

Hair Colourants and Styling Products - UK - November 2011

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"Innovation in the form of foam formats bolstered the colourants category in 2010 and underscored the importance of the new and pioneering products to buoy interest in the beauty market. To boost the somewhat flagging styling category, brands could perhaps look at adding treatment benefits – such as dandruff control or scalp conditioning - to formulations. In doing so brands may encourage increased and regular usage."

– Bríd Costello, Senior Beauty Analyst

In this report we answer the key questions:

- How do the hair colourants and styling categories compare in terms of market size?
- How is the present economic situation impacting product sales?
- How can colourant and styling products encourage greater usage?
- How innovative are the categories?
- How much competition is there from the salon colourants sector?

Definitions:

Hair colourants and home perms

Permanents (do not wash out of hair) | **Semi-permanent** (last between six and eight washes) | **Temporary colourants** | **Perms and relaxers**.

Excluded:

Colour-enhancing shampoos (also known as colour glazes). **Hair cosmetics** (eg Luscious Locks hi-lights hair mascara, The Glow Company UV Hair Mascara, TIGI Bedhead Wiggled Out hair mascara).

Hair styling

All products that are used to style, sculpt or fix the hair. These include mousses, gels, gel sprays, jelly, styling sprays, lotions, serums, gums, glue, paste, mud, clay, waxes, creams, milks, styling water, glosses and hairsprays.

Given the degree of overlap between product types, segments are classified according to method of delivery: **gels, sprays, mousses, waxes, creams**.

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- Brand and communications analysis
- Product and service innovation

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