Hair color products, also known as hair colorant or hair dye, fall under the broad category of hair care products. Innovation in terms of product formulation is a major factor driving the sales of hair colors. The use of ingredients such as conditioning agents or oils to reduce the harsh effect of chemicals, ammonia-free formulation, and packaging innovation are some other aspects of product line innovation. Additionally, manufacturers are introducing hair color products which have stain-free application and are also focusing on the introduction of hair chalks that will help consumers to change their hair color more frequently.

The global Novelty Hair Color market is valued at xx million US$ in 2018 and will reach xx million US$ by the end of 2025, growing at a CAGR of xx% during 2019-2025. The objectives of this study are to define, segment, and project the size of the Novelty Hair Color market based on company, product type, end user and key regions.

This report studies the global market size of Novelty Hair Color in key regions like North America, Europe, Asia Pacific, Central & South America and Middle East & Africa, focuses on the consumption of Novelty Hair Color in these regions.

This research report categorizes the global Novelty Hair Color market by top players/brands, region, type and end user. This report also studies the global Novelty Hair Color market status, competition landscape, market share, growth rate, future trends, market drivers, opportunities and challenges, sales channels and distributors.

The following manufacturers are covered in this report, with sales, revenue, market share for each company:

- L'Oreal
- Coty
- Henkel
- Kao
- New Avon
- Cadiveu Professional
- Chatters
- Combe
- Conair
- Estee Lauder
- Godrej Consumer Products
- Johnson & Johnson
- Revlon
- Shiseido Company
- Toni&Guy

Market size by Product
- Permanent hair color
- Semi-permanent hair color
- Temporary hair color
- Hair highlights and bleach
- Others

Market size by End User
- Woman
- Man

Market size by Region
- North America
- United States
- Canada
- Mexico
- Asia-Pacific
- China
- India
- Japan
- South Korea
- Australia
- Indonesia
- Singapore
- Malaysia
- Philippines
- Thailand
- Vietnam
- Europe
- Germany
- France
- UK
- Italy
- Spain
- Russia
- Central & South America
- Brazil
The study objectives of this report are:

- To study and analyze the global Novelty Hair Color market size (value & volume) by company, key regions, products and end user, breakdown data from 2014 to 2018, and forecast to 2025.
- To understand the structure of Novelty Hair Color market by identifying its various subsegments.
- To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).
- Focuses on the key global Novelty Hair Color companies, to define, describe and analyze the sales volume, value, market share, market competition landscape and recent development.
- To project the value and sales volume of Novelty Hair Color submarkets, with respect to key regions.
- To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

In this study, the years considered to estimate the market size of Novelty Hair Color are as follows:

- History Year: 2014-2018
- Base Year: 2018
- Estimated Year: 2019
- Forecast Year 2019 to 2025

This report includes the estimation of market size for value (million US$) and volume (K MT). Both top-down and bottom-up approaches have been used to estimate and validate the market size of Novelty Hair Color market, to estimate the size of various other dependent submarkets in the overall market. Key players in the market have been identified through secondary research, and their market shares have been determined through primary and secondary research. All percentage shares, splits, and breakdowns have been determined using secondary sources and verified primary sources.

For the data information by region, company, type and application, 2018 is considered as the base year. Whenever data information was unavailable for the base year, the prior year has been considered.

### Table of Contents

1. Study Coverage
   - 1.1 Novelty Hair Color Product
   - 1.2 Market Segments
   - 1.3 Key Manufacturers Covered
   - 1.4 Market by Type
     - 1.4.1 Global Novelty Hair Color Market Size Growth Rate by Product
     - 1.4.2 Permanent hair color
     - 1.4.3 Semi-permanent hair color
     - 1.4.4 Temporary hair color
     - 1.4.5 Hair highlights and bleach
     - 1.4.6 Others
   - 1.5 Market by End User
     - 1.5.1 Global Novelty Hair Color Market Size Growth Rate by End User
     - 1.5.2 Woman
     - 1.5.3 Man

