What's Happening with Hair Color?



Craving individual expression, Millennials and Gen Z women have switched up stereotypes surrounding hair, allowing for easy experimentation with color and frequent change. 20% of retail hair care products are focused on color, but nearly half of women have visited a salon in the last year for that service. This adventurous age group presents at-home hair color brands with new opportunities to grow and steer them from the salon to the sofa. Here's where the industry and the consumer stand when it comes to hair color.

HOME OR SALON?



58%

of women have never tried coloring their hair at home



46%

of women have visited a salon for hair color in the last year

COLOR CONCERNS

When asked which of the following are reasons for not using at-home hair color products...

47%

of women said they like their natural hair color

32%

of women said they prefer a salon/professional

22%

of women fear at-home hair color is too damaging

SEEKING COLORFUL CLAIMS & BENEFITS

Women cite the following factors they consider when purchasing at-home hair color:



33%

Damage repair & protection



27%

Natural ingredients



21%

Hydrating formulas

TOP RETAILERS OF THE RAINBOW



- 1. Mass merchandisers
- 2. Specialty beauty stores
- 3. Drug stores

TRENDS WORTH TRYING AT HOME

Women 18-34 have never tried these hair color trends at home, but are interested in trying them

Balayage

Holographic hair color

Ombre

Neon hair color

MAIN INSPIRATION FOR COLOR TRENDS (WOMEN 18-34)

- YouTube
- 2. Instagram
- 3. Facebook
- 4. Beauty blogs
- 5. Influencers



SO, TO GAIN HER LOYALTY...

- Target the experimental age group of women 18-34
- Use visually-driven content that educates consumers on how to use a product
- Showcase hair trends through tutorials and influencers
- Incorporate additional benefits and claims consumers are looking for