

GPT-4 Sales Report
Hair Color, ~Yn-1 vs ~Y
Prepared: 10 April 2024

This report uses charts designed according to the International Business Communication Standards (IBCS) to ensure clarity, consistency, and information density.

Key elements:

1. **Consistent chart design:** All charts follow a uniform design, making it easier for readers to understand and compare data across different visualizations. This includes consistent use of fonts, sizes, and positioning of elements.
2. **Simplified and focused content:** Charts are designed to be easily readable, with a focus on essential information. Unnecessary decorative elements are avoided to maintain clarity.
3. **Proper labeling and titling:** Each chart includes clear, descriptive titles and labels to ensure that the data is easily understood without additional context.
4. **Standardized notation:** IBCS-compliant charts use standardized notation for elements such as time periods, units, and scenarios, making the information more accessible and comparable.

The following conventions are used throughout the report:

- **Black** represents actual values for the current year
- **Grey** represents data from the previous year
- **Red** indicates negative or "bad" performance
- **Green** indicates positive or "good" performance
- **"PY"** is used to denote the previous year values
- **"AC"** refers to the actual current year values
- **Underscore "_"** is used to represent year-to-date data
- **Tilde "~"** indicates a rolling year or 12-month period

Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

Market Overview

In October 2017, the hair color market showed a strong preference for permanent solutions, particularly in brown, with L'Oréal leading the charge at 53% market share. Despite this, there's a noticeable shift towards non-permanent and fashion-forward colors, reflecting a growing consumer interest in temporary and unique hair color solutions. This trend is underscored by a slight dip in overall sales but a stable market, suggesting a dynamic landscape where innovation and strategic positioning are key.

Consumer Preferences and Sales Dynamics

Consumers are gravitating towards personalized hair color options, including unique colors, niche shades, and specialized products like 'Root' and 'Artistry'. This shift indicates a broader range of consumer needs and preferences, with a particular interest in premium-priced, fashion colors. Despite L'Oréal's dominance, especially in the 'Permanent All Over' category, there's a clear opportunity for brands to explore niche markets and adjust pricing strategies to balance sales volume with revenue.

Strategic Insights

The data reveals a dual market strategy is effective, with high-volume sales of popular colors on one end and successful targeting of niche markets with unique offerings on the other. This approach is crucial for brands looking to capitalize on the growing demand for artistry and root colors, suggesting that consumers are willing to pay more for specialized products. The market's dynamic nature, highlighted by Coty's declines, emphasizes the importance of innovation.

Emerging Trends and Market Adaptation

The industry faces a 1.3% annual downturn, driven by changing consumer preferences towards non-permanent solutions, which are experiencing significant growth, particularly Non-permanent Root products at a 94.5% increase. This shift, coupled with the success of newer brands over traditional ones, points to the importance of focusing on emerging trends like Artistry and Root categories. Companies must adapt by exploring targeted promotions and leveraging these trends to reinvigorate sales and combat seasonal slumps.

Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

At a glance: In October 2017, the hair color market favored permanent solutions, especially in brown, with L'Oréal dominating 53% of the market, though there was also a noticeable interest in niche and emerging brands. Despite a slight dip in sales, the market remained stable, showing a shift in consumer preferences towards non-permanent and fashion-forward colors, indicating a growing interest in temporary and unique hair color solutions. L'Oréal excelled, particularly in Root and Artistry products, while Coty faced declines, highlighting the dynamic nature of the market and the importance of innovation and strategic positioning for companies to thrive. Pages 8 to 15.

Sales breakdown: The hair color market is seeing a strong preference for permanent, full-coverage solutions, with L'Oréal leading the pack, especially in the 'Permanent All Over' category. Despite the dominance of major brands, there's a growing interest in unique colors and niche shades, as well as specialized products like 'Root' and 'Artistry', indicating a shift towards more personalized hair color options. To stay competitive, brands should focus on their core offerings while exploring niche markets, and adjust pricing strategies to balance sales volume with revenue, highlighting the potential for strategic mergers or new entries targeting specific segments. Pages 17 to 40.

Data insights: The hair color market favors brown and blonde shades for their natural look but also shows a growing interest in unique, premium-priced options like fashion colors, especially in the artistry segment. Despite a decline in permanent hair color sales, there's an uptick in demand for artistry and root colors, suggesting consumers are willing to pay more for specialized products. Brands that have capitalized on high-volume sales of popular colors and those targeting niche markets with unique offerings are seeing success, highlighting the potential for a dual market strategy. Pages 42 to 49.

Trends: The hair color industry is facing a downturn, with sales dropping by 1.3% annually due to changing consumer preferences towards non-permanent solutions, which are seeing significant growth, especially in Non-permanent Root products at a 94.5% increase. Newer brands are outperforming traditional ones, indicating a shift towards niche markets and the importance of innovation and effective marketing. To combat the overall decline and seasonal slumps in October, companies must adapt by focusing on emerging trends like Artistry and Root categories, and exploring targeted promotions to reinvigorate sales. Pages 51 to 66.

Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

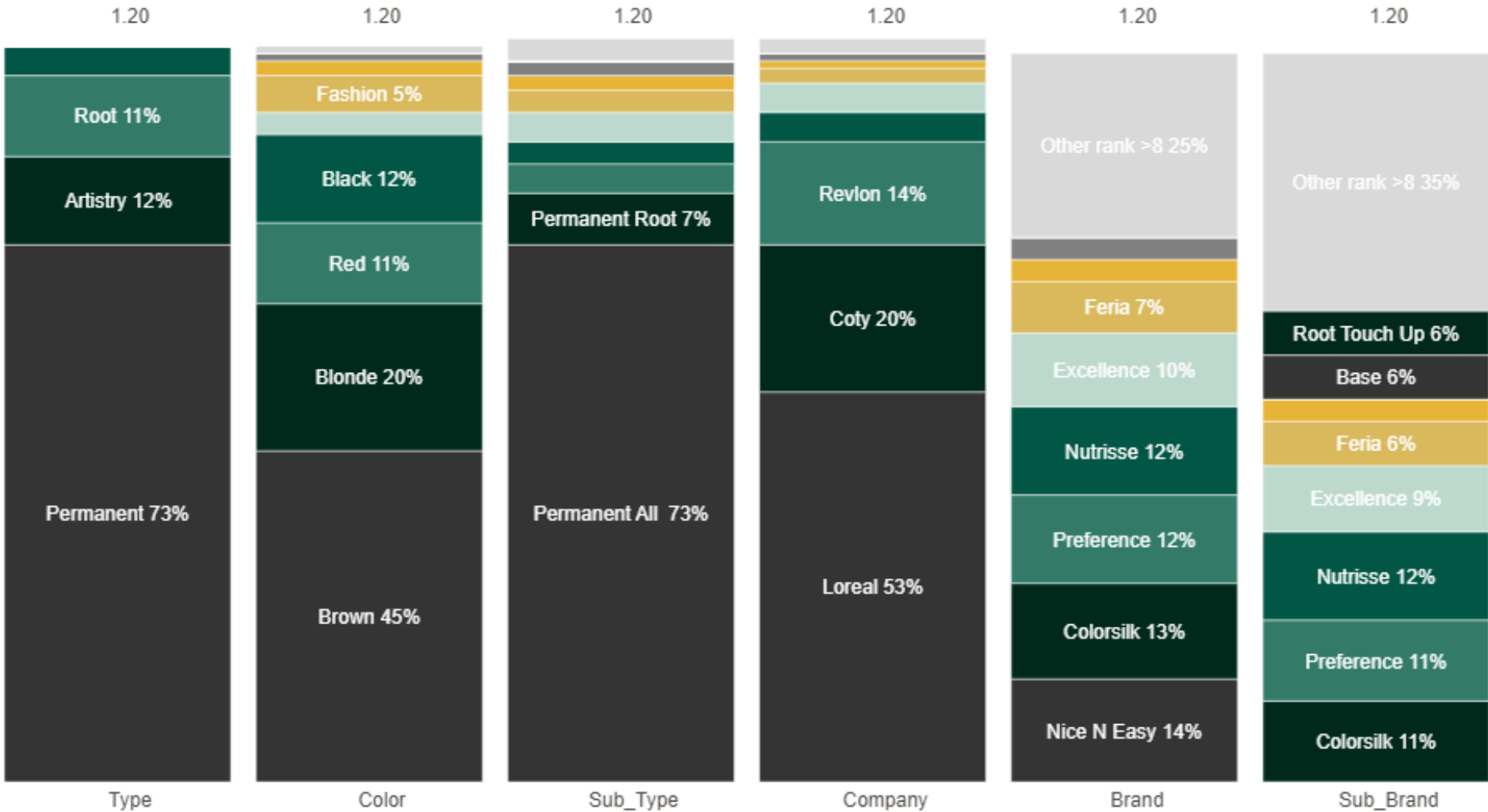
In October 2017, the hair color market demonstrated a strong preference for permanent solutions, particularly in brown, with L'Oréal leading the market with a 53% share. However, there was also a notable presence of sales in the 'Other rank > 8' category, indicating a competitive market with room for niche and emerging brands (p.9). Despite experiencing a slight dip in sales, attributed more to the mix and number of units sold than to price changes, the market's overall performance remained stable, suggesting consistent consumer demand (p.10). A significant shift in consumer preferences towards non-permanent and fashion-forward hair colors was observed, with Non-permanent Root and Fashion Non-permanent categories experiencing considerable growth. This trend underscores a growing interest in temporary and unique hair color solutions (p.11).

The market saw unpredictable reactions to different product types and colors, with some areas experiencing growth while overall sales slightly declined. This unpredictability indicates big changes in sales across categories (p.12). Root touch-up products and unique colors gained popularity, reflecting a move towards specialized hair maintenance and niche color choices (p.13). L'Oréal showcased impressive growth in its Root and Artistry products despite a slight dip in Permanent sales, contrasting with Coty, which faced noticeable declines. This suggests a need for strategic reevaluation for companies like Coty (p.14).

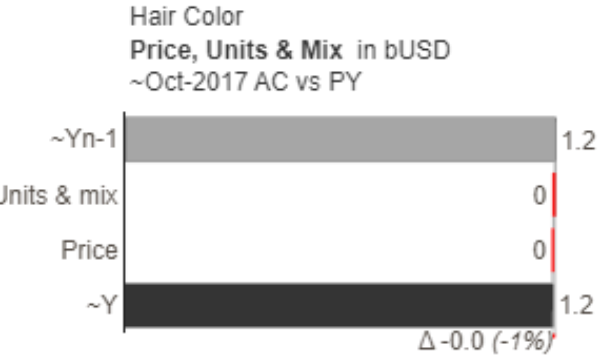
L'Oréal's performance stood out in the market, showing impressive sales volumes and growth across various categories. The competitive landscape is diverse, with different companies and product categories showing varied performance levels. This diversity highlights the dynamic nature of the hair color market and the importance of strategic positioning and product innovation for maintaining and enhancing market share (p.15).

In October 2017, the hair color market loved permanent solutions, especially brown. L'Oréal was at the top, holding a 53% market share. Interestingly, there was a significant chunk of sales in the 'Other rank > 8' category. This shows a diverse and competitive field, full of opportunities for niche and emerging brands.

