

## Home Hair Color - US - January 2019

Report Price: £3254.83 | \$4395.00 | €3662.99

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"The home hair color market continues to struggle. Preferences for natural looks, concerns about damage, and complicated hair color trends—which are typically left to professionals—have placed downward pressure on the market."

**Alison Gaither, Beauty & Personal Care Analyst**

This report looks at the following areas:

- The largest segment continues to suffer from declining sales
- Men are satisfied with their natural hair color, women visit salons
- Trendy hair color styles viewed by some as too complicated to create at home

However, interest among both young and Black consumers is still strong, making them key markets for home hair color. The category will recover if brands listen to the demands of their target markets and promote products accordingly.

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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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