

Home Hair Color - US - January 2017

Report Price: £3239.54 | \$3995.00 | €3796.74

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"Home hair color sales have remained flat; however, opportunities exist to reinvigorate sales, exemplified by positive men's hair color sales. Brands can capitalize on the popularity of temporary formats, such as products with stencils to create hair designs. Products that address damage concerns also hold appeal."

- Margie Nanninga, Beauty & Personal Care Analyst

This report looks at the following areas:

- Home hair color sales remain flat
- Consumers embrace natural looks, causing some to skip dyeing altogether
- Emphasis on color/shade highlights functional nature of category

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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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