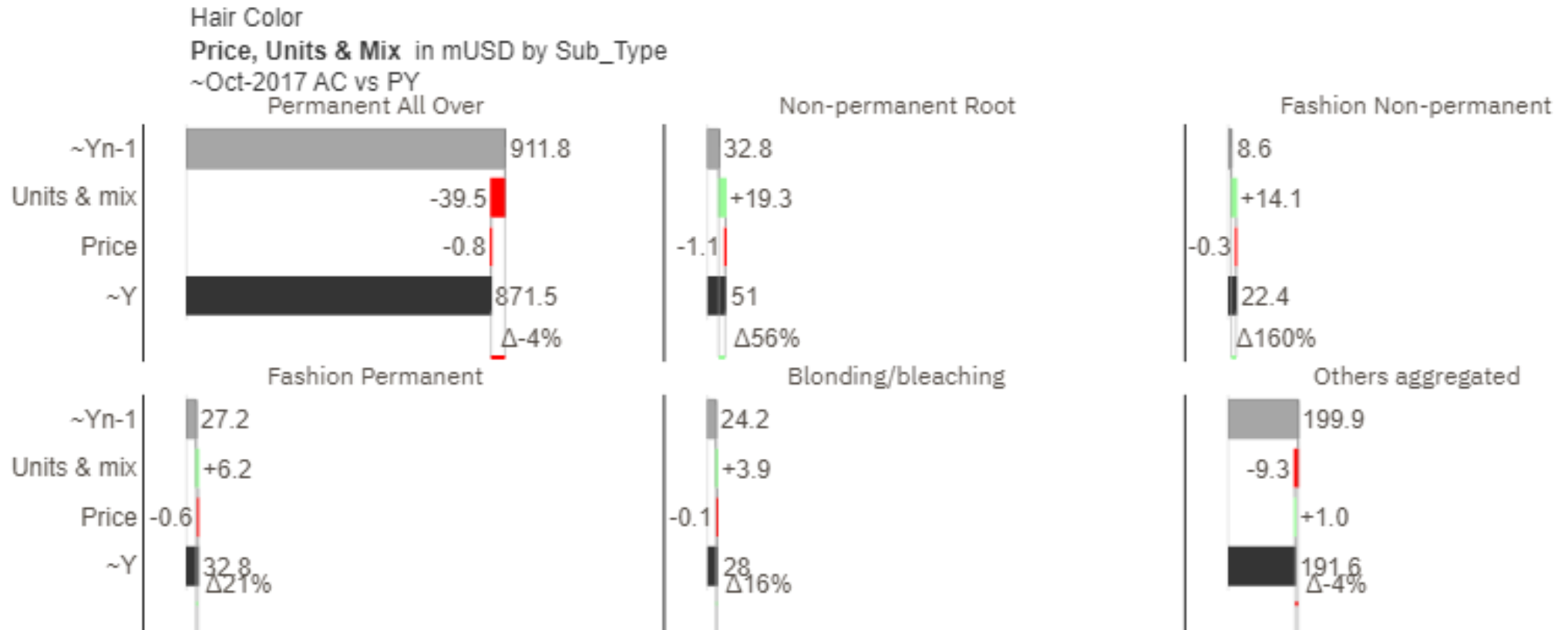
Hair Color
Sales in bUSD by dimension
~Oct-2017



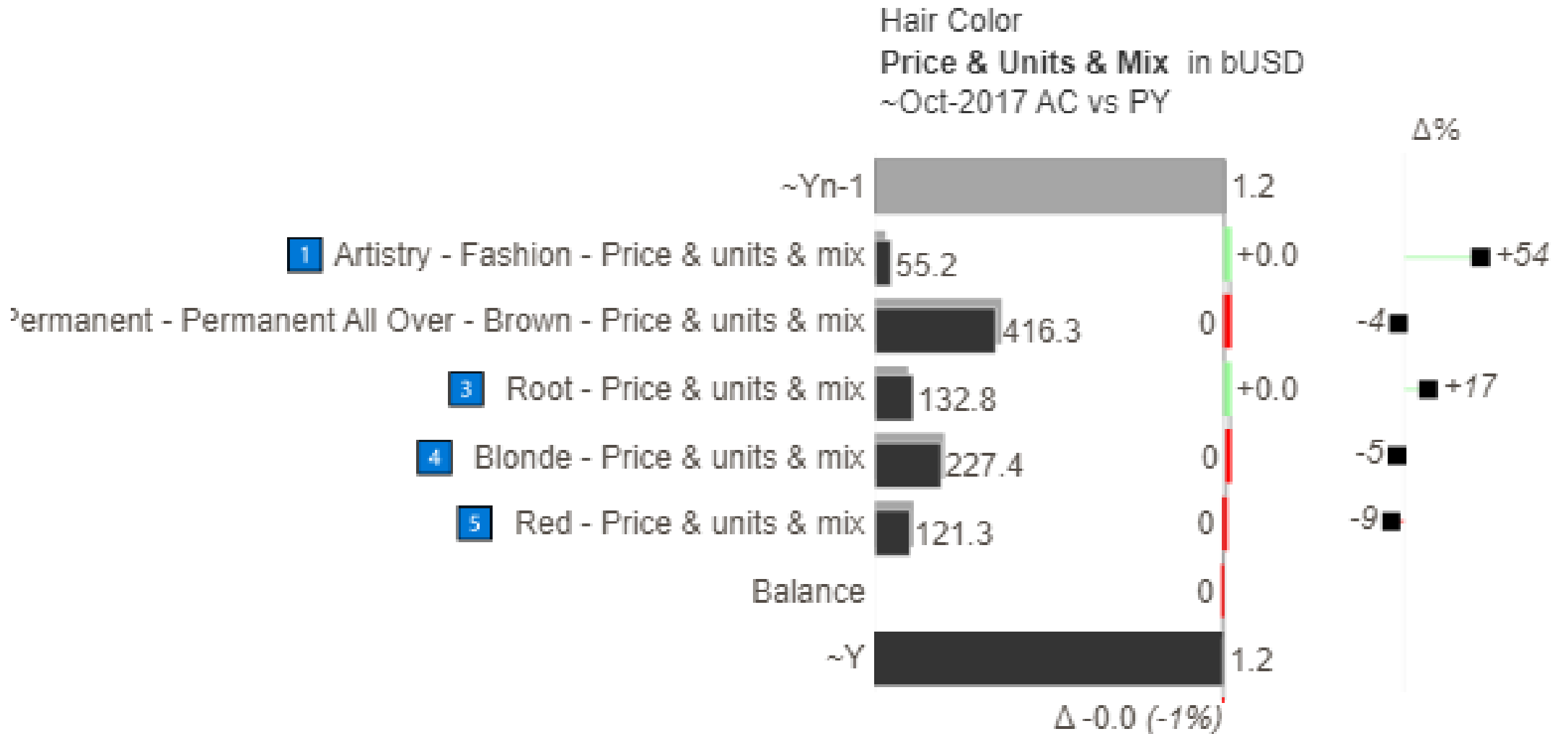
A recent comparison of sales over two periods revealed a slight dip, mainly due to the mix and number of units sold, with price changes playing a smaller role. Despite this, sales remained quite stable, showing that the overall performance is consistent.



A recent analysis of hair color sales shows a clear shift in consumer preferences. People are increasingly choosing non-permanent and fashion-forward hair colors. Specifically, sales in the Non-permanent Root and Fashion Non-permanent categories have seen significant growth. This trend highlights a growing interest in temporary and unique hair color solutions.

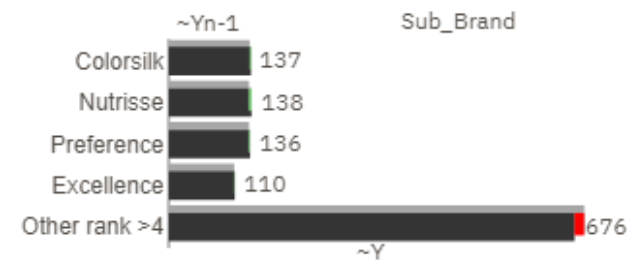
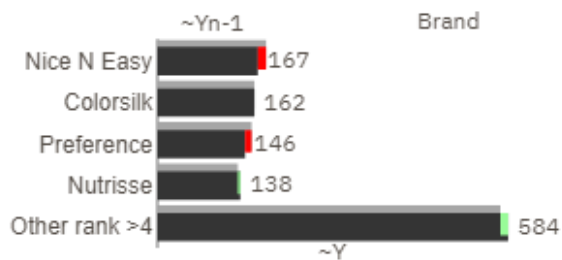
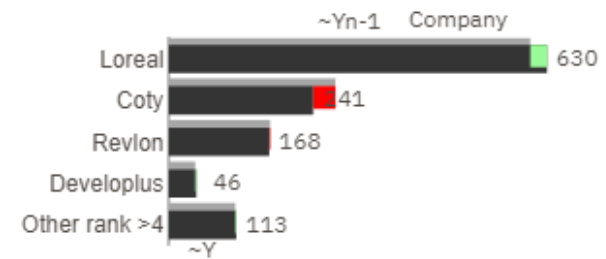
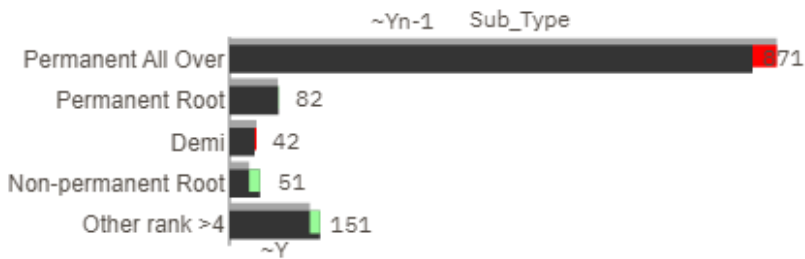
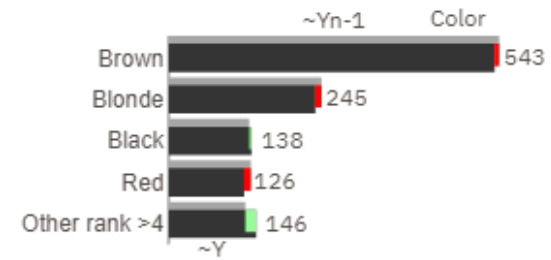
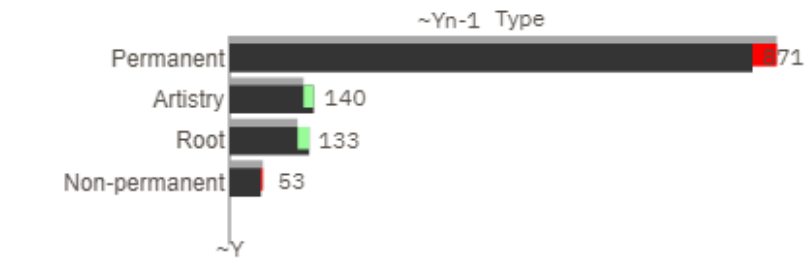


Sales dipped slightly overall, despite growth in some areas. The market's reaction to different product types and colors was unpredictable, showing big changes in sales across categories.

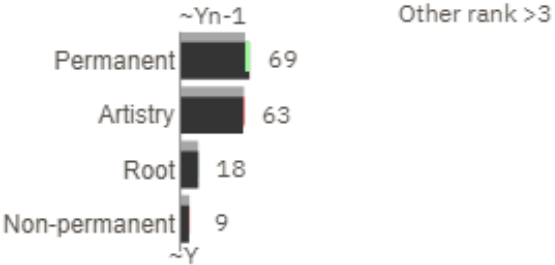
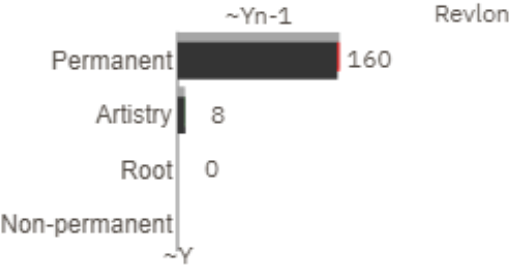
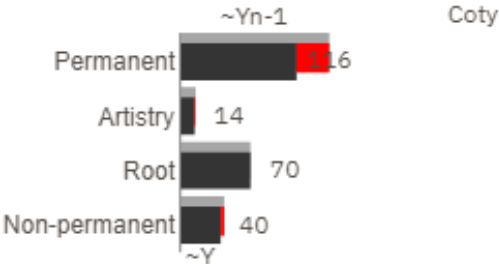
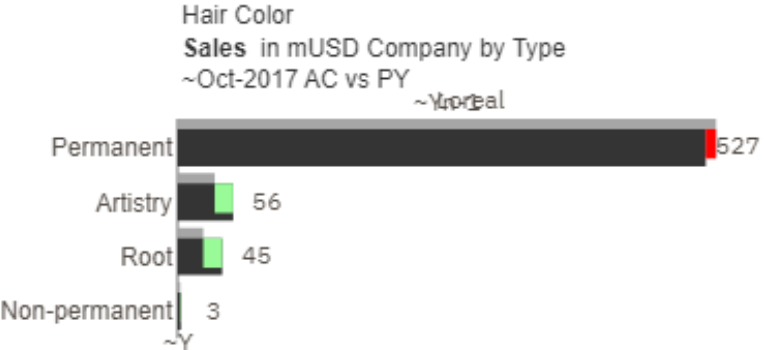


October 2017 saw some interesting shifts in the hair color market. Root touch-up products and unique colors are on the rise, showing a clear move towards specialized hair maintenance and niche color choices.

