

# Hair Colourants - UK - 2023

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## This report looks at the following areas:

- The impact of salons re-opening on the at-home hair colourant market
- The current and future impact of the income squeeze on hair colourant sales
- Usage of at-home and professional hair colourants treatments
- Where consumers shop for at-home hair colourants, and the drivers/barriers to shopping online
- How brands can increase the relevance of at-home hair colourants to more consumers when buying and saving money on at-home hair colourants

As 62% of adults with hair agree that hair colour is an expression of personality, hair colourant brands can lean into this attitude with advertising that features people explaining the significance of their hair colour, and bring playfulness to the category with personality quizzes that recommend potential new hair shades.

The cost of living crisis will mean brands need to emphasise value to win over consumers and keep up engagement in the category. In response, brands can promote the value of touch-up products as a means to prolong periods between all-over colour treatments and innovate in aftercare products that help results last longer.

A lack of engagement amongst older consumers is a threat to the category, and only 27% of over-65s see hair colourant advertising as inclusive. This suggests that older consumers feel isolated by brands that primarily use younger ambassadors in advertising. More diverse advertising could therefore help introduce new consumers to the category, as could tackling other hair concerns related to aging, such as colourant formulas that can also improve hair growth or thickness.



“The income squeeze is limiting consumers’ ability to make use of professional colour services, benefitting the at-home hair colourants category. Brands can respond with products that blur the line between at-home and professional treatments to appeal to those trading down from salon services.”

– Georgia Stafford, Research Analyst, January 2023

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The cost of living crisis will also impact spending on professional colour services, which is good news for at-home colourant brands. To maximise on the opportunity this shift presents, brands can innovate in products that blur the line between professional and at-home colourants with premium or personalised products.

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