

Hair Colourants - UK - April 2017

Report Price: £1995.00 | \$2478.79 | €2334.35

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“The hair colourants category has fluctuated in value in recent years as temporary colour products, which are typically priced lower than permanent products, continue to boom in popularity. Consumers are also showing a more relaxed approach to colouring, with colourant users extending the longevity of their colour as well as only targeting specific areas of their hair.”

– **Roshida Khanom, Associate Director BPC**

This report looks at the following areas:

- Temporary products continue to boom
- Changing behaviours impacting colouring frequency

The hair colourants sector has fluctuated in value in recent years, showing a 1.4% decline in 2016 to £316 million. Savvy shopping behaviours as well as the continued popularity of the temporary colour sector, which is typically lower priced than permanent products, have continued to hamper growth in the value of the sector.

With a more relaxed approach to colouring on display, as well as acceptability of some grey hair, growth in the permanent sector could come from NPD in different levels of coverage.

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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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 - The facts
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The Market – What You Need to Know

- A fluctuating market
- Temporary colour continues to grow in value
- Savvy shopping behaviours drive where people buy

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Some products are more damaging than others

Appendix – Data Sources, Abbreviations and Supporting Information

Abbreviations

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