

Hair Colourants - UK - January 2021

Report Price: £2195 | \$2995 | €2600

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This report looks at the following areas:

- The impact of COVID-19 on at-home hair colourants
- New product development and innovation opportunities
- Usage and purchase of at-home hair colourants during the last 12 months
- At-home hair colourant research and purchase behaviours during the last 12 months
- Opportunities for premiumisation in at-home hair colourants.

The home hair colourants category was one of the best-performing BPC categories in 2020, with an estimated 9.5% growth in value to £334 million. However, overall usage levels remained broadly flat as 38% of adults have used home hair colourants in the last year, compared to 36% in 2019, meaning growth was driven by increased usage frequencies and premiumisation as consumers turned to higher-value products in place of professional salon services and treatments. Ongoing restrictions and another national lockdown in early 2021 will see these trends continue.

Alongside the boost in value sales, COVID-19 saw the online channel gain importance in the home hair colourants category during 2020. To capture the new reliance on DIY hair colouring amid salon closure, brands ramped up their online capabilities, with investment fuelled into AR technology, digital consultation services and online tutorials.

The biggest threat facing home hair colourant brands is the imminent return to salons as the rollout of a vaccine and easing of social distancing restrictions will rebuild demand for professional colour services in the long term, meaning it will be challenging for brands to retain the demand for home hair colourants seen during 2020.

However, there are opportunities to offset this with premiumisation in NPD in products that can be customised to the user's individual needs, making DIY colourants a more compelling alternative to professional treatments.



"At a time when other BPC categories are struggling, spend on home hair colourants has surged as COVID-19 has encouraged DIY beauty behaviours."

– **Samantha Dover, Senior Beauty and Personal Care Analyst**

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Meanwhile, more convenient, multifunctional products that blur the line between hair colouring and other haircare and styling categories can be used to drive usage frequencies.



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Table of Contents

OVERVIEW

- **Key issues covered in this Report**
- **Products covered in this Report**
- **COVID-19: market context**
- **The impact of the January lockdown and the vaccination rollout**
- **Economic and other assumptions**

EXECUTIVE SUMMARY

- **Impact of COVID-19 on hair colourants**
Figure 1: Short, medium and long term impact of COVID-19 on hair colourants, 20 January 2021
- **The market**
- **COVID-19 reverses downward trend in hair colourants**
Figure 2: Retail value sales of home hair colourant products, 2015-25
- **Positive impact felt across most segments**
Figure 3: Retail value sales of at-home hair colourants, by segment, 2020 (est)
- **Online gained importance amid distribution shifts in 2020**
- **Companies and brands**
- **Consumers rely on brands they know and trust**
Figure 4: UK retail value sales of at-home hair colourants, by brand, year ending October 2020
- **Innovation will be necessary to retain new consumers**
Figure 5: New product development in the home hair colourants category, by launch type, January 2017-November 2020
- **Brands find new ways to communicate with online shoppers**
- **The consumer**
- **Usage flat despite sales hike**
Figure 6: At-home hair colourant products used in the last 12 months, October 2019 and October 2020
- **Cautiousness keeps consumers within their own shade range**
Figure 7: Hair colourant usage behaviours in the last 12 months, by age, October 2020
- **Use format innovation to drive repeat purchase and usage frequency**
Figure 8: Frequency of at-home hair colourant usage in the last 12 months, October 2020
- **Wellbeing drives consumers to maintain their usage habits**

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Figure 9: Change in at-home hair colourant usage frequency since the start of the COVID-19 outbreak, October 2020

- **Brands can cater to the rise in DIY behaviours**

Figure 10: At-home hair colourant usage frequency intentions for the next 12 months, October 2020

- **Brand experimentation poses a threat to the leading players**

Figure 11: At-home hair colour research and usage behaviours in the last 12 months, October 2020

- **Continue to target consumers in physical retail spaces**

Figure 12: Channels used to purchase at-home hair colourants in the last 12 months, October 2020

- **Premiumisation can drive value growth**

Figure 13: Factors that would encourage higher-value spend on at-home hair colourants, October 2020

ISSUES AND INSIGHTS

- **COVID-19 has opened up new opportunities for online engagement**
- **Multifunctionality will add value and create new usage occasions**
- **Premiumisation can soften the blow as consumers return to salons**

THE MARKET – KEY TAKEAWAYS

- **COVID-19 boosts value sales in 2020**
- **Opportunities to cater to the over-55s are plentiful**
- **Sustainability will be a priority going forward**

MARKET SIZE AND FORECAST

- **COVID-19 boosts value growth in home hair colourants**

Figure 14: Short, medium and long term impact of COVID-19 on hair colourants, 20 January 2021

- **The category was struggling prior to the pandemic**

Figure 15: Retail value sales of home hair colourant products, 2015-25

- **Return to DIY colouring will struggle to drive long-term growth**

Figure 16: Retail value sales of home hair colourant products, 2015-25

- **Innovation will be necessary to maintain demand during a downturn**

Figure 17: Consumer expenditure on BPC products (excluding professional services), 2007-12

