

## Hair Colourants - UK - April 2017

Report Price: £1995.00 | \$2478.79 | €2334.35

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“The hair colourants category has fluctuated in value in recent years as temporary colour products, which are typically priced lower than permanent products, continue to boom in popularity. Consumers are also showing a more relaxed approach to colouring, with colourant users extending the longevity of their colour as well as only targeting specific areas of their hair.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- Temporary products continue to boom
- Changing behaviours impacting colouring frequency

The hair colourants sector has fluctuated in value in recent years, showing a 1.4% decline in 2016 to £316 million. Savvy shopping behaviours as well as the continued popularity of the temporary colour sector, which is typically lower priced than permanent products, have continued to hamper growth in the value of the sector.

With a more relaxed approach to colouring on display, as well as acceptability of some grey hair, growth in the permanent sector could come from NPD in different levels of coverage.

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## Table of Contents

### Overview

- What you need to know
- Products covered in this Report
- Excluded

### Executive Summary

- The market
  - A fluctuating market
    - Figure 1: Best- and worst-case forecast of UK value sales of hair colourants, 2011-21
  - Companies and brands
    - Bright shades spark sales of vibrant brands
      - Figure 2: Brand shares in hair colourants, year ending February 2017
    - Launch activity sees a rise
      - Figure 3: New product launches in hair colourants, by launch type, January 2014-March 2017
  - The consumer
    - Home colouring sees a rise
      - Figure 4: Usage of hair colourants in the past 12 months, October 2015 and January 2017
    - Usage of permanent colour products sees little change
      - Figure 5: Trends in usage of hair colourants compared with 12 months ago, January 2017
    - Hair colourers are extending their colour
      - Figure 6: Hair colouring behaviours in the last 12 months, January 2017
    - Ammonia and peroxide are associated with damage
      - Figure 7: Factors indicating a hair colourant product is less damaging, January 2017
    - Some grey is acceptable
      - Figure 8: Attitudes towards colouring hair, January 2017
  - What we think

### Issues and Insights

- Temporary products continue to boom
  - The facts
  - The implications
- Changing behaviours impacting colouring frequency
  - The facts
  - The implications

### The Market – What You Need to Know

- A fluctuating market
- Temporary colour continues to grow in value
- Savvy shopping behaviours drive where people buy

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Positioning part colouring techniques to a greying population

Damage concern may be impacting colouring frequency

Using ingredients to drive value

## Market Size and Forecast

A fluctuating market

Figure 9: UK retail value sales of hair colourants, at current and constant prices, 2011-21

Slow growth predicted

Figure 10: Best- and worst-case forecast of UK value sales of hair colourants, 2011-21

Forecast methodology

## Market Segmentation

Temporary colour continues to boom

Figure 11: UK retail value sales of hair colours by segment, 2015-16

Permanent products fall in favour

## Channels to Market

Savvy shopping drives groceries and discounters

Figure 12: UK retail value sales of hair colourants, by retail channel, 2015-16

Boosting frequency of purchase via the online channel

## Market Drivers

A greying population

Figure 13: Trends in the age structure of the UK population, 2011-21

Damage concern is high

Figure 14: Reasons for changes to haircare/styling routines, December 2016

Men want specific solutions

Figure 15: Attitudes towards haircare, November 2016

Relaxing routines

Figure 16: Attitudes towards appearance, December 2016

Using ingredients to drive value

## Companies and Brands – What You Need to Know

Bright colours favour some brands

2016 sees rise in NPD

Own-label sees innovation

Promoting fun through colour

Advertising spend declines

L'Oréal maintains an engaging image

## Market Share

Creative colour sparks value sales

Figure 17: Brand shares in hair colourants, years ending February, 2016 and 2017

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## Launch Activity and Innovation

### Permanent colour brands focus on relaunches

Figure 18: New product launches in hair colourants, by launch type, January 2014-March 2017

### Own-label NPD in 2016

Figure 19: New product launches in hair colourants, by top ultimate companies, 2016

### Colour touch-ups see innovation in 2016

Figure 20: Examples of colour touch-up launches, 2016

### Appealing to the fun side of colouring

#### Colour gets technical

#### Environmentally-friendly packaging claims see the biggest rise

Figure 21: Top ten fastest growing claims in the hair colourants sector, 2015-16

#### Promoting a playful image with social media claims

#### Allaying damage concerns with ingredients

## Advertising and Marketing Activity

### Advertising spend shows decline

Figure 22: Total above-the line, online display and direct mail advertising expenditure on hair colourants by media type, January 2014-March 2017

### Coty leads advertising spend

Figure 23: Total above-the line, online display and direct mail advertising expenditure on hair colourants by top spending companies in 2016, 2015-16

### L'Oréal uses influencers

### Nielsen Ad Intel coverage

## Brand Research

### Brand map

Figure 24: Attitudes towards and usage of selected brands, February 2017

### Key brand metrics

Figure 25: Key metrics for selected brands, February 2017

### Brand attitudes: Nice'n Easy lacks a clear brand positioning

Figure 26: Attitudes, by brand, February 2017

### Brand personality: L'Oréal Magic Retouch has a fun image

Figure 27: Brand personality – macro image, February 2017

### Garnier Olia is youthful

Figure 28: Brand personality – micro image, February 2017

### L'Oréal Excellence has an engaging image

Figure 29: User profile of L'Oréal Excellence, February 2017

### Garnier Olia has a strong brand positioning

Figure 30: User profile of Garnier Olia, February 2017

### Clairol Nice'n Easy lacks differentiation

Figure 31: User profile of Clairol Nice 'n Easy, February 2017

### L'Oréal Magic Retouch is innovative

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Figure 32: User profile of L'Oréal Magic Retouch, February 2017

Vidal Sassoon is associated with quality

Figure 33: User profile of Vidal Sassoon, February 2017

Product recalls impact Bigen brand image

Figure 34: User profile of Bigen, February 2017

## The Consumer – What You Need to Know

Colouring is on the rise

Usage of colour boosting products is on the rise

Experimentation is high

## Usage of Hair Colourants

Colouring is on the rise

Figure 35: Usage of hair colourants in the past 12 months, October 2015 and January 2017

Higher engagement amongst men

Figure 36: Home hair colouring in the past 12 months by gender, October 2015 and January 2017

Permanent colour usage shows little change

Figure 37: Trends in usage of hair colourants compared with 12 months ago, January 2017

Men are entering the temporary colour segment

Figure 38: Any usage of selected colourant products amongst men, October 2015 and January 2016

Extending colour longevity

Figure 39: Increased usage of colour boosting methods compared with 12 months ago, October 2015 and January 2017

## Hair Colouring Behaviours

Extending colour for longer

Figure 40: Hair colouring behaviours in the last 12 months, January 2017

Experimentation is high

Figure 41: Change in hair colour and using bright/vibrant shades last 12 months, by age, January 2017

25-34s have experimented more with format

Figure 42: Trial of different format types and alternatives to colouring last 12 months, by age, January 2017

All-over colour not that important

## Indicators of Low Damage

Ammonia and peroxide cause damage

Figure 43: Factors indicating a hair colourant product is less damaging, January 2017

Natural oils are a higher indicator than botanical/herbal ingredients

Older people look for expert approval

## Attitudes towards Hair Colouring

Grey is OK

Figure 44: Attitudes towards colouring hair, January 2017

Regular hair colour usage is damaging

Figure 45: Attitudes towards colouring hair, by gender, January 2017

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Some products are more damaging than others

### Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

Consumer research methodology

Forecast methodology

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