

Home Hair Color - US - February 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.



"Sales of home hair color remain stagnant, as consumers are increasingly reliant on the salon for hair coloring services. Still, growth opportunities exist in the more than \$2 billion category, including hair color products that promote hair health and salon-quality results. Focusing on relatively untapped demographics, such as men and older adults, could also yield solid results."

- Shannon Romanowski, Senior BPC Analyst

This report looks at the following areas:

- Category sales are stagnant
- Salon market is impacting growth of home hair color
- Concerns about results, hair damage

Definition

This report covers the US market for home hair color and is defined as follows:

- Permanent hair color—provides long-lasting, all-over color that typically lasts up to eight weeks
- Semi- or demi-permanent hair color—lasts between six and 24 washes
- Temporary hair color—available in a wide range of forms including sprays, foams, gels, powder, and chalk; can be washed out in one or two shampoos
- Highlighting products—treats specific sections of the hair to create lighter or darker sections; includes "ombre" hair color kits that produce graduated color that gets lighter toward the ends
- Bleach—removes the color from hair; used to create blonde and platinum colors
- Root touch-ups—hair color that blends in root re-growth or covers grays between all-over coloring

Excluded from the market size, segment performance, and brand sections of this report are:

- Home perm products
- Home straightening kits

Salon coloring services are excluded from the market size and brand sections of this report but are covered in the consumer sections.

BUY THIS
REPORT NOW

VISIT:
store.mintel.com

CALL:
EMEA
+44 (0) 20 7606 4533

Brazil
0800 095 9094

Americas
+1 (312) 943 5250

APAC
+61 (0) 2 8284 8100

EMAIL:
reports@mintel.com

DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

Home Hair Color - US - February 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Table of Contents

Overview

What you need to know

Definition

Executive Summary

The issues

Category sales are stagnant

Figure 1: Total US sales and fan chart forecast of home hair color, at current prices, 2009-19

Salon market is impacting growth of home hair color

Figure 2: Types of hair coloring services done, November 2014

Concerns about results, hair damage

Figure 3: Attitudes toward hair damage and results, November 2014

The opportunities

Focus on men

Figure 4: Spent more time on hair coloring, by gender, November 2014

Emphasize healthy hair

Figure 5: Any interest in healthy hair concepts, November 2014

Go beyond gray coverage

Figure 6: select attitudes toward hair coloring and any interest in anti-aging hair color, November 2014

What it means

The Market – What You Need to Know

What you need to know

The Market – Market Size and Forecast

Historic and projected sales performance for home hair color

Figure 7: Total US sales and fan chart forecast of home hair color, at current prices, 2009-19

Figure 8: Total US sales and forecast of home hair color, at current prices, 2009-19

The Market – Market Perspective

Hair color losing share

Figure 9: Sales of haircare, by segment, 2011 and 2013

The Market – Market Factors

Economic growth benefits salon market

Growth among younger male population

Figure 10: Male population by age, 2009-19

Population shifts make hair coloring population more diverse

Figure 11: Population by race and Hispanic origin, percent change 2014-19

Rise in functional hair color claims

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com

Home Hair Color - US - February 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

Figure 12: Select functional and natural home hair color claims, by share, 2013 and 2014

Key Players – What You Need to Know

What you need to know

Key Players – Manufacturer Sales of Home Hair Color

Amid category declines, leading brands struggle to grow

Figure 13: Manufacturer sales of home hair color, 2013 and 2014

Key Players – What's Working?

Anti-aging hair color

Figure 14: MULO sales of Clairol Expert Collection Age Defy, 52 weeks ending Nov. 2, 2014

Root touch-ups

Figure 15: MULO sales of Clairol Nice n' Easy Root Touch-up, 52 weeks ending Nov. 2, 2014

Temporary hair color

Figure 16: MULO sales of select temporary hair color products, 2013 and 2014

Key Players – What's Struggling?

Highlighting kits

Figure 17: MULO sales of select highlighting products, 2013 and 2014

Key Players – What's Next?

New formats

Online services

Salon-quality results

The Consumer – What You Need to Know

What you need to know

The Consumer – Hair Color Services

Permanent hair color most common service

Figure 18: Types of hair coloring services done, November 2014

The home hair color consumer

Figure 19: Use of home hair coloring products, by gender, August 2013-September 2014

The salon hair color consumer

The Consumer – Frequency of Use

Despite decreased usage, frequency of home hair coloring increases with age

Figure 20: Frequency of home hair coloring products used in past 12 months, by age, August 2013-September 2014

The Consumer – Hair Color and Level of Gray

Most adults have some grays

Figure 22: Any type of hair color service, by level of gray, November 2014

Darker hair colors most prevalent among adults

Figure 21: Level of gray and hair color, November 2014

BUY THIS
REPORT NOW

VISIT: store.mintel.com
CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094
Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100
EMAIL: reports@mintel.com

Home Hair Color - US - February 2015

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

The above prices are correct at the time of publication, but are subject to change due to currency fluctuations.

The Consumer – Time Spent

Men spending more time in the category

Figure 23: Spent more time on hair coloring, by gender, November 2014

The Consumer – Purchase Influencers

Shade selection is important, though gender reveals differences in how people shop the category

Figure 24: Purchase influencers, any rank, November 2014

The Consumer – Interest in New Products

Women interested in hair health, men looking for customization

Figure 25: Interest in new products and benefits, November 2014

Women focus on hair health, results

Men looking for customization, convenience

Figure 26: Any interest in select new products and benefits, by gender, November 2014

The Consumer – Attitudes Toward Hair Coloring

Looking younger is a key motivator for coloring hair

Opportunity for products, information that simplifies hair coloring process

Figure 27: Select attitudes toward hair coloring, by gender, November 2014

Appendix – Data Sources and Abbreviations

Data sources

Sales data

Fan chart forecast

Consumer survey data

Abbreviations and terms

Abbreviations

Appendix – Market

Figure 28: Total US sales and forecast of home hair color, at inflation-adjusted prices, 2009-19

Figure 29: Total US retail sales of home hair color, by channel, at current prices, 2012 and 2014

Figure 30: Changes in DPI (disposable personal income), 2007-14

Figure 31: Thomson Reuters/University of Michigan Index of Consumer Sentiment, 2007-14

BUY THIS
REPORT NOW

VISIT: store.mintel.com

CALL: EMEA +44 (0) 20 7606 4533 | Brazil 0800 095 9094

Americas +1 (312) 943 5250 | APAC +61 (0) 2 8284 8100

EMAIL: reports@mintel.com