

Hair Colourants - UK - June 2019

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

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“The growth of temporary colour has not outweighed the decline of permanent colourants, and in 2018 the market dropped by 2%. The trend towards ageing naturally means permanent colourants must seek a new heartland, while younger consumers’ expectations for exciting and changeable looks give brands the opportunity to become the experts of at-home techniques.”

– Alex Fisher, Associate Director – BPC

This report looks at the following areas:

- A young man’s game
- Getting creative
- Natural versus vibrant

The growth of temporary colour options has not outweighed the decline of permanent colourants, and in 2018 the hair colourants market dropped by 2% to £311 million. The permanent segment’s reliance on regular older colourers has been undone by the trend towards ageing naturally, meaning they must seek a new heartland and accelerate innovation in areas like natural ingredients.

Vibrant results are important to younger colourers: a growing group. Permanent colourants and natural shades do not fit their expectations for exciting and regularly changeable looks, although they often use bleach to create a lighter base for bolder colours. This interest in constant experimentation provides an opportunity for brands to become an expert voice behind new at-home techniques.

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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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