

## Hair Colourants - UK - April 2018

Report Price: £1995.00 | \$2693.85 | €2245.17

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*“The future growth of the colourants market may be limited as the relevance of the market changes. Rather than appealing to older consumers through affordability, appealing to younger consumers is increasingly important. Providing accompanying haircare and gradual or personalised colour solutions are key to brand success, as well as embracing bold colour trends.”*

– **Alex Fisher, Senior Beauty Analyst**

This report looks at the following areas:

- Complete solutions for dark hair
- Personalised innovation

The colourants market grew by 0.6% in 2017, bringing value sales to £317 million. Growth may be limited in the coming years as the ageing population leads to changing relevance of the market. Older consumers tend to look for affordable solutions, adding to the current stall in market value. Appealing to younger consumers becomes even more important, and brands can gain their loyalty by providing adequate aftercare that deals with damage, along with more gradual or personalised innovation.

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### DID YOU KNOW?

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 Market – What You Need to Know

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