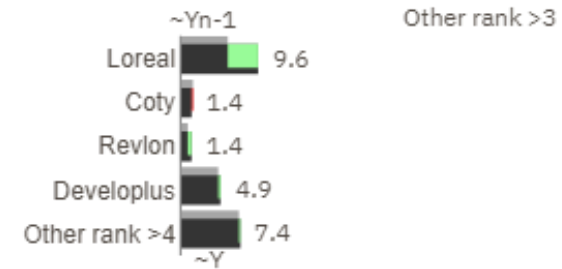
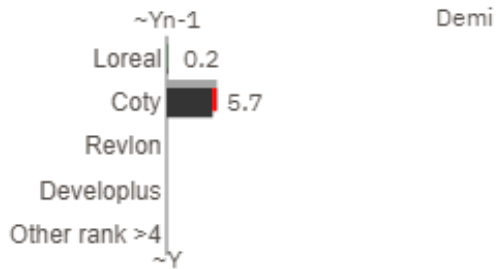
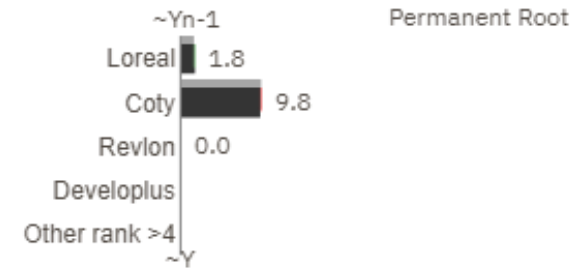
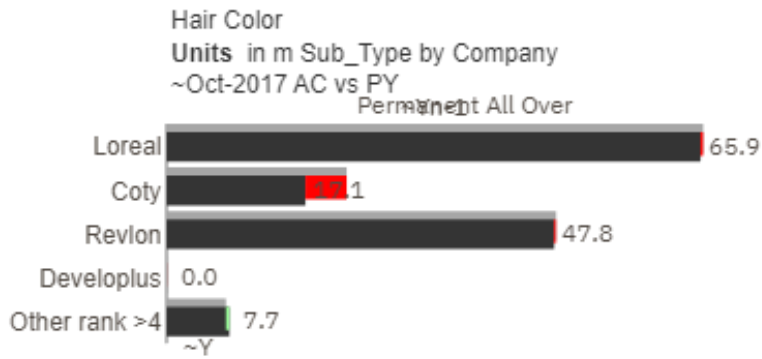
Hair Color
Sales in mUSD by dimension
~Oct-2017 AC vs PY



When we looked at sales data from four companies, L'Oréal stood out. It saw impressive growth in its Root and Artistry products, even though its Permanent sales dipped a bit. On the other hand, Coty faced some challenges, with noticeable declines. This suggests it's time for them to rethink their strategy.



Loreal stands out in the market, showing impressive sales volumes and growth across various categories. The competitive landscape is diverse, with companies and product categories performing differently.



Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

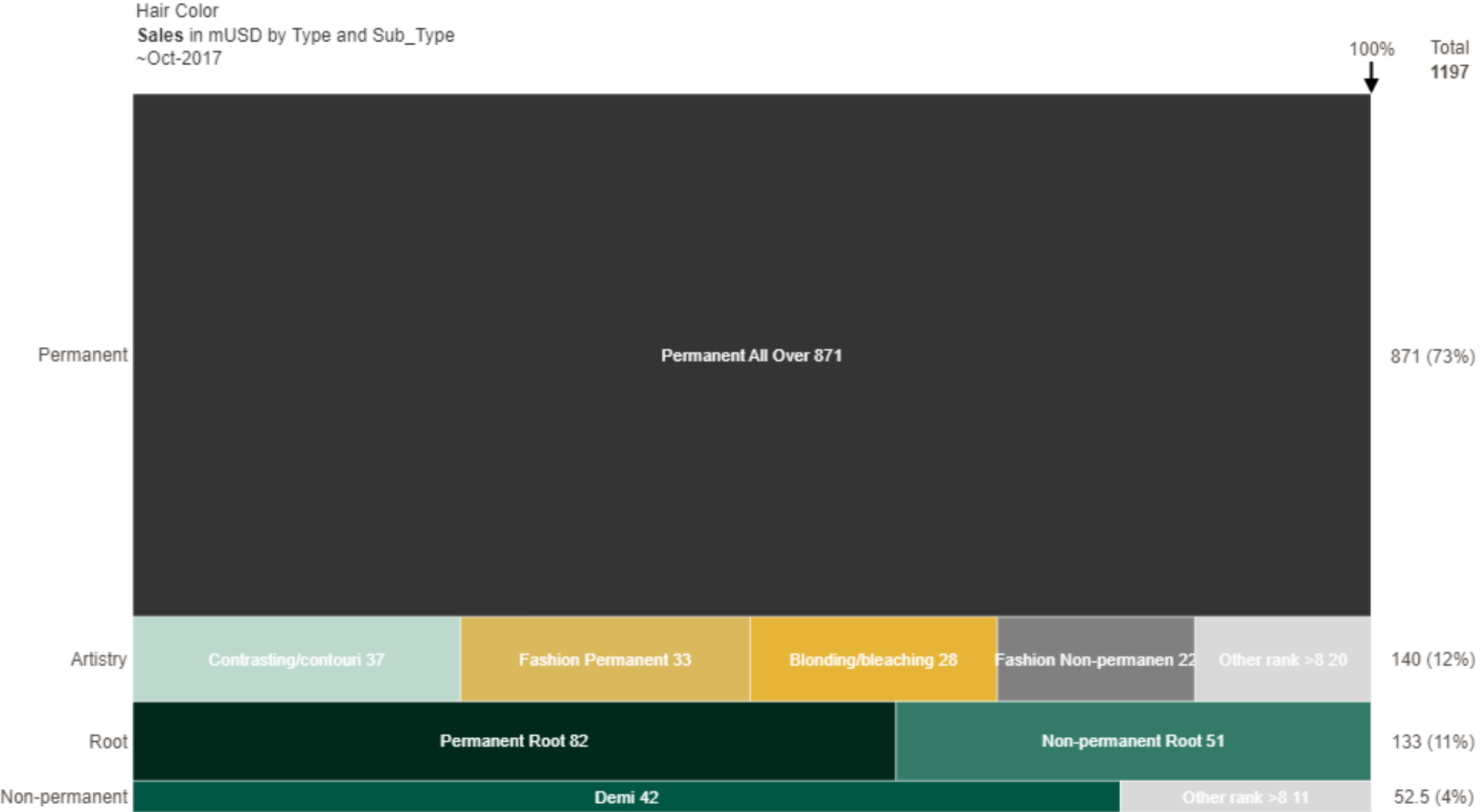
The hair color market demonstrates a strong preference for permanent solutions, particularly for full-head applications, with the 'Permanent All Over' category emerging as the most popular. This trend underscores the significant demand for durable, full-coverage hair dye options (p.18). Loreal leads the industry, especially in the 'Permanent All Over' category, indicating its dominance in offering sought-after permanent hair color solutions. The presence of a diverse range of products, including niche items in the 'Other rank >8' sub_types category, suggests that consumers have varied and specific preferences (p.19).

The market is characterized by a mix of major brands like Loreal and Coty and a plethora of smaller brands, creating a competitive and fragmented landscape. This diversity is further evidenced by the significant market share held by products in the 'Other rank >6' and 'Other rank >4' categories, pointing to a rising interest in unique hair colors and niche shades (p.22, p.24). The growth in segments such as 'Root' and 'Artistry' indicates a shift towards products that meet specific needs or follow current trends, highlighting consumer interest in specialized products (p.28).

Pricing strategies vary across the market, with some brands like 'Nice N Easy' and 'Colorsilk' leveraging lower prices to boost sales volumes, while others like 'Preference' target premium segments with higher price points (p.40). This variation in pricing, alongside the fluctuating costs of 'Permanent All Over' and 'Root' products, suggests ongoing market adjustments and strategic positioning to remain competitive (p.32).

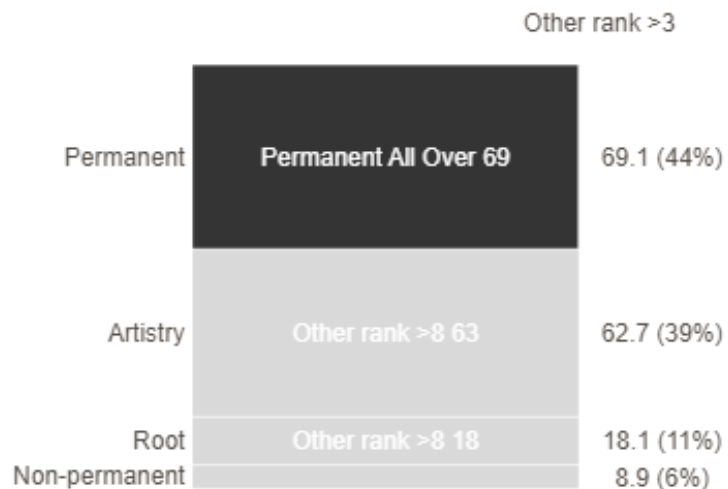
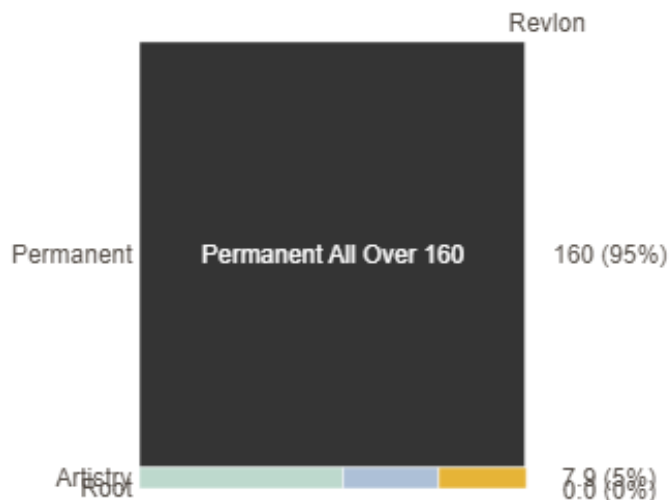
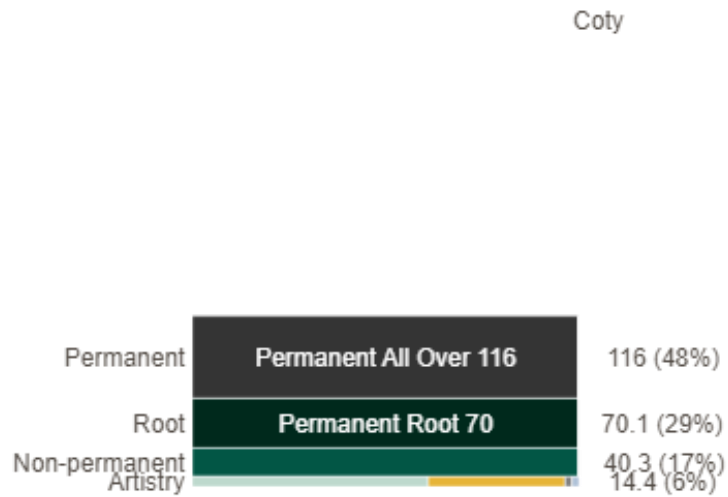
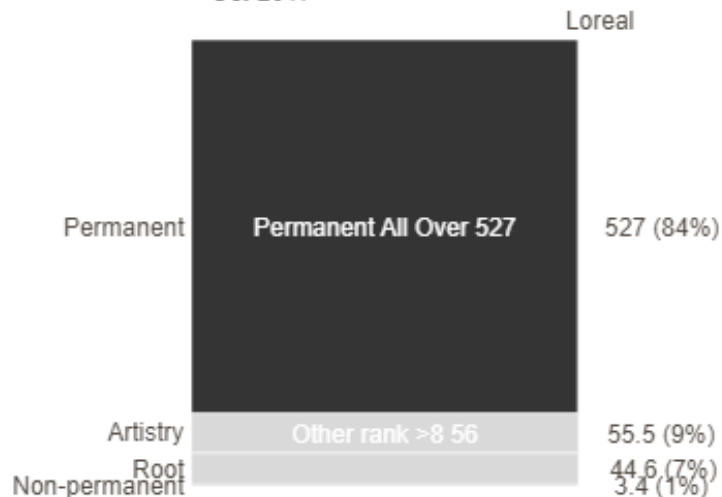
To maintain and enhance market presence, brands are advised to focus on strengthening their main products while also exploring niche markets through different sub-brands. Balancing the price of each unit with the volume sold is crucial for maximizing both revenue and market share. The success of brands ranked below the top 10 indicates opportunities for mergers or for new entrants to target specific niches, emphasizing the importance of strategic planning in achieving market dominance (p.38, p.39).

