

Home Hair Color - US - 2023

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This report looks at the following areas:

- The pivotal changes created by the COVID-19 pandemic and how that has reshaped the category
- How the market is responding to rising inflation and cost-of-living concerns
- Consumers' use of home hair color products
- Consumers' attitudes and behaviors toward hair color

The disruption caused by the COVID-19 pandemic has given way to new opportunities and challenges for the home hair color market. The post-pandemic era has been characterized by socioeconomic and related cost-of-living issues, global conflicts and a renewed spotlight on the consequences of climate change. In large, the pandemic had a positive impact on home hair color category, with reduced access to hair salons during lockdowns leading to rising demand and renewed interest. This was reinforced by a drive to educate consumers about product use, while stressing the convenience and efficacy of home hair color products, which all served to boost awareness and engagement. Right now the issue some consumers are facing is the growing expense of salon/professional hair coloring is coinciding with diminishing spending power. This is pushing those feeling the financial squeeze to explore less-expensive hair coloring options that can be carried out easily at home, underlined by data showing that 43% of home hair color consumers say they are coloring their at home to save money (see Databook). On the flip side, there is still a significant number of consumers who are not worried about their spending power and consequently will have different spending criteria that does not revolve around budget.



“The COVID-19 pandemic was a turning point for the home hair color category, with lockdowns not only forcing many consumers to embrace DIY hair coloring solutions out of necessity but also prompting interest to explore more adventurous looks at home, just for fun.”

– Simon Pitman, Senior Global Analyst, BPC

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