

Hair Colourants - UK - January 2016

Report Price: £1750.00 | \$2834.04 | €2223.04

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“Temporary hair colour products continue to show growth in the category, as consumers consider them less damaging to hair and easier to experiment with. Growth opportunities exist in personalisation, with high interest in products tailored for hair colour and type, as well as products specifically for men.”

– Roshida Khanom, Senior Personal Care Analyst

This report looks at the following areas:

- Permanent continues to decline
- Personalisation could add value to the category
- Growth opportunities in men's hair colour

The hair colourants category has shown continued decline in value in recent years as consumers increasingly seek out the best deals on branded goods and the drive for experimentation sees temporary hair colour boom, whilst decreasing launch activity and advertising spend is also likely to hamper growth in the market. Growth opportunities come from the men's segment, with men showing willingness to invest in more expensive brands, as well as personalisation, with high interest in tailored products.

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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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- Temporary colour segment booms
- Search for low price drives discounters and multiple grocers
- Rise in 25-44s could boost the market
- 2015 colouring trends

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