In the hair color market, permanent solutions, especially for full-head applications, are the clear favorites. The 'Permanent All Over' category is the most popular, showing that people really value long-lasting hair color. This trend highlights the significant demand for durable, full-coverage hair dye options.

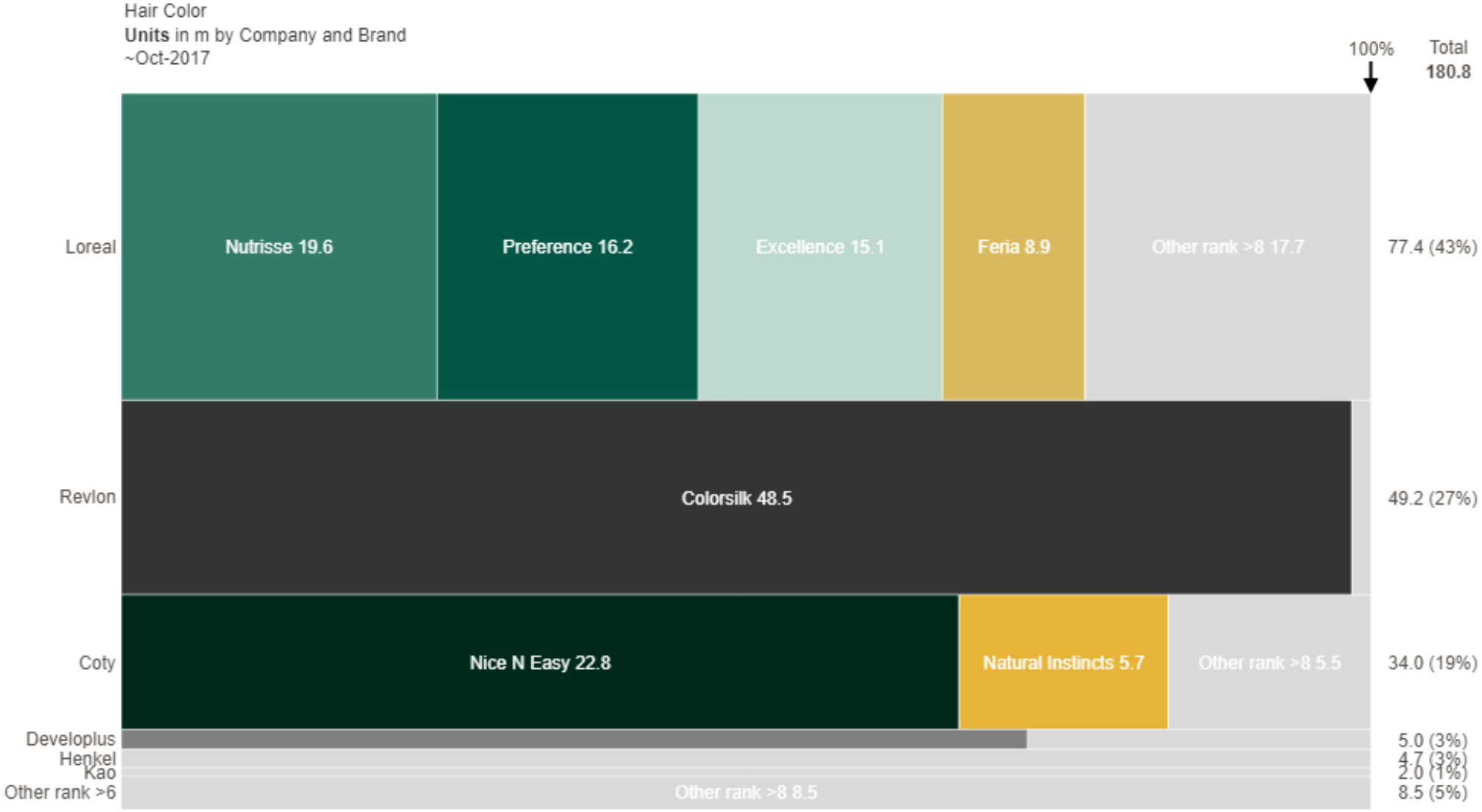


Loreal has taken the lead in the hair color industry, topping sales in various categories. It shines particularly in the 'Permanent All Over' category, highlighting its strength in offering the most sought-after permanent hair color solutions. The existence of a 'Other rank >8' sub_types category points to a demand for niche products, showing that consumers have diverse and specific preferences.

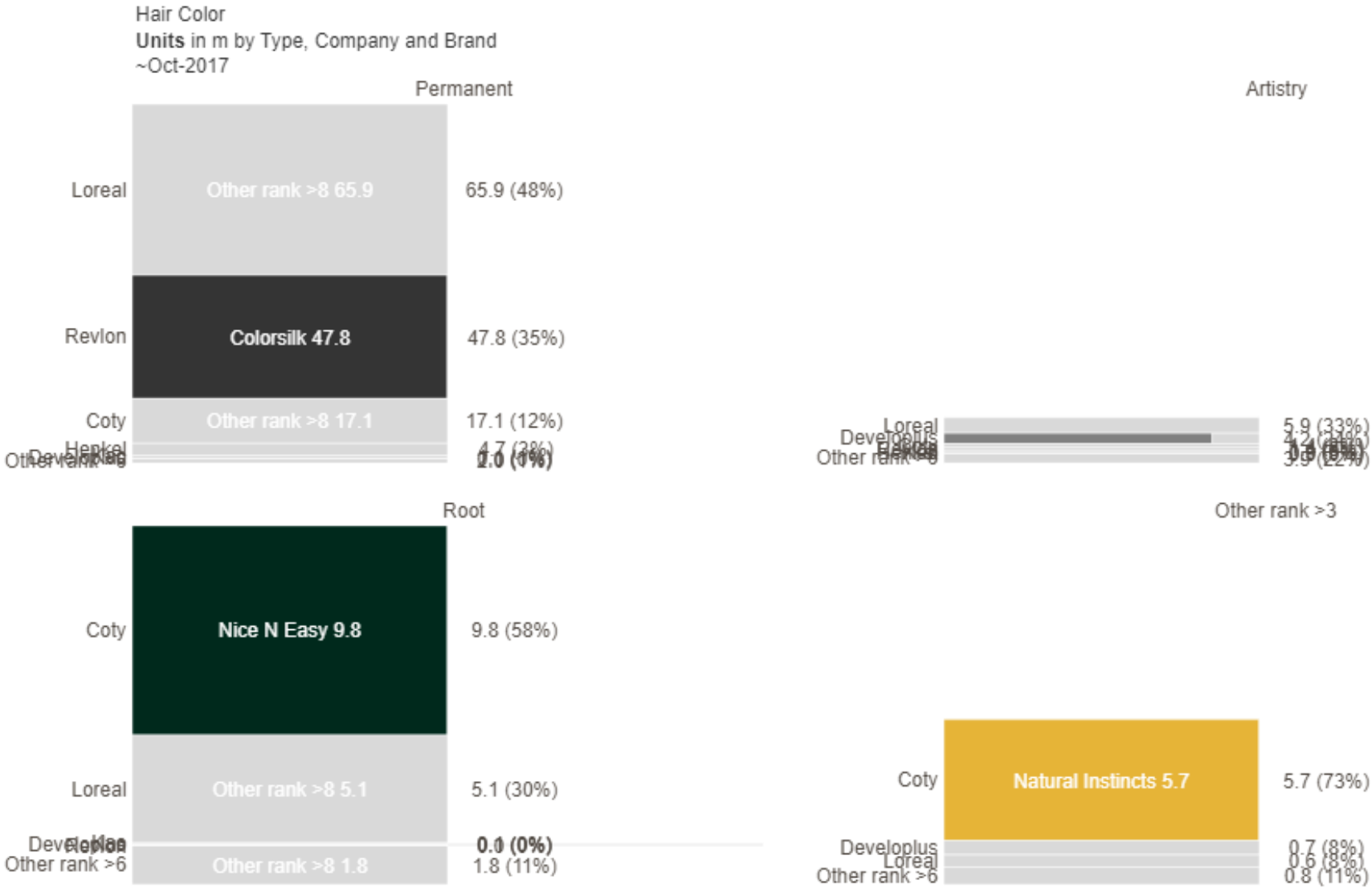
Hair Color
Sales in mUSD by Company, Type and Sub_Type
~Oct-2017



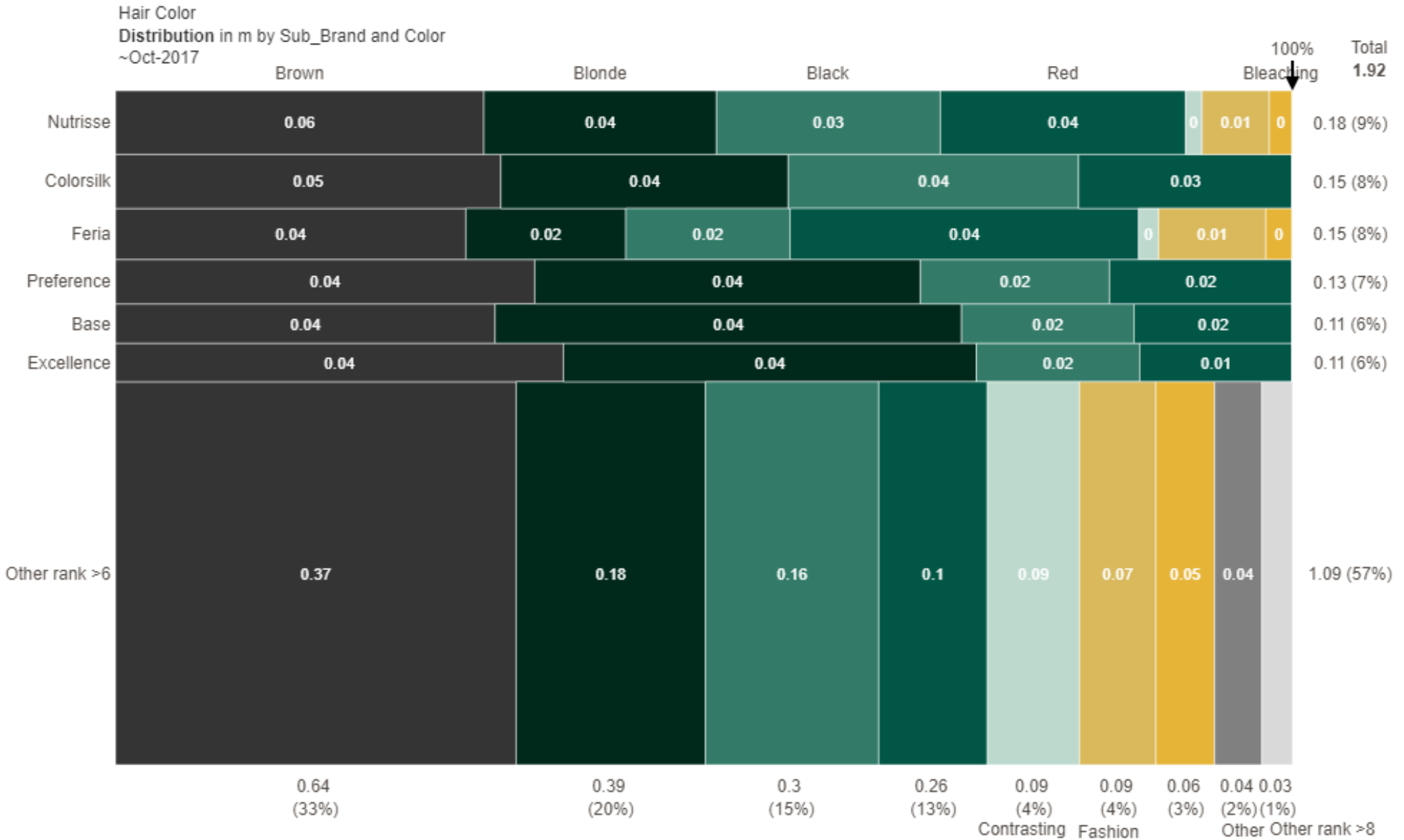
Brands like Revlon and Developplus really stand out in the hair color market because they rely heavily on their own brands for sales, showing they've got a clear focus. On the other hand, L'Oreal is playing a different game. With its wide range of brands, it's clear they're leading the market by meeting the diverse needs of consumers.



