

Europe Hair Colorants Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)

Market Report | 2023-01-23 | 90 pages | Mordor Intelligence

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Report description:

The European hair colorants market is expected to record a CAGR of 5.1% during the forecast period (2023 - 2028).

The COVID-19 pandemic has influenced consumers' spending habits and purchase decisions, leading to a slight decline in the European hair colorant market by approximately 7.05% from 2019 to 2020, owing to various governments imposing multiple measures intended to slow down the spread of COVID-19. Some basic European initiatives include social isolation directives, limitations on business opening hours, travel restrictions, and lockdown measures. However, salon closures have led to in-home salon experiences with hair colorants benefitting from this. The category boomed in the initial months of 2020,

The market is driven by the increasing number of fashionable trends, changing lifestyles in emerging economies, and rising urbanization is boosting the adoption rate of hair colors across the region. Moreover, the rising penetration rate of professional salon and spa services is expected to fuel the growth of the European hair color market. Furthermore, extensive research and development in the field to meet the customer's need for a chemical-free coloring product have further fueled the market growth. Thus, new product launches focused on herbal and natural ingredients, promoting hair growth. Also, other players, such as Kao Corporation, launched a new hair coloring product - @Pure Pigments, which uses the "HD3 Dye Technology" based on new nonreactive hair dye developed through joint research with FUJIFILM Corporation and the Dresden University of Technology in Germany.

Europe Hair Colorants Market Trends

Rising Demand for Permanent Hair Colorants in the Region

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Permanent hair colorants account for the most significant share of the hair colorant market. This market is driven by an aging population that prefers to use a dye that has a long-lasting effect. These permanent hair colorants are mostly achieved through the use of oxidation dyes. However, for several years, concerns have been about the safety of oxidative hair dyes, or "permanent hair dyes." Therefore, companies are launching hair colorants constituting permitted ingredients, such as PPD (paraphenylenediamine or p-phenylenediamine), eventually resulting in the purity of the hair colorants. Rising disposable income coupled with the increasing popularity of the product segment and growing awareness about personal grooming among both men and women. With this, people prefer to return to their natural appearance with permanent hair dyes.

Innovation in Hair Color Formulation

Many companies are making innovations in hair color formulation as consumers focus on factors such as the ingredients used for hair colors, dye stability, color wearability on hair, and light fading. In January 2020, Schwarzkopf launched its new herbal hair care range under 100%vegetal in Germany. The new herbal hair color is entirely made from vegan ingredients like ayurvedic plants and herbs, which provide nourishment to hair and better color reflection. Consumers are shifting towards semi-permanent hair colors that are ammonia-free and last longer than permanent hair colors. Companies are making innovations in hair color by carefully opting for an ingredient that is gentle on hair and provides results in lesser periods.

Europe Hair Colorants Market Competitor Analysis

The European hair colorants market is competitive and fragmented, with many domestic and multinational players competing for market share. Emphasis is given to the companies' mergers, expansions, acquisitions, partnerships, and new product developments as strategic approaches adopted by the leading companies to boost their brand presence among consumers. For instance, in December 2017, L'Oreal Paris launched its first plant-based hair color as customers are becoming increasingly wary of chemical ingredients in hair coloring products. Key players dominating the regional market include Henkel AG & Co. KG aA, Revlon, L'Oreal, Coty Inc., Kao Corporation, and Garnier LLC, among others.

Additional Benefits:

The market estimate (ME) sheet in Excel format
3 months of analyst support

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