

The Consumer – What You Need to Know

Men offer growth opportunities

Social colouring

Overall usage sees a decline

In-store shopping is preferred...

...however in-store advice could boost the category

Usage of Hair Colourants

Men are not colouring as much as women

Figure 38: Usage of hair colourants in the past 12 months, by gender, October 2015

Motivation amongst men may be different

Figure 39: Usage of home hair colourants in the past 12 months, by gender and age, October 2015

Social colouring

Figure 40: Colouring on oneself vs coloured by someone else at home in the past 12 months, by age, October 2015

Overall usage is declining

Figure 41: Trends in usage of hair colourants compared with 12 months ago, October 2015

Biggest difference coming from the highest users

Figure 42: Trends in usage of selected hair colourants, by age, October 2015

Growth in middle-aged users

Figure 43: Trends in usage of permanent hair dye products, by age, October 2015

Attitudes to Types of Hair Colourant

Damage concern

Figure 44: Attitudes to types of hair colourant, October 2015

Natural brands should focus on colour

Permanent colour makes experimentation difficult

More help with part colouring techniques

Shopping for Hair Colourants

Men are less likely to buy for themselves

Figure 45: Purchase of home hair colourants, by gender, October 2015

Women shop in-store, men prefer online

Figure 46: Places of purchase of home hair colourants, by gender, October 2015

Supermarkets driving in-store purchases

Figure 47: Places of purchase of home hair colourants, October 2015

Specialised products are purchased online

Figure 48: Places of purchase of home hair colourants, by product used, October 2015

Men are less brand loyal but more experimental

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Figure 49: Shopping behaviours, by gender, October 2015

Men are worried about damage

Figure 50: Attitudes towards shopping for home hair colourants, October 2015

Low priced products offering value for money

Figure 51: Agreement with lower priced brands being just as good as expensive brands, by age, October 2015

Innovation Opportunities for the Shopping Experience

Advice and guidance is important

Figure 52: Interest in products/services to aid the shopping experience, by gender, October 2015

Men want better instructions

Figure 53: Interest in innovations with more information, by gender, October 2015

Personalisation opportunities

Figure 54: Interest in other innovations, by gender, October 2015

Men are interested in ethnic diversity

Appendix – Data Sources, Abbreviations and Supporting Information

Data sources

Abbreviations

Fan chart forecast

Brand research

Brand map

Correspondence analysis

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