

## Hair Colourants - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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*“The future growth of the colourants market may be limited as the relevance of the market changes. Rather than appealing to older consumers through affordability, appealing to younger consumers is increasingly important. Providing accompanying haircare and gradual or personalised colour solutions are key to brand success, as well as embracing bold colour trends.”*

– Alex Fisher, Senior Beauty Analyst

This report looks at the following areas:

- Complete solutions for dark hair
- Personalised innovation

The colourants market grew by 0.6% in 2017, bringing value sales to £317 million. Growth may be limited in the coming years as the ageing population leads to changing relevance of the market. Older consumers tend to look for affordable solutions, adding to the current stall in market value. Appealing to younger consumers becomes even more important, and brands can gain their loyalty by providing adequate aftercare that deals with damage, along with more gradual or personalised innovation.

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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  
Permanent products limit growth  
Figure 1: Best- and worst-case forecast of UK value sales of hair colourants, 2012-22  
Temporary solutions and long-range problems  
Companies and brands  
Speaking out  
Figure 2: UK brand shares in value sales of hair colourants, year ending January 2018  
Instant appeal  
Figure 3: New product launches in hair colourants, by launch type, January 2015-February 2018  
Revamping the message  
The consumer  
A supporting cast  
Figure 4: At-home hair colourant products used in the last 12 months, January 2018  
Figure 5: Frequency of using at-home hair colourants in the last 12 months, January 2018  
Trend troubles  
Figure 6: Dyed hair colour of adults, January 2018  
Results through retail  
Figure 7: Retail channels where hair colourants are purchased, by age, January 2018  
A colourful experience  
Figure 8: Barriers to using at-home hair colourants, January 2018  
Be kind to the masses  
Figure 9: Interest in hair colourant innovation, by at-home or salon, January 2018  
What we think

### Issues and Insights

Complete solutions for dark hair  
The facts  
The implications  
Personalised innovation  
The facts  
The implications

### The Market – What You Need to Know

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Permanent products limit growth  
Temporary colourants lead the way  
Support for premium  
Who needs colourants?

## Market Size and Forecast

A temporary solution  
Figure 10: UK retail value sales of hair colourants, at current and constant prices, 2012-22  
  
Slow growth ahead  
Figure 11: Best- and worst-case forecast of UK value sales of hair colourants, 2012-22  
  
Forecast methodology

## Market Segmentation

Disappointing performance for permanent products  
Figure 12: UK retail value sales of hair colourants, by segment, 2016 and 2017  
  
Not bright, not right

## Channels to Market

The value spectrum  
Figure 13: UK retail value sales of hair colourants, by retail channel, 2016 and 2017  
Figure 14: Josh Wood Colour range, February 2018

## Market Drivers

Ageing population changes colourant needs  
Figure 15: Trends in the age structure of the UK population, by gender, 2012-22  
  
Strand/patch tests may become a thing of the past  
Frequent dyeing linked to health problems  
Building bonds in mass haircare  
Figure 16: Attitudes towards women's haircare, December 2017  
  
A call for subtlety  
Figure 17: 'PB&J' hair colouring technique, November 2017  
  
Nature versus science  
Figure 18: Reasons for purchasing natural/organic toiletries, September 2017  
Figure 19: L'Oréal Botanea, 2018

## Companies and Brands – What You Need to Know

Speaking out  
Instant appeal  
Revamping the message  
Sign of the times

## Market Share

Support earns share

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Figure 20: Brand shares in hair colourants, years ending January 2017 and 2018

## Quiet innovation

Figure 21: Clairol Nice'n Easy colourant campaign, January 2018

## Launch Activity and Innovation

### The root of it all

Figure 22: New product launches in hair colourants, by launch type, January 2015-February 2018

Figure 23: Top fastest-growing and declining claims in the hair colourants sector, 2016-17

### Stick with it

Figure 24: Stick format colourants, 2017

Figure 25: New product launches in hair colourants, by top ultimate companies, 2017

Figure 26: Colourant launches from L'Oréal and Superdrug, 2017

## Advertising and Marketing Activity

### Changing focus delays spending

Figure 27: Total above-the-line, online display and direct mail advertising expenditure on hair colourants, by media type, January 2015-February 2018

Figure 28: Total above-the-line, online display and direct mail advertising expenditure on hair colourants, by product segment, January 2015-February 2018

Figure 29: L'Oréal Magic Retouch advert, October 2017

### Shining brightly

Figure 30: Total above-the-line, online display and direct mail advertising expenditure on hair colourants, by top five companies, 2017

Figure 31: Garnier Olia and Nutrisse TV campaigns, 2017

### Nielsen Ad Intel coverage

## Brand Research

### Brand map

Figure 32: Attitudes towards and usage of selected brands, March 2018

### Key brand metrics

Figure 33: Key metrics for selected brands, March 2018

### Brand attitudes: opportunities for colourants linked to health and wellbeing

Figure 34: Attitudes, by brand, March 2018

### Brand personality: mass brands maintain a fun and accessible image

Figure 35: Brand personality – Macro image, March 2018

### Just for Men more associated with negative traits

Figure 36: Brand personality – Micro image, March 2018

### Brand analysis

#### L'Oréal Préférence could renew interest among young adults

Figure 37: User profile of L'Oréal Préférence, March 2018

#### Schwarzkopf Live proposition grabs attention

Figure 38: User profile of Schwarzkopf Live, March 2018

#### Garnier Nutrisse could extend natural image

Figure 39: User profile of Garnier Nutrisse, March 2018

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Should Just for Men break with tradition?

Figure 40: User profile of Just for Men, March 2018

Color Wow could go far

Figure 41: User profile of Color Wow, March 2018

## The Consumer – What You Need to Know

A supporting cast

Trend troubles

Results through retail

A colourful experience

Be kind to the masses

## Use of At-Home Colourants

Creating a support system

Figure 42: At-home hair colourant products used in the last 12 months, January 2018

Figure 43: John Frieda haircare and colourants products, Kao brands, 2012-17

Usage driven by young women...

Figure 44: Types of at-home hair colourants products used in the last 12 months, by gender, January 2018

Figure 45: Types of at-home hair colourants products used by women in the last 12 months, by age, January 2018

...but frequency driven by men

Figure 46: Frequency of using at-home hair colourants in the last 12 months, January 2018

## Colour Choices

A light in the dark

Figure 47: Natural hair colour of adults, January 2018

Figure 48: Dyed hair colour of adults, January 2018

Results without ramifications

Figure 49: Colour of natural and dyed hair, January 2018

Figure 50: Knight & Wilson Pureplex Bond Reconstructing Colour Cream, 2018

## Purchase of At-Home Colourants

Inspired choices

Figure 51: Retail channels where hair colourants are purchased, by age, January 2018

Online customisation

Figure 52: eSalon custom hair colourant kit, 2018

## Barriers to Using At-Home Colourants

Overcoming contentment

Figure 53: Barriers to using at-home hair colourants, January 2018

A damaging reputation

## Interest in Colourants Innovation

Gentle products hold mass appeal

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Figure 54: Interest in hair colourant innovation, January 2018

A salon hand

Figure 55: Interest in hair colourant innovation, by at-home or salon, January 2018

## Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Forecast methodology

## Appendix – Companies and Brands

Figure 56: Total above-the-line, online display and direct mail advertising expenditure on hair colourants, by leading companies and other, 2016 and 2017

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