

## **Europe Hair Colorants - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

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### **Report description:**

The Europe Hair Colorants Market is expected to register a CAGR of 5.1% during the forecast period.

#### Key Highlights>

- The market is driven by the increasing number of fashionable trends, changing lifestyles in emerging economies, and rising urbanization, which is boosting the adoption rate of hair colors across the region. Moreover, the rising penetration rate of professional salons 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's growth. Thus, the new product offerings focused on herbal and natural ingredients, promoting hair growth. Also, other players, such as Kao Corporation, offer a new hair coloring product, Pure Pigments, which uses "HD3 Dye Technology" based on new nonreactive hair dye developed through joint research with FUJIFILM Corporation and the Dresden University of Technology in Germany.
- One of the key factors driving growth in the hair color market is innovation in product formulation and format. Hair color is available in pre-measured sachets that are convenient to use. Presently, most hair color manufacturers produce hair colors that help brighten the hair, contributing to the popularity of the product among consumers. This is followed by hair color variants that claim to be long-lasting, easy to use, and herbal. These innovations have led to an increase in customer acquisition, product visibility, and adoption rate, driving the price quotient of the market. Moreover, companies are making innovations in hair color products by carefully opting for ingredients that are gentle on hair and provide results in a shorter period of time.

#### Europe Hair Colorants Market Trends

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## Rise in Spending on Hair Dressing Salons

The growth in the hair color segment in Europe is driven by the modern and changing lifestyles of consumers, with rising consumer spending on hairdressing, salons, and personal grooming to enhance their appearance while experimenting with new and different products, which drives the hair colorants market in the country. COVID-19 significantly impacted the spending on hairdressing salons and personal grooming establishments in 2020 due to lockdown restrictions and the closure of such stores. Still, in 2021, it gained pace again and is expected to gain a significant market share in the coming years.

Moreover, companies are introducing new hair color products using developed technologies and expanding their presence to gain a competitive advantage and garner a more extensive consumer base. For instance, in October 2022, Henkel launched the first B2B2C hyper-personalized professional hair care brand, SalonLab&Me. Henkel followed the megatrend of personalization by combining the expertise of a hairdresser with a digital experience. It provided hyper-personalized hair care recommendations, matching the exact hair type, and offered customers customized label colors and their preferred fragrance.

## Rising Demand for Permanent Hair Colorants in the Region

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 raised about the safety of oxidative hair dyes, or "permanent hair dyes." Therefore, companies are launching hair colorants that contain 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, is boosting segment growth. People prefer to return to their natural appearances by using permanent hair dyes. Many vendors are offering permanent hair colors that are fade-resistant and require minimal color maintenance. Such application-based hair colors available in the market are expected to drive the growth of the permanent hair color segment of the market in focus during the forecast period. L'oreal, Clairol, Revlon, Herbatint, and Bigen are a few of the permanent hair colorants from various brands that are accessible in different regions and that customers can use on their own or with the help of hair professionals.

## Europe Hair Colorants Industry Overview

The European hair colorants market is highly competitive, with many domestic and multinational players competing for market share. Key players dominating the regional market include L'Oreal S.A., Henkel AG & Co. KGaA, Revlon, Inc., Coty, Inc., and Kao Corporation. 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. Apart from product innovations and mergers and acquisitions, considering global environmental and human health issues, the players are also adopting sustainable initiatives to accelerate the hair care and coloring industry's progress in addressing plastic waste. For instance, Umberto Giannini relaunched its packaging. The company switched to more sustainable packaging and made its packaging 100% recyclable.

### Additional Benefits:

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

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