Address convenience needs to enhance at-home grey hair coverage, boost protective claims to bring back former users, and make fashionable hair colouring easy and accessible at home.
Hair Colourants - Indian Consumer - 2023

This report looks at the following areas:

- Key trends seen in hair colourants in India
- Understanding motives behind hair colouring
- Analysing the role of convenience in helping at-home grey coverage seekers
- Identifying and addressing churn triggers to re-engage former users of the category
- Understanding the needs of fashionable hair colour users and supporting their creative self-expression
- Highlighting scope for innovation in product, format and claims/storytelling to appeal to each user group

Address convenience needs to enhance at-home grey hair coverage, boost protective claims to bring back former users, and make fashionable hair colouring easy and accessible at home.

While the majority of Indian consumers have not used hair colours, 68% of active users prefer to colour their hair at home. Covering grey hair (52%) and looking attractive (42%) are among the top motivations for users engaging with this category.

Most Gen X at-home hair colour users colour their hair to cover greyness. This group seeks to maintain a close match with natural shades and are open to solutions that save time and effort. Brands can appeal to this group with long-lasting products that also nourish and protect hair against premature greying.

Given that a sizeable group of former users are now disengaging, brands are tasked with alleviating perceptions related to damage, dryness and irritation by shining the spotlight on protective claims, natural ingredients and holistic routines to win consumer trust.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | $2995.00*

store.mintel.com | reports@mintel.com

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.
There is a consumer segment who like to experiment with bold hair colours. These consumers, contrary to the total population, like to colour their hair to look attractive. At-home brands can innovate with fresh, playful formats that are easy to use and inspire creative self-expression in order to enhance usage of fashionable colours among this user group.
Report Content

EXECUTIVE SUMMARY

• Mintel’s perspective

Key issues covered in this Report

• Overview
• The outlook for hair colourants in India
  - Graph 1: hair colour launches, 2018-23
• Grow at-home grey coverage on the back of convenience and longevity
• Grow at-home grey coverage on the back of convenience and longevity
• Tackle concerns around hair damage to re-engage former users
• Tackle concerns around hair damage to re-engage former users
• Enhance at-home usage of fashionable hair colours by targeting consumers keen to experiment with bold hair colours
• Enhance at-home usage of fashionable hair colours by targeting consumers keen to experiment with bold hair colours

KEY TRENDS

• What you need to know

Hair colourants are in need of a revival

• Launches in India are stagnating
  - Graph 2: hair colour launches, 2018-23
  - Graph 3: hair colourant launches by top five formats and textures, 2018-22

Convenience emerges as a stand-out claim

• Post-COVID-19, the need for convenience stays lofty
• Indian brands are responding to the need for convenience
  - Graph 4: hair colourant launches by claims, 2018-23

Bold statements of self-expression are on the rise

• Indian consumers are keen to experiment with beauty
• The role of professionals is being taken seriously
• …and consumers feel empowered to carry bold styles without having to commit

WHAT CONSUMERS WANT AND WHY

• What you need to know
  - Graph 5: reasons for hair colouring, 2023
Address inconveniences to establish smooth and trouble-free grey coverage at home

- Who are the consumers who colour their hair at home?
  - Graph 6: factors considered when choosing an at-home hair colouring product, 2023

- Recognise the demand for long-term grey prevention solutions
  - Graph 7: hair colourant launches by long lasting claim, 2018-23
  - Graph 8: factors considered when choosing an at-home hair colouring product, 2023
  - Graph 9: factors considered when choosing an at-home hair colouring product, 2023
  - Graph 10: factors considered when choosing an at-home hair colouring product, 2023

- Formats that simplify usage and save time can inspire users to try at-home options

- Case study: Punky Colour goes beyond just haircare to ensure skin safety

Overcome the reputation of hair damage to bring back former hair colour users

- Bring back the Former Hair Colour Users
  - Graph 11: strong agreement towards hair colouring irritating the skin/scalp, 2023
  - Graph 12: strong agreement towards people embracing grey hair, 2023

- Case study: address India-specific hair concerns to show deep commitment to care

- Offer additional protection benefits in hair colourants
  - Graph 13: hair colourant launches by top five beauty enhancing claims, 2018-23

- TURF Analysis – factors considered when choosing an at-home hair colouring product

- Innovate with botanical ingredients
  - Graph 14: hair colourant launches by top 10 botanical ingredients, 2018-23

- Innovate with natural, safe-to-use ingredients in hair colourants

- Play up synergies between nature and science to communicate gentle care

- Highlight protective ingredients to elevate the ‘damage repair’ angle
  - Graph 15: agreement that there are not enough haircare products to look after coloured hair, 2023
  - Graph 16: agreement on attitudes towards hair colouring, 2023

- Speak the language of fuss-free, easy application to bring back former users

Build the at-home fashionable hair colour space

- Who are the ‘Bold Hair Colour Enthusiasts’?
  - Graph 17: reasons for hair colouring, 2023
  - Graph 18: factors considered when choosing an at-home hair colouring product, 2023

- Engage Enthusiasts with experimental new formats

- Tap into the exploratory spirit of enthusiasts with easy but playful formats
  - Graph 19: agreement towards trying at-home hair colouring kits recommended by professional hair stylists, 2023

- Help users maintain bold colours between treatments for prolonged results

- Catch up with the desire to keep colours looking vibrant for longer between applications
  - Graph 20: agreement towards watching online tutorials to learn more about hair colouring, 2023
- Graph 21: factors considered when choosing an at-home hair colouring product, 2023
- Graph 22: hair colourant launches by top 10 select claims*, 2018-23

APPENDIX

- Consumer survey methodology
- Social data research methodology
- TURF Analysis
About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

Find out what Indian consumers want, what they need and what influences their purchasing decisions.

Understand the Indian market and see how it fits into wider trends on a local and global level.

Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01
Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02
Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03
See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | $2995.00*

store.mintel.com | reports@mintel.com

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.