2. Executive Summary
   - 2.1 Global Novelty Hair Color Market Size
     - 2.1.1 Global Novelty Hair Color Revenue 2014-2025
     - 2.1.2 Global Novelty Hair Color Sales 2014-2025
   - 2.2 Novelty Hair Color Growth Rate by Regions
     - 2.2.1 Global Novelty Hair Color Sales by Regions
     - 2.2.2 Global Novelty Hair Color Revenue by Regions

3. Breakdown Data by Manufacturers
   - 3.1 Novelty Hair Color Sales by Manufacturers
     - 3.1.1 Novelty Hair Color Sales by Manufacturers
     - 3.1.2 Novelty Hair Color Sales Market Share by Manufacturers
     - 3.1.3 Global Novelty Hair Color Market Concentration Ratio (CR5 and HHI)
   - 3.2 Novelty Hair Color Revenue by Manufacturers
     - 3.2.1 Novelty Hair Color Revenue by Manufacturers (2014-2019)
     - 3.2.2 Novelty Hair Color Revenue Share by Manufacturers (2014-2019)
   - 3.3 Novelty Hair Color Price by Manufacturers
   - 3.4 Novelty Hair Color Manufacturing Base Distribution, Product Types
     - 3.4.1 Novelty Hair Color Manufacturers Manufacturing Base Distribution, Headquarters
     - 3.4.2 Manufacturers Novelty Hair Color Product Type
     - 3.4.3 Date of International Manufacturers Enter into Novelty Hair Color Market
   - 3.5 Manufacturers Mergers & Acquisitions, Expansion Plans

4. Breakdown Data by Product
   - 4.1 Global Novelty Hair Color Sales by Product
   - 4.2 Global Novelty Hair Color Revenue by Product
   - 4.3 Novelty Hair Color Price by Product

5. Breakdown Data by End User
   - 5.1 Overview
   - 5.2 Global Novelty Hair Color Breakdown Data by End User

6. North America
   - 6.1 North America Novelty Hair Color by Countries
     - 6.1.1 North America Novelty Hair Color Sales by Countries
     - 6.1.2 North America Novelty Hair Color Revenue by Countries
6.1.3 United States
6.1.4 Canada
6.1.5 Mexico
6.2 North America Novelty Hair Color by Product
6.3 North America Novelty Hair Color by End User

7 Europe
7.1 Europe Novelty Hair Color by Countries
7.1.1 Europe Novelty Hair Color Sales by Countries
7.1.2 Europe Novelty Hair Color Revenue by Countries
7.1.3 Germany
7.1.4 France
7.1.5 UK
7.1.6 Italy
7.1.7 Russia
7.2 Europe Novelty Hair Color by Product
7.3 Europe Novelty Hair Color by End User

8 Asia Pacific
8.1 Asia Pacific Novelty Hair Color by Countries
8.1.1 Asia Pacific Novelty Hair Color Sales by Countries
8.1.2 Asia Pacific Novelty Hair Color Revenue by Countries
8.1.3 China
8.1.4 Japan
8.1.5 Korea
8.1.6 India
8.1.7 Australia
8.1.8 Indonesia
8.1.9 Malaysia
8.1.10 Philippines
8.1.11 Thailand
8.1.12 Vietnam
8.1.13 Singapore
8.2 Asia Pacific Novelty Hair Color by Product
8.3 Asia Pacific Novelty Hair Color by End User

9 Central & South America
9.1 Central & South America Novelty Hair Color by Countries
9.1.1 Central & South America Novelty Hair Color Sales by Countries
9.1.2 Central & South America Novelty Hair Color Revenue by Countries
9.1.3 Brazil
9.2 Central & South America Novelty Hair Color by Product
9.3 Central & South America Novelty Hair Color by End User

10 Middle East and Africa
10.1 Middle East and Africa Novelty Hair Color by Countries
10.1.1 Middle East and Africa Novelty Hair Color Sales by Countries
10.1.2 Middle East and Africa Novelty Hair Color Revenue by Countries
10.1.3 GCC Countries
10.1.4 Turkey
10.1.5 Egypt
10.1.6 South Africa
10.2 Middle East and Africa Novelty Hair Color by Product
10.3 Middle East and Africa Novelty Hair Color by End User

