

Home Hair Color - US - January 2021

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This report looks at the following areas:

- The impact of COVID-19 on consumer behavior and the home hair color market
- How the market will fare in a post-COVID-19 down economy
- Consumers' usage of home hair color products
- Consumers' attitudes and behaviors toward hair color



"In the absence of salons, more consumers turned to at-home solutions, leading to increased usage of home hair color products."

- **Olivia Guinaugh, Home & Personal Care Analyst**

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