Permanent hair color products lead the market, with Loreal and Coty standing out among both major and minor brands. This highlights a diverse market where niche and broad-range brands both thrive and compete.

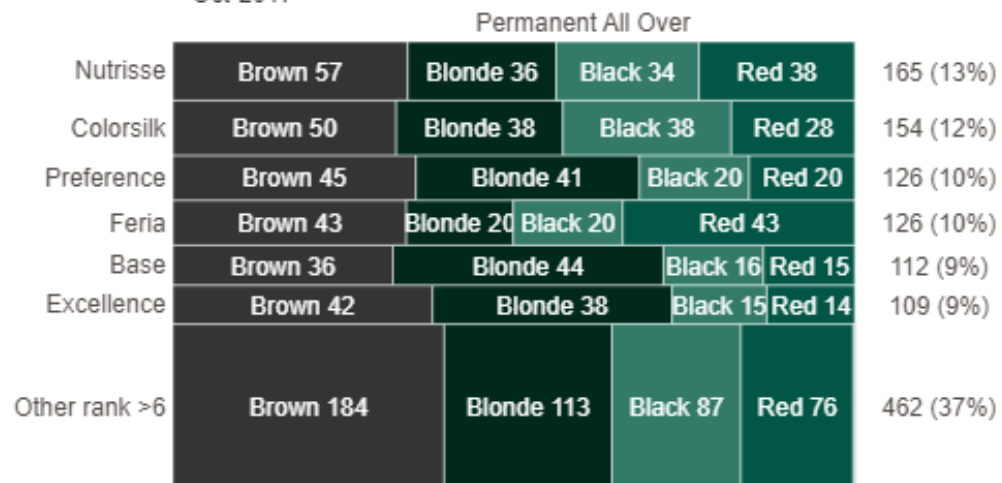


The dominance of the 'Other rank >6' category shows that even though some brands have large shares, a wide variety of smaller brands meet diverse consumer needs. This points to a fragmented market with plenty of niche areas. It's a chance for brands to focus on specific segments within the hair color industry.

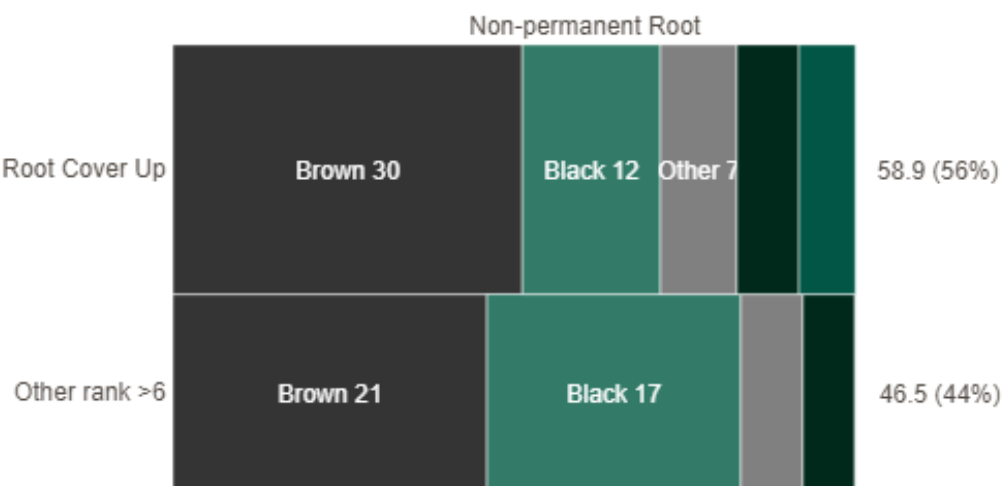


People really like permanent hair dyes, especially for coloring their whole head. Brown and blonde are the top choices, but there's also a lot of love for bold and unusual colors, particularly in the less common options. Even though there are lots of smaller brands, they together make up a big part of the market, showing it's both diverse and competitive.

Hair Color
Distribution in k by Sub_Type, Sub_Brand and Color
~Oct-2017



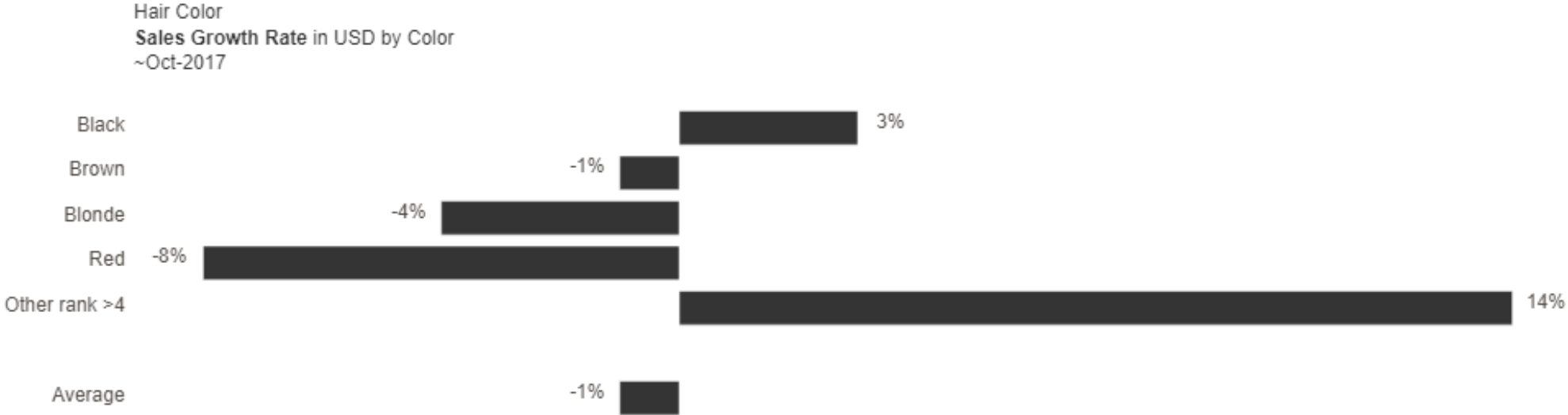
Permanent Root



Other rank >3

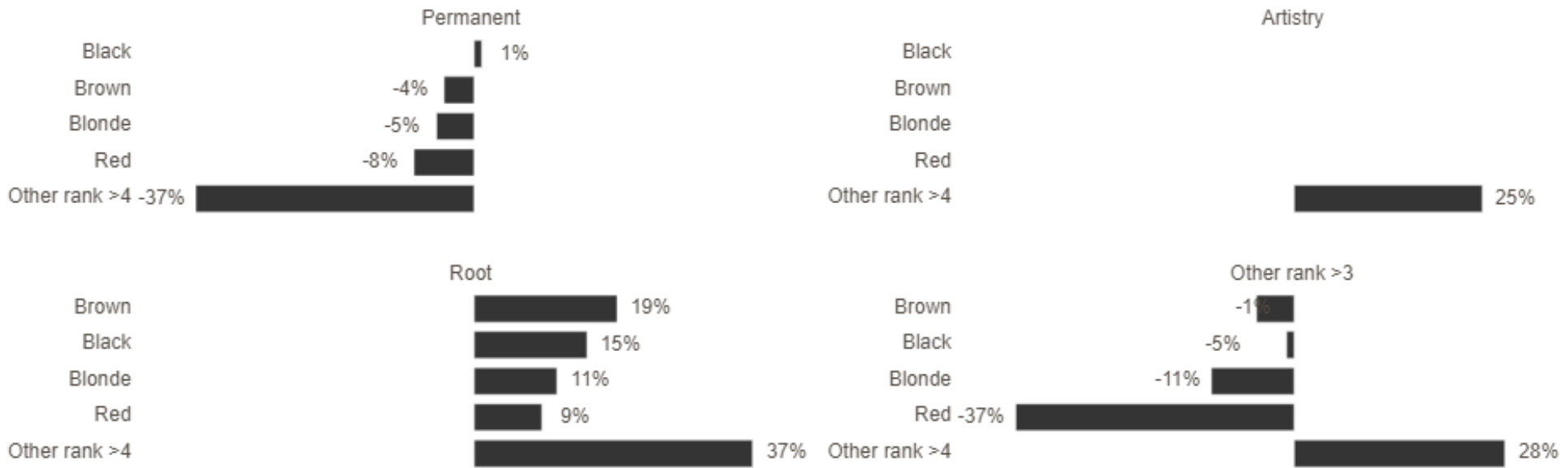


Even though the hair color market slightly shrank, the 'Other rank >4' category saw impressive growth. This indicates a rising interest in unique hair colors or a mix of niche shades that aren't typically highlighted.



In October 2017, 'Root' type products emerged as top performers, highlighting a growing preference for root touch-up items. Additionally, the 'Artistry,' 'Root,' and 'Other rank >3' categories experienced significant growth, driven by smaller, possibly niche items. This suggests a trend towards specialized products within these categories.

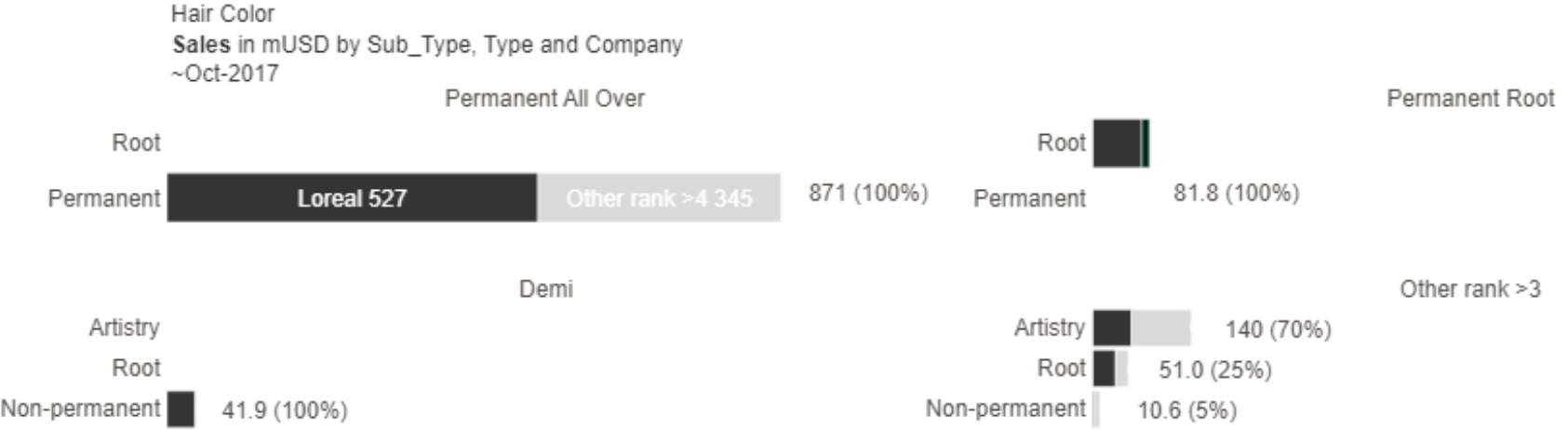
Hair Color
Sales Growth Rate in USD by Type and Color
~Oct-2017



Loreal leads in the Permanent hair color category, showing that consumers really prefer hair colors that last. Also, there's a noticeable 'Other rank >4' segment in all categories, pointing out the market's diverse nature and the chance for smaller brands to find and dominate their own niches.



Loreal leads the pack in the 'Permanent All Over' category, showcasing its dominance in the permanent hair color market. Meanwhile, Coty stands out in the 'Permanent Root' niche, highlighting its focus and strength in root-specific color products.