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Executive Summary

Full Report PDF

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Powerpoint Presentation

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Figure 18: Retail value sales of home hair colourant products, 2007-12

- **Market drivers and assumptions**

Figure 19: Key drivers affecting Mintel's market forecast (prepared on 2 December 2020), 2015-25

- **Forecast methodology**

MARKET SEGMENTATION

- **Price competition reduces value of temporary colour**

Figure 20: Retail value sales of at-home hair colourants, by segment, 2018-20 (est)

- **All other segments benefit from salon closures**

CHANNELS TO MARKET

- **Convenience drives place of purchase in 2020**

Figure 21: Retail share of at-home hair colourant value sales, 2018-20 (est)

MARKET DRIVERS

- **An ageing population presents opportunities**

Figure 22: Projected trends in the age structure of the population, 2018-28

- **Financial confidence takes a hit in 2020**

Figure 23: Mintel's financial confidence index, January 2015-December 2020

- **The UK's exit from the EU will have a limited impact on hair colourants**

- **Hair health is a priority for consumers**

Figure 24: Haircare behaviours, December 2019

- **Ingredient concerns will drive interest in education**

Figure 25: Ingredient concerns when purchasing BPC products, April 2020

- **Pressure will mount for more sustainable applicators**

Figure 26: Eco-friendly BPC behaviours, November 2019

- **Online influence on purchase decisions is growing**

Figure 27: Online beauty/grooming research behaviours, June 2020

- **A masstige disruption may be imminent**

Figure 28: BPC purchase behaviours, October 2019

COMPANIES AND BRANDS – KEY TAKEAWAYS

- **COVID-19 sees consumers turn to well-known brands**
- **Format innovation is the focus in hair colourant NPDP**
- **Lesser-known brands can challenge the leading players**

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MARKET SHARE

- **COVID-19 drives consolidation amongst leading brands**

Figure 29: UK retail value sales of at-home hair colourants, by brand, years ending October 2019-20

LAUNCH ACTIVITY AND INNOVATION

- **Decline in NPD took hold prior to COVID-19**

Figure 30: New product development in the home hair colourants category, by launch type, January 2017-November 2020

- **Hair mask trend comes to the forefront**

Figure 31: Examples of format innovation in hair colourant NPD, 2020

- **Active ingredients strengthen hydration claims**

Figure 32: Examples of hair colourant NPD carrying vitamin-/mineral-fortified claims, 2020

- **Spray formats promote ease of use**

Figure 33: Top 10 claims in the home hair colourants category (based on leading claims in 2020), January 2018-November 2020

- **Bleach London renovates for a sustainable future**

Figure 34: Examples of hair colourant NPD carrying sustainable packaging claims, 2020

- **Leading innovators focus on multifunctionality**

Figure 35: New product development in the home hair colourants category, by ultimate company, January 2017-November 2020

- **New formats could expand the category's reach**

Figure 36: Examples of format innovation in hair colourant NPD, 2019-20

ADVERTISING AND MARKETING ACTIVITY

- **Brands leverage COVID-19 boost with marketing investment**

Figure 37: Total above-the-line, online display and direct mail advertising expenditure on hair colourants, January 2018-October 2020

- **Social media gains importance during 2020**

Figure 38: Garnier UK Instagram post, November 2020

- **TV continues to dominate expenditure**

Figure 39: Total above-the-line, online display and direct mail advertising expenditure on hair colourants, by media type, January 2018-September 2020

- **L'Oréal and Coty ramp up TV spend in 2020**

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Full Report PDF

Infographic Overview

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Figure 40: Total above-the-line, online display and direct mail advertising expenditure on hair colourants, by advertisers, January–October 2020

- **Schwarzkopf focuses its efforts on diversity and inclusion**
Figure 41: Schwarzkopf LIVE Colour + Moisture campaign, 2020
- **Nielsen Ad Intel coverage**

BRAND RESEARCH

- **Brand map**
Figure 42: Attitudes towards and usage of selected brands, December 2020
- **Key brand metrics**
Figure 43: Key metrics for selected brands, December 2020
- **Brand attitudes: Garnier Nutrisse leads on trust**
Figure 44: Attitudes, by brand, December 2020
- **Brand personality: Schwarzkopf LIVE benefits from vibrant positioning**
Figure 45: Brand personality – macro image, December 2020
- **I Heart Revolution is a strong competitor in youth segment**
Figure 46: Brand personality – micro image, December 2020
- **Brand analysis**
- **Naturtint's ethical associations present opportunities**
Figure 47: User profile of Naturtint, December 2020
- **Garnier Nutrisse garners strong brand awareness**
Figure 48: User profile of Garnier Nutrisse, December 2020
- **I Heart Revolution appeals to young consumers**
Figure 49: User profile of I Heart Revolution, December 2020
- **Schwarzkopf LIVE Colour successfully removes gender bias**
Figure 50: User profile of Schwarzkopf Live Colour, December 2020
- **Bblonde struggles with limited brand awareness**
Figure 51: User profile of Bblonde, December 2020

THE CONSUMER – KEY TAKEAWAYS

- **New users enter the category amid pandemic... but some leave**
- **Opportunities to tap into a captive audience of new users**
- **Premiumisation will resonate now more than ever**

IMPACT OF COVID-19 ON BEAUTY CONSUMERS

- **Lockdowns reduce spend in BPC**

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Figure 52: BPC spending intentions since the start of the COVID-19/coronavirus outbreak, 26 March–19 November 2020

- **Professional services lose out to DIY alternatives**

Figure 53: Comfort with visiting a hairdresser/barber/beauty salon since the start of the COVID-19/coronavirus outbreak, by age and gender, 10–19 November 2020

- **Shift towards online drives premiumisation**

Figure 54: Changes in online beauty/grooming purchases since the start of the COVID-19/coronavirus outbreak, June 2020

- **Virtual services help consumers get more from their DIY efforts**

Figure 55: Bleach London Hair Party promotional content, 2020

- **An income squeeze will drive savvy shopping habits**

Figure 56: Ways in which BPC spending habits will change in the face of an income squeeze, 18–30 June 2020

HAIR COLOURANT USAGE

- **Despite COVID-19 boost usage only sees small uptick**

Figure 57: At-home hair colourant products used in the last 12 months, October 2019 and October 2020

- **Target young women with masks and treatments**

Figure 58: Net of at-home hair colourant products used in the last 12 months, by age and gender, October 2019 and October 2020

- **Gendered innovation could boost usage amongst men**

Figure 59: Types of at-home hair colourant products used in the last 12 months, by gender, October 2020

- **Expand repertoires with colour aftercare**

Figure 60: Repertoire of at-home hair colourant products used in the last 12 months, October 2020

- **Leverage young consumers' interest in experimentation**

Figure 61: Hair colourant usage behaviours in the last 12 months, by age, October 2020

FREQUENCY OF HAIR COLOURANT USAGE

- **Boost usage frequencies with multifunctionality**

Figure 62: Frequency of at-home hair colourant usage in the last 12 months, October 2020

- **Target men with hair colourant subscriptions**

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Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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Figure 63: Frequency of at-home hair colourant usage in the last 12 months, by gender, October 2020

- **COVID-19 frequency boost highlights wellbeing opportunity**

Figure 64: Change in at-home hair colourant usage frequency since the start of the COVID-19 outbreak, by age, October 2020

- **Usage of temporary colours boosted by COVID-19**

Figure 65: Change in at-home hair colourant usage frequency since the start of the COVID-19 outbreak, by types of hair colourants used, October 2020

- **Rise in DIY will create opportunities for brands**

Figure 66: At-home hair colourant usage frequency intentions for the next 12 months, October 2020

- **Retain new users to future-proof sales growth**

Figure 67: Frequency of at-home hair colourant usage in the last 12 months, by new and existing users, October 2020

HAIR COLOURANT RESEARCH AND USAGE BEHAVIOURS

- **Experimentation could see competition heighten**

Figure 68: At-home hair colour research and usage behaviours in the last 12 months, October 2020

- **Tap into the power of professional expertise**

Figure 69: Josh Wood Colour Find Your Shade Homepage, 2021

- **Utilise online's influence to engage young consumers**

Figure 70: At-home hair colour research and usage behaviours in the last 12 months, by age, October 2020

- **Innovation boosts usage of AR tools**

Figure 71: At-home hair colour research and usage behaviours in the last 12 months, by new and existing users, October 2020

HAIR COLOURANT PURCHASE AND INTEREST IN PREMIUMISATION

- **Over-55s remain loyal to physical stores**

Figure 72: Channels used to purchase at-home hair colourants in the last 12 months, by age, October 2020

- **New users will further drive the shift online**

Figure 73: Channels used to purchase at-home hair colourants in the last 12 months, by new and existing users, October 2020

- **Cater to the demand for natural ingredients**

Figure 74: Factors that would encourage higher-value spend on at-home hair colourants, October 2020

What's included

Executive Summary

Full Report PDF

Infographic Overview

Powerpoint Presentation

Interactive Databook

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- **Be transparent to engage eco-conscious consumers**

Figure 75: Factors that would encourage higher-value spend on at-home hair colourants, by age, October 2020

- **Target women with additional benefits**

Figure 76: Factors that would encourage higher-value spend on at-home hair colourants, by gender, October 2020

- **Create an open dialogue to drive male usage**

Figure 77: Garnier Instagram Post, 2020

APPENDIX – DATA SOURCES, ABBREVIATIONS AND SUPPORTING INFORMATION

- **Abbreviations**
- **Consumer research methodology**

What's included

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Full Report PDF

Infographic Overview

Powerpoint Presentation

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