

Hair Colourants - UK - January 2020

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“Demand for hair colourants has been subdued by the pro-ageing movement, with older consumers opting to embrace their greys rather than cover them. Young consumers have remained engaged but favour lower-value temporary products, suggesting that brands need to find ways to encourage them to spend more.”

– **Samantha Dover, Senior Beauty and Personal Care Analyst**

This report looks at the following areas:

Personalisation will be crucial to encourage value growth, and expanding product repertoires could give brands an opportunity to widen the appeal of hair colourants.

- **Negative perceptions are subduing market growth**
- **Personalisation remains an untapped opportunity**
- **New formats broaden the appeal of colourants**

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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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The Market – What You Need to Know

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