11 Company Profiles
11.1 L'Oreal
11.1.1 L'Oreal Company Details
11.1.2 L'Oreal Company Business Overview
11.1.3 L'Oreal Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.1.4 L'Oreal Novelty Hair Color Products Offered
11.1.5 L'Oreal Recent Development
11.2 Coty
11.2.1 Coty Company Details
11.2.2 Coty Company Business Overview
11.2.3 Coty Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.2.4 Coty Novelty Hair Color Products Offered
11.2.5 Coty Recent Development
11.3 Henkel
11.3.1 Henkel Company Details
11.3.2 Henkel Company Business Overview
11.3.3 Henkel Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.3.4 Henkel Novelty Hair Color Products Offered
11.3.5 Henkel Recent Development
11.4 Kao
11.4.1 Kao Company Details
11.4.2 Kao Company Business Overview
11.4.3 Kao Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.4.4 Kao Novelty Hair Color Products Offered
11.4.5 Kao Recent Development
11.5 New Avon
11.5.1 New Avon Company Details
11.5.2 New Avon Company Business Overview
11.5.3 New Avon Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.5.4 New Avon Novelty Hair Color Products Offered
11.5.5 New Avon Recent Development
11.6 Cadiveu Professional
11.6.1 Cadiveu Professional Company Details
11.6.2 Company Business Overview
11.6.3 Cadiveu Professional Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.6.4 Cadiveu Professional Novelty Hair Color Products Offered
11.6.5 Cadiveu Professional Recent Development

11.7 Chatters
11.7.1 Chatters Company Details
11.7.2 Company Business Overview
11.7.3 Chatters Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.7.4 Chatters Novelty Hair Color Products Offered
11.7.5 Chatters Recent Development

11.8 Combe
11.8.1 Combe Company Details
11.8.2 Company Business Overview
11.8.3 Combe Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.8.4 Combe Novelty Hair Color Products Offered
11.8.5 Combe Recent Development

11.9 Conair
11.9.1 Conair Company Details
11.9.2 Company Business Overview
11.9.3 Conair Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.9.4 Conair Novelty Hair Color Products Offered
11.9.5 Conair Recent Development

11.10 Estee Lauder
11.10.1 Estee Lauder Company Details
11.10.2 Company Business Overview
11.10.3 Estee Lauder Novelty Hair Color Sales, Revenue and Gross Margin (2014-2019)
11.10.4 Estee Lauder Novelty Hair Color Products Offered
11.10.5 Estee Lauder Recent Development

11.11 Godrej Consumer Products

11.12 Johnson & Johnson

11.13 Revlon

11.14 Shiseido Company

11.15 Toni&Guy

12 Future Forecast
12.1 Novelty Hair Color Market Forecast by Regions
12.1.1 Global Novelty Hair Color Sales Forecast by Regions 2019-2025
12.1.2 Global Novelty Hair Color Revenue Forecast by Regions 2019-2025
12.2 Novelty Hair Color Market Forecast by Product
12.2.1 Global Novelty Hair Color Sales Forecast by Product 2019-2025
12.2.2 Global Novelty Hair Color Revenue Forecast by Product 2019-2025
12.3 Novelty Hair Color Market Forecast by End User
12.4 North America Novelty Hair Color Forecast
12.5 Europe Novelty Hair Color Forecast
12.6 Asia Pacific Novelty Hair Color Forecast
12.7 Central & South America Novelty Hair Color Forecast
12.8 Middle East and Africa Novelty Hair Color Forecast

13 Market Opportunities, Challenges, Risks and Influences Factors Analysis
13.1 Market Opportunities and Drivers
13.2 Market Challenges
13.3 Market Risks/Restraints
13.4 Macroscopic Indicators

14 Value Chain and Sales Channels Analysis
14.1 Value Chain Analysis
14.2 Novelty Hair Color Customers
14.3 Sales Channels Analysis
14.3.1 Sales Channels
14.3.2 Distributors

15 Research Findings and Conclusion

16 Appendix
16.1 Research Methodology
16.1.1 Methodology/Research Approach
16.1.2 Data Source
16.2 Author Details