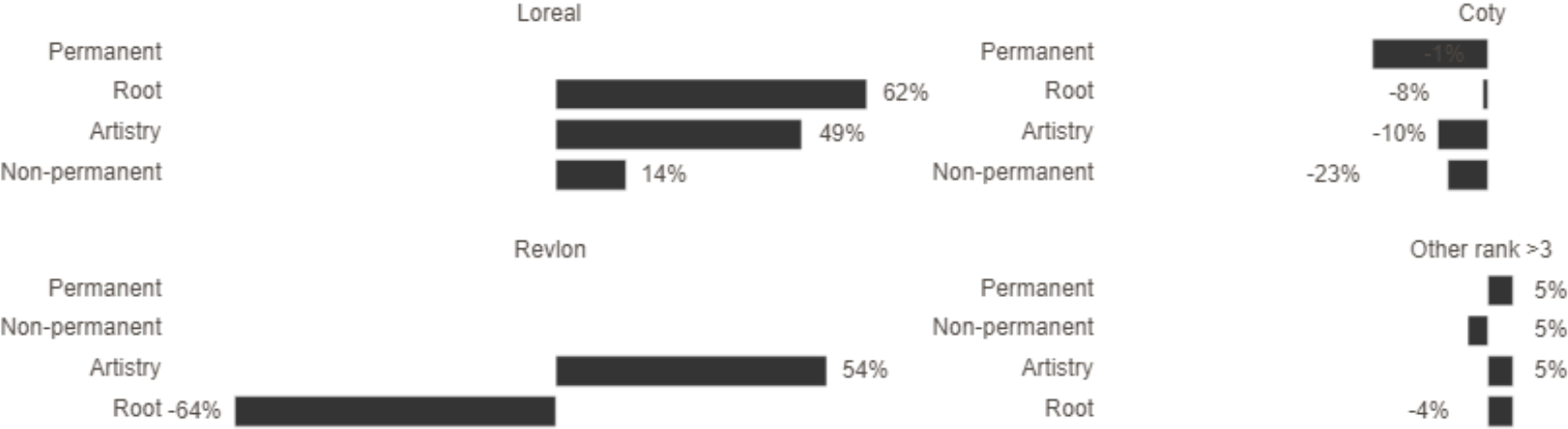


Root and Artistry hair color segments are growing fast, showing people are really into these unique areas. It looks like they're searching for products that meet specific needs or follow current trends. This change points to a shift in what consumers want from hair color products.

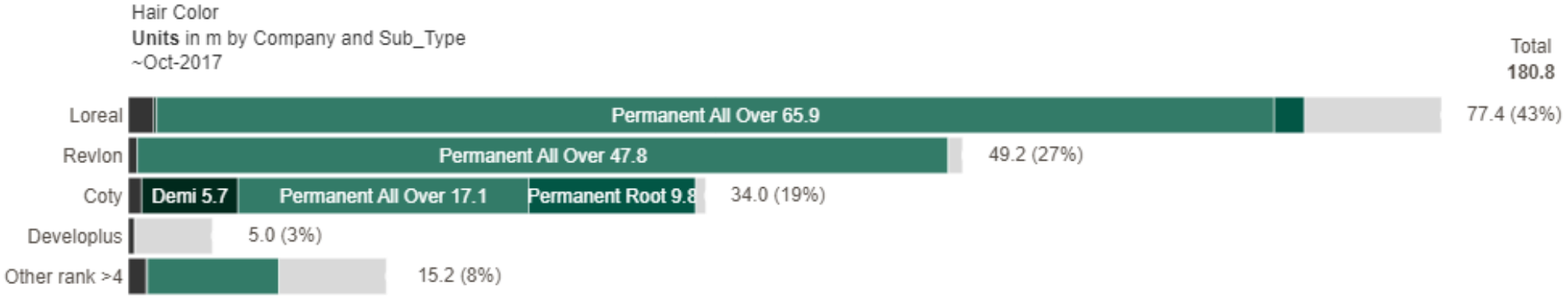


Loreal is experiencing positive growth across all its product types, showing a strong demand for its Root hair color products. This success reflects Loreal's effective market strategy and its knack for meeting consumer preferences.

Hair Color
Units Growth Rate by Company and Type
~Oct-2017

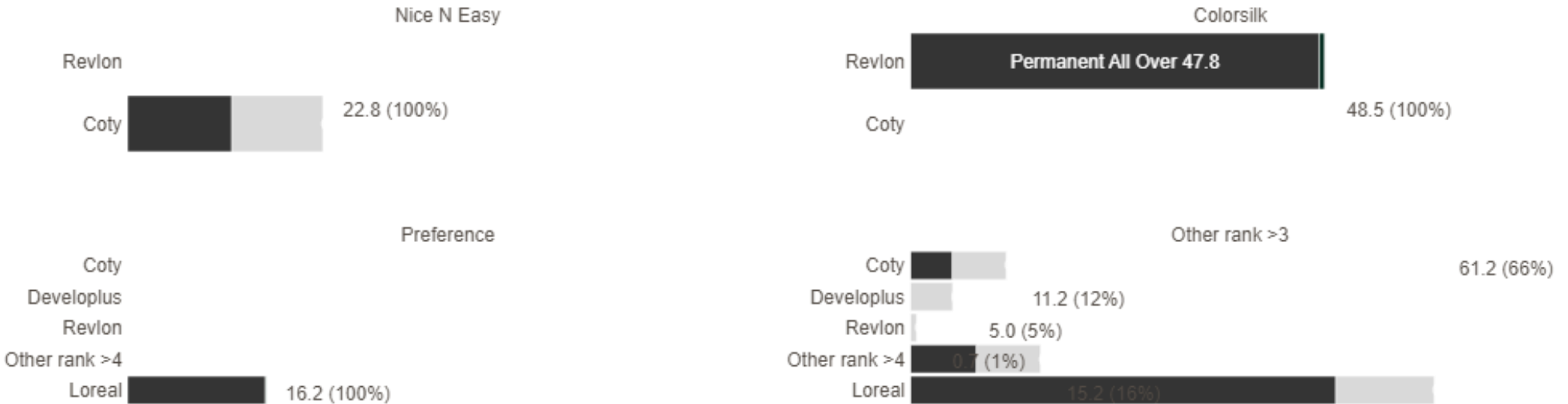


Loreal dominates the hair color market, leading in sales across almost all categories. Its wide range of products attracts a diverse group of customers, showcasing its strong brand and effective market reach.

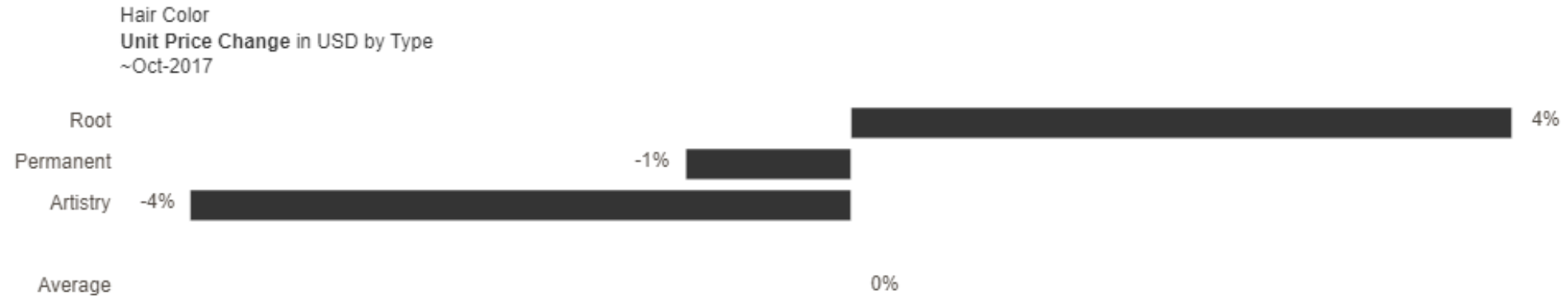


'Permanent All Over' hair color products are a hit with consumers, showing a clear preference for this type. Brands like Coty and Revlon are excelling in certain areas, highlighting their strategic strengths or competitive advantages.

Hair Color
Units in m by Brand, Company and Sub_Type
~Oct-2017



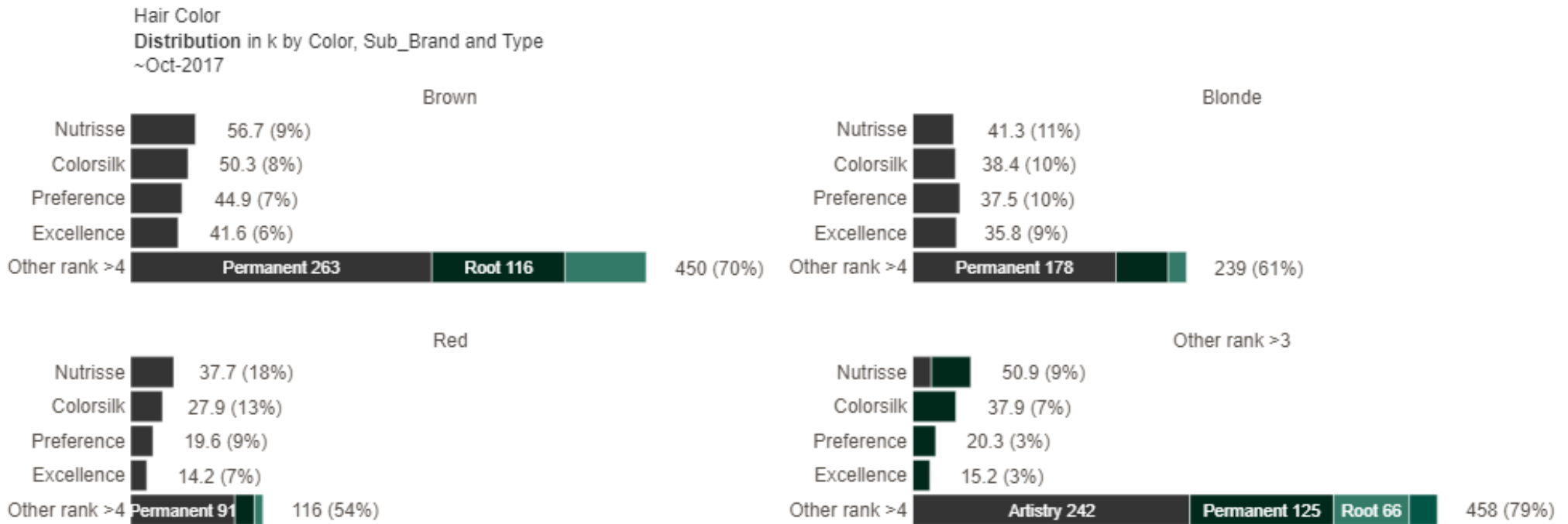
The price drop for 'Permanent All Over' products likely means there's a market adjustment happening, or it's a strategy to stay competitive in a crowded market. On the other hand, 'Root' products are getting pricier, which could mean they're in higher demand or there's less of them available.



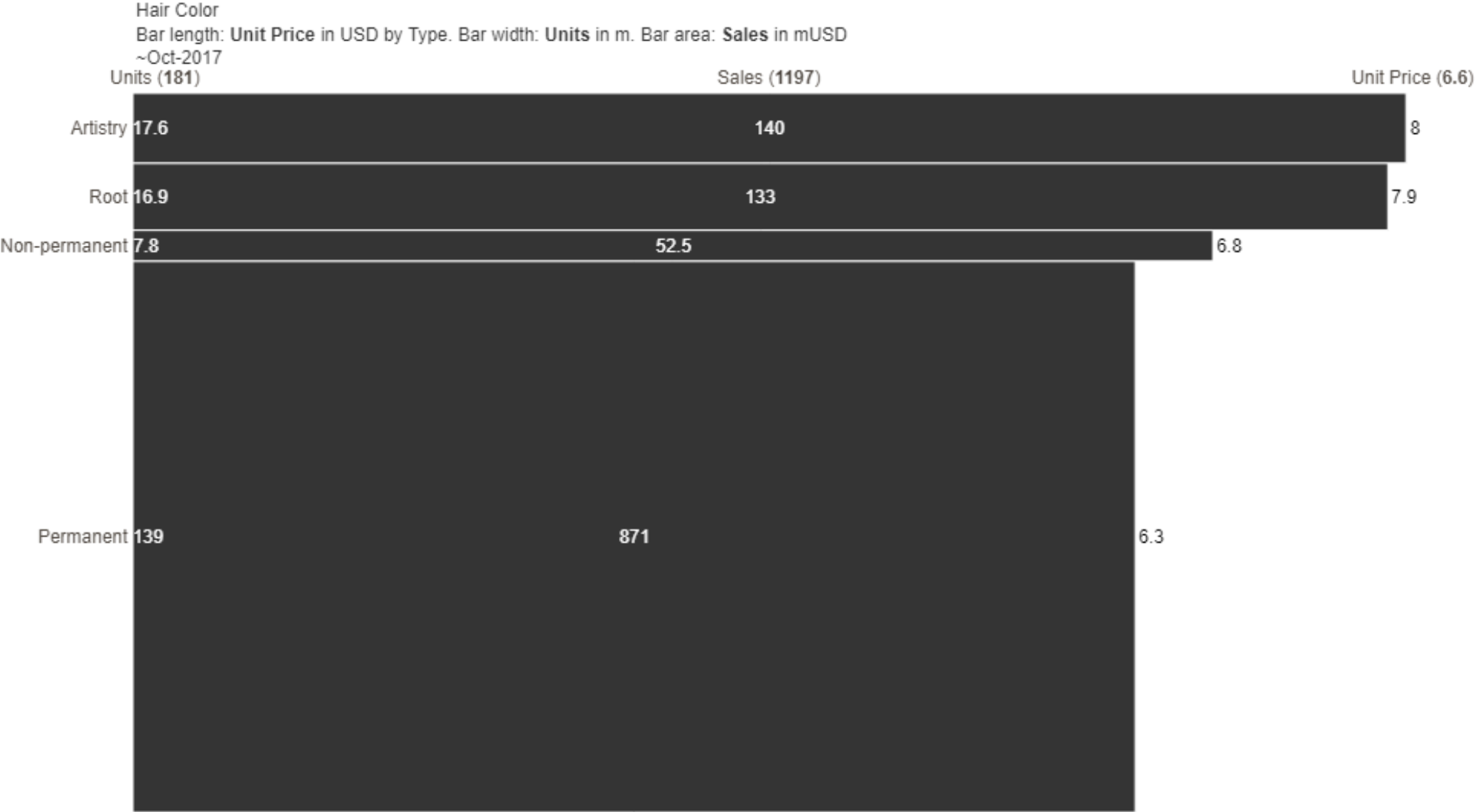
The 'Other rank > 4' category groups together the smaller sub-brands beyond the top four, highlighting their significant sales. This reveals that a large part of the hair color market is dominated by these smaller or niche brands, showcasing their strong market presence.



The 'Permanent All Over' hair color is the top seller, making it the favorite among consumers. Interestingly, products ranked lower than fourth, grouped as 'Other rank >4', also enjoy high sales. This shows people have a wide range of interests in hair color products beyond the most popular ones.



Permanent hair color leads the pack in sales revenue, thanks to its huge sales volume. Even though it's the cheapest per unit, it sells way more than any other type. This shows people really prefer permanent hair color products.

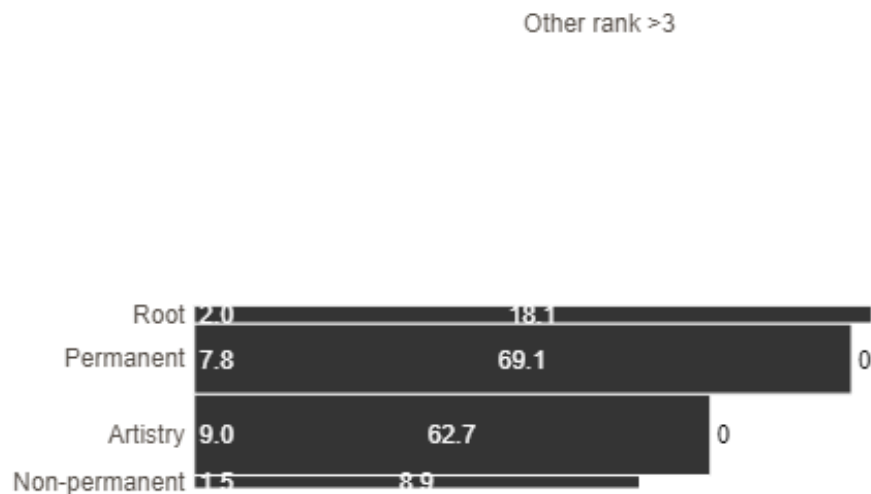
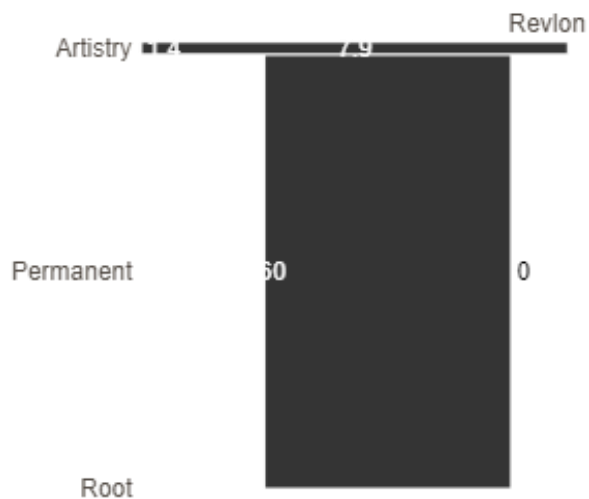
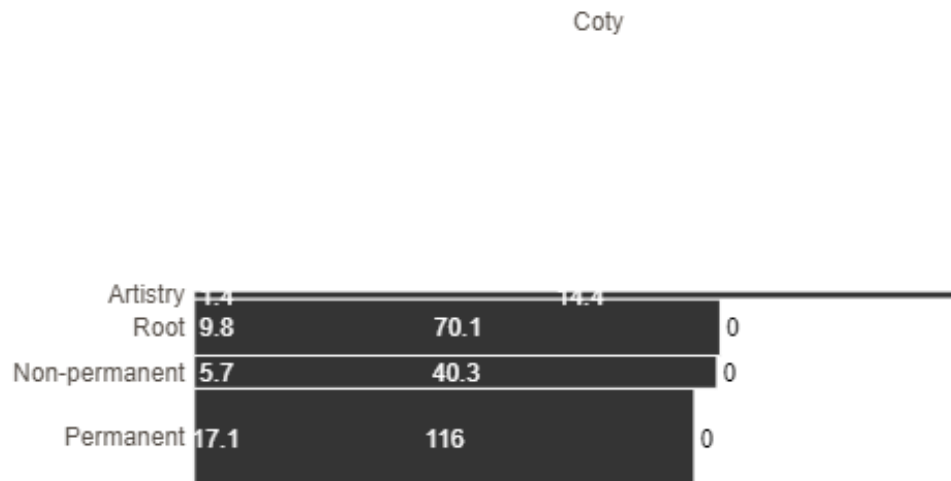
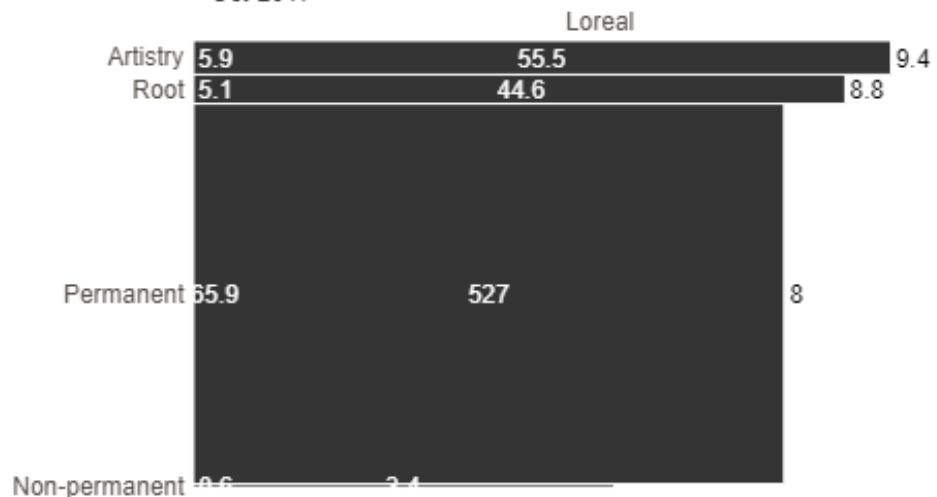


Loreal and Coty lead the market in sales, showing they're favorites among consumers. The "Other rank >3" category also has strong sales, highlighting a market full of competition. Brands like Loreal, Coty, and Revlon are in a tight race with many others.

Hair Color

Bar length: Unit Price in USD by Company and Type. Bar width: Units in m. Bar area: Sales in mUSD

~Oct-2017

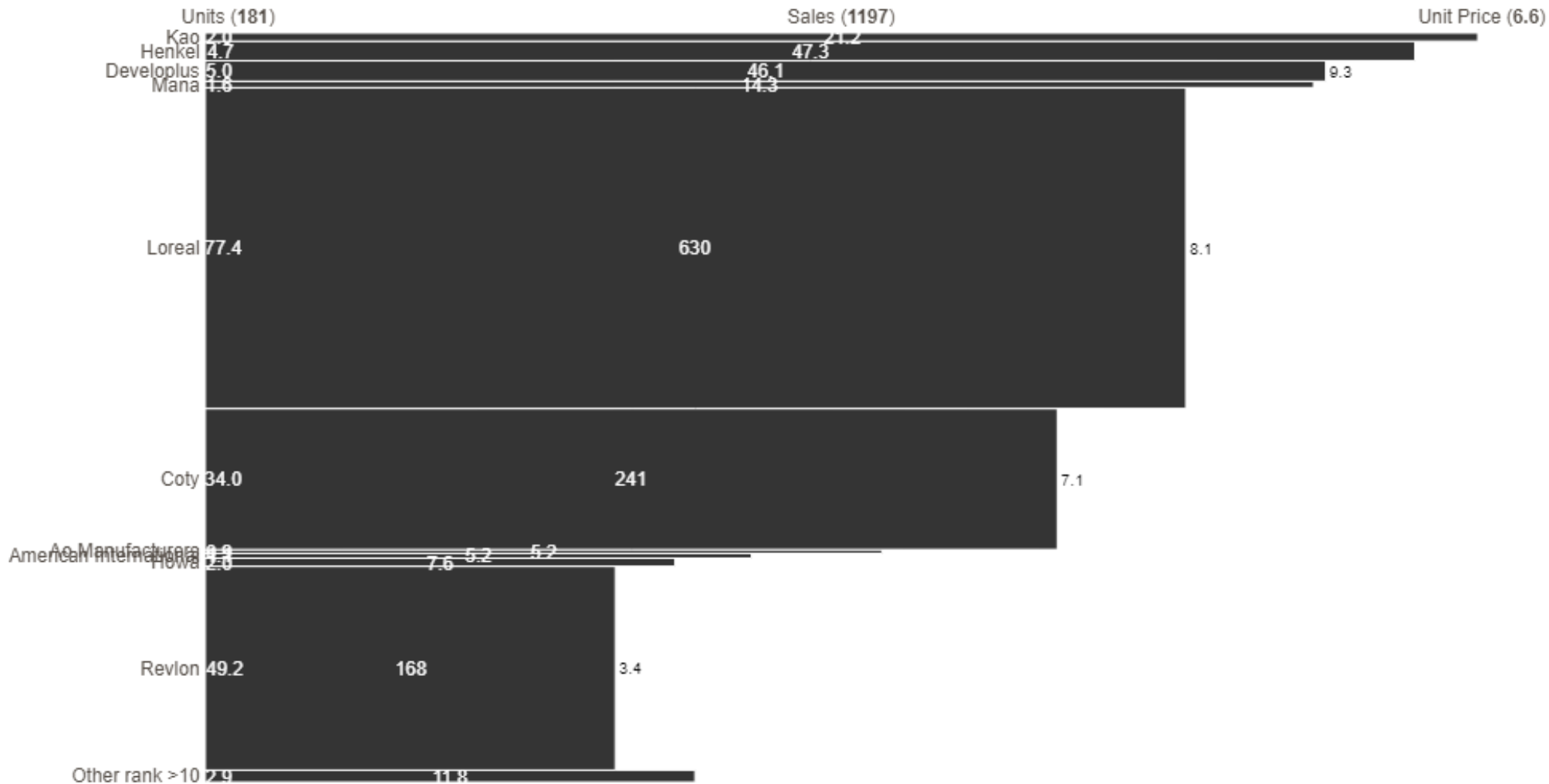


Loreal has a strong presence in the market, appealing to a wide range of customers with its diverse products. It cleverly balances its sales strategy between selling more at lower prices and selling less at higher prices. This approach ensures they cater to different customer needs effectively.

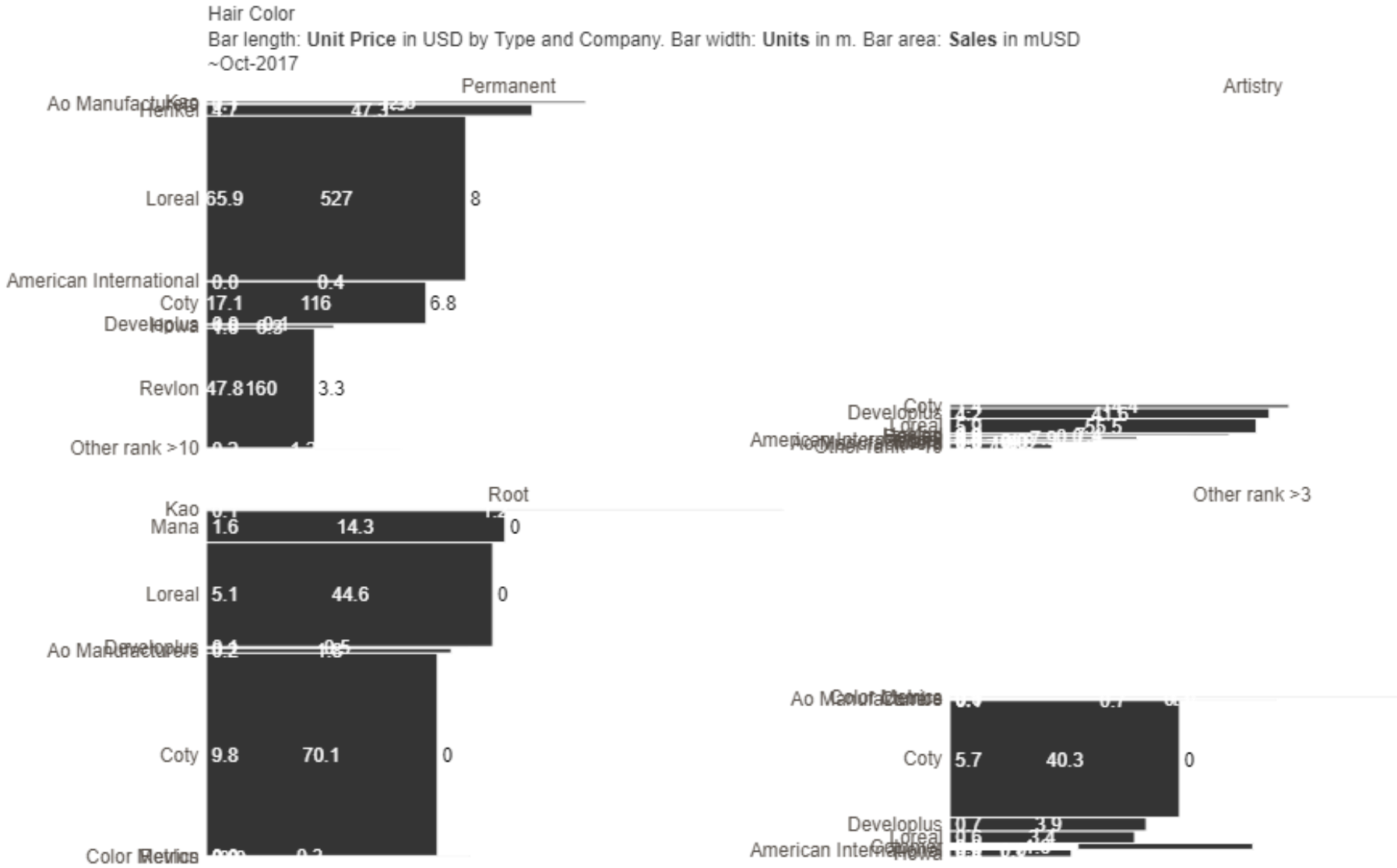
Hair Color

Bar length: Unit Price in USD by Company. Bar width: Units in m. Bar area: Sales in mUSD

~Oct-2017



To stay ahead in the market, brands should focus on two things. First, keep their main products strong. Second, dive into niche markets with different sub-brands. It's also key to find the right balance between the price of each unit and how many you sell. This way, you can maximize both revenue and market share.

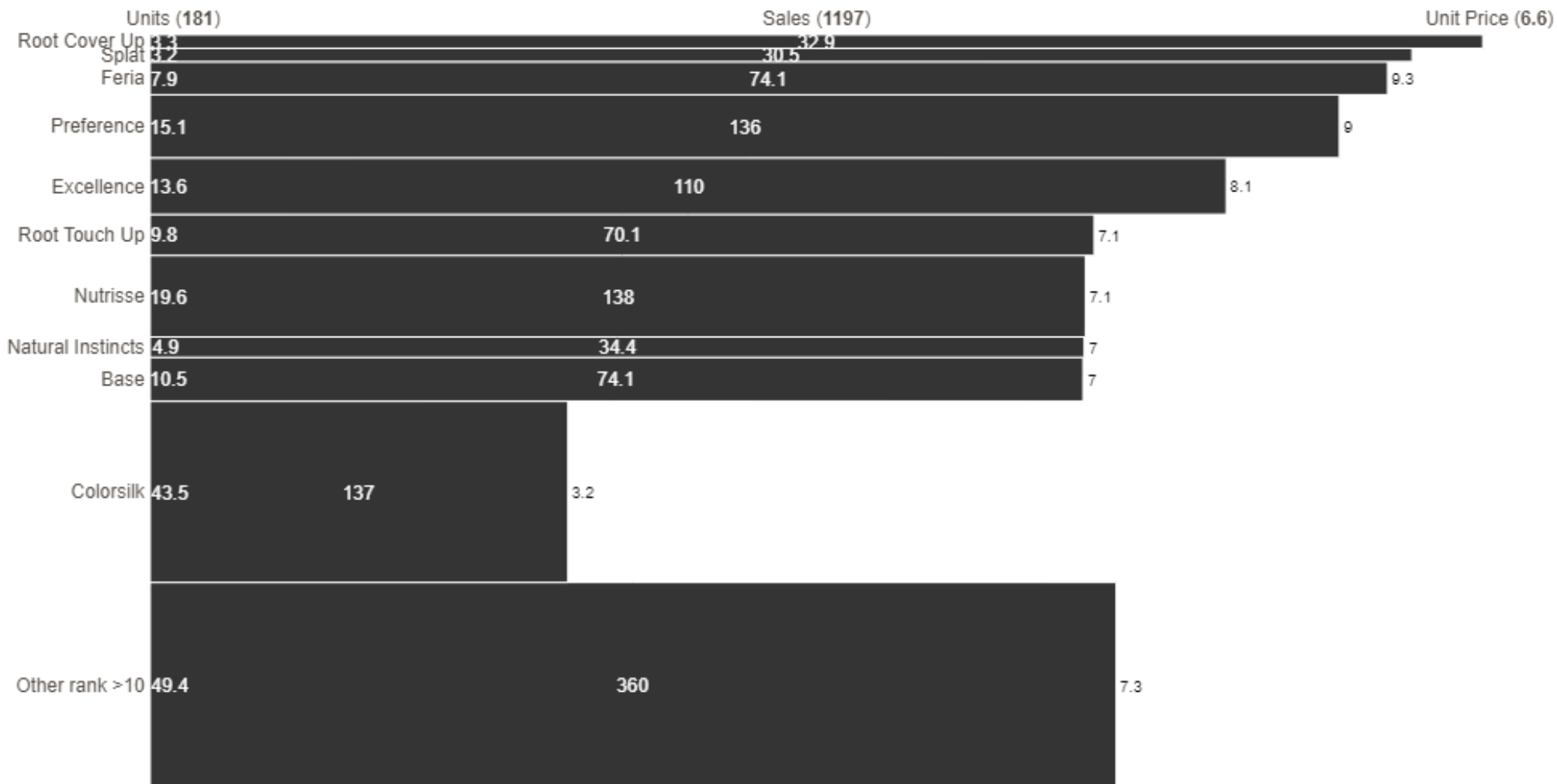


Brands should look at their strategies—whether they're aiming for high prices, selling in large volumes, or finding a middle ground—to boost their market share. Also, the success of brands ranked below the top 10 shows there's room for either merging smaller players or for newcomers to target specific niches.

Hair Color

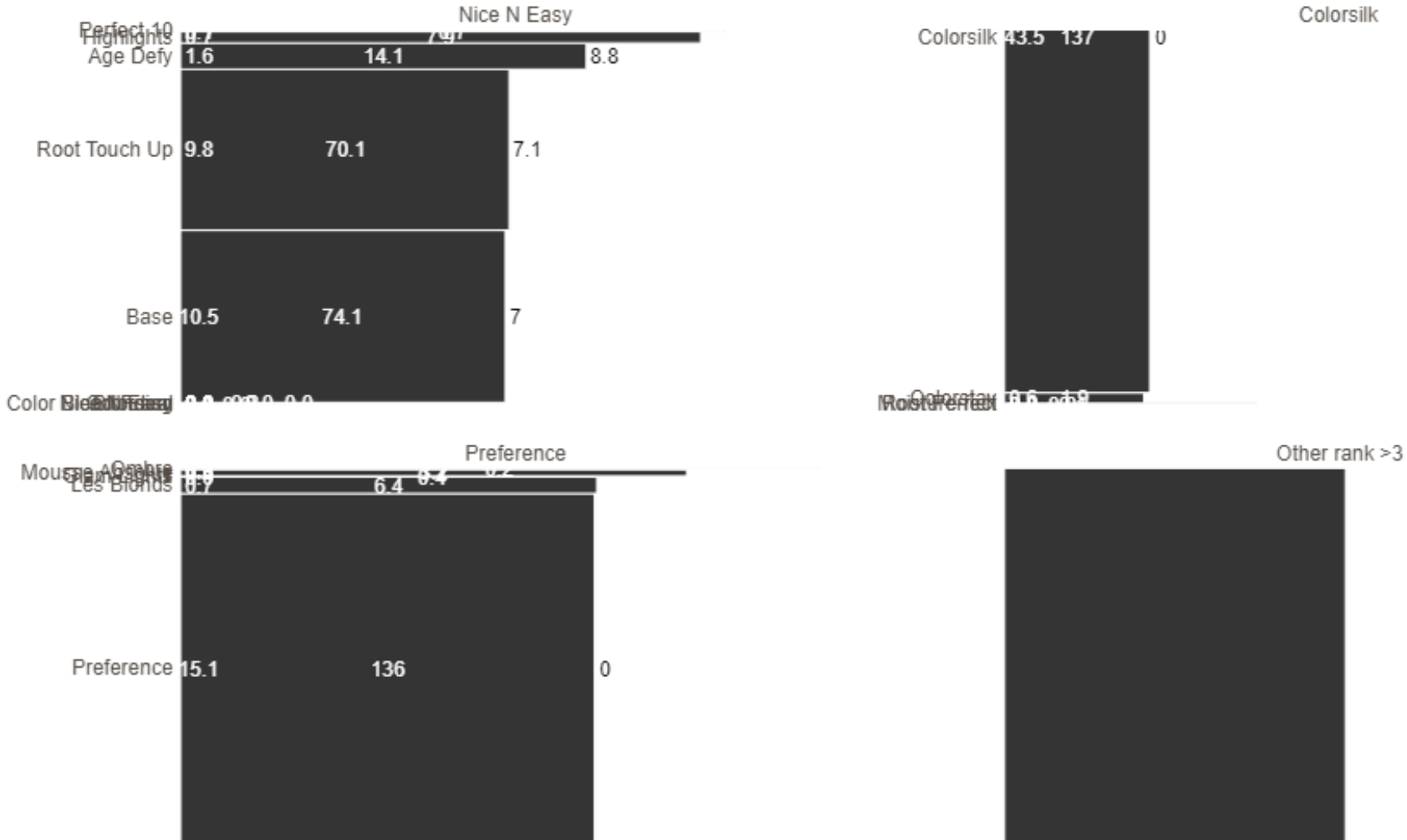
Bar length: Unit Price in USD by Sub_Brand. Bar width: Units in m. Bar area: Sales in mUSD

~Oct-2017



Brands like 'Nice N Easy' and 'Colorsilk' use lower prices to boost their sales volumes. On the other hand, 'Preference' and some lesser-known sub-brands aim for higher price points, targeting customers looking for premium products.

Hair Color
 Bar length: Unit Price in USD by Brand and Sub_Brand. Bar width: Units in m. Bar area: Sales in mUSD
 ~Oct-2017



Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

