

## Hair Colourants and Styling Products - China - February 2019

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“While international brands still dominate, local brands have started to emerge and gain attention through online platforms. Consumers’ demand for safety and health has given rise to competition based on education around natural ingredients. Temporary hair beauty products should leverage trends in the colour cosmetics market, both in terms of formats and usage purposes.”

– Vicky Zhou, Research Analyst

This report looks at the following areas:

- **Riding on consumers’ belief in safe hair colourants**
- **Opportunity for local brands**
- **Investing in social functions**

The hair colourants market maintained stable growth in 2018 and Mintel forecasts the market to grow at a value CAGR (Compound Annual Growth Rate) of 7.0% over 2018-23. The hair styling products market saw a slightly lower growth rate than the hair colourants market in 2018 and is predicted to develop at a value CAGR of 5.0% over 2018-23. Product format innovation based on make-up products, more convenient usage, and consumers’ desire for natural ingredients are contributing to the market’s growth.

Consumers’ top preference when it comes to hair beauty products is still international brands, while local brands performed well on domestic online shopping websites, which are emerging in the market. The demand for hair protection attributes when doing hair beauty requires manufactures to demonstrate the safety of their products with detailed information about ingredients.

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### DID YOU KNOW?

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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