

## Home Hair Color - US - November 2013

Report Price: £2466.89 | \$3995.00 | €3133.71

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“Functional benefits such as covering grays and long-lasting results are essential, but have also become expected in the hair coloring category. Shoppers are seeking more customized solutions for their hair coloring needs—through products developed specifically for their age, ethnicity, lifestyle, or hair type.”  
– Shannon Romanowski, Beauty and Personal Care Analyst

### This report looks at the following areas:

- What opportunities are there to improve sales in the sluggish home hair color market?
- What benefits do consumers perceive from using natural and organic hair coloring products?
- How can the home hair color category be easier to shop?

The home hair color category has experienced slow growth between 2008 and 2013. Home hair color faces an increasingly competitive landscape within the category as well as competition from external sources such as salon services. Current population and economic trends could also negatively impact the category, since usage of home hair color typically declines among older and more affluent consumer groups.

However, there are growth opportunities within the home hair color market. Older respondents express high levels of interest in customized and gentle hair coloring solutions, and brands that can best align with the needs of older users could see success. In addition, tapping into younger consumers' interest in products containing natural and organic ingredients as well as their interest in following beauty trends with hair color could boost category growth. Lastly, multicultural consumers over index usage of most hair color items, and represent a lucrative opportunity for the category.

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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 implications: Ramp up online and in-store education efforts

## Trend Applications

Trend: Factory Fear

Trend: Non-Standard Society

Mintel Futures: Old Gold

## Market Size and Forecast

Key points

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Category growth expected to be slow and steady through 2018

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- Retailing opportunities could boost sales in struggling channels
- Increase men's offerings
- In-store expert
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Ombre  
Concealing roots  
Unique forms

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L'Oréal

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**Key points**

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