

Hair Colourants - UK - January 2021

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“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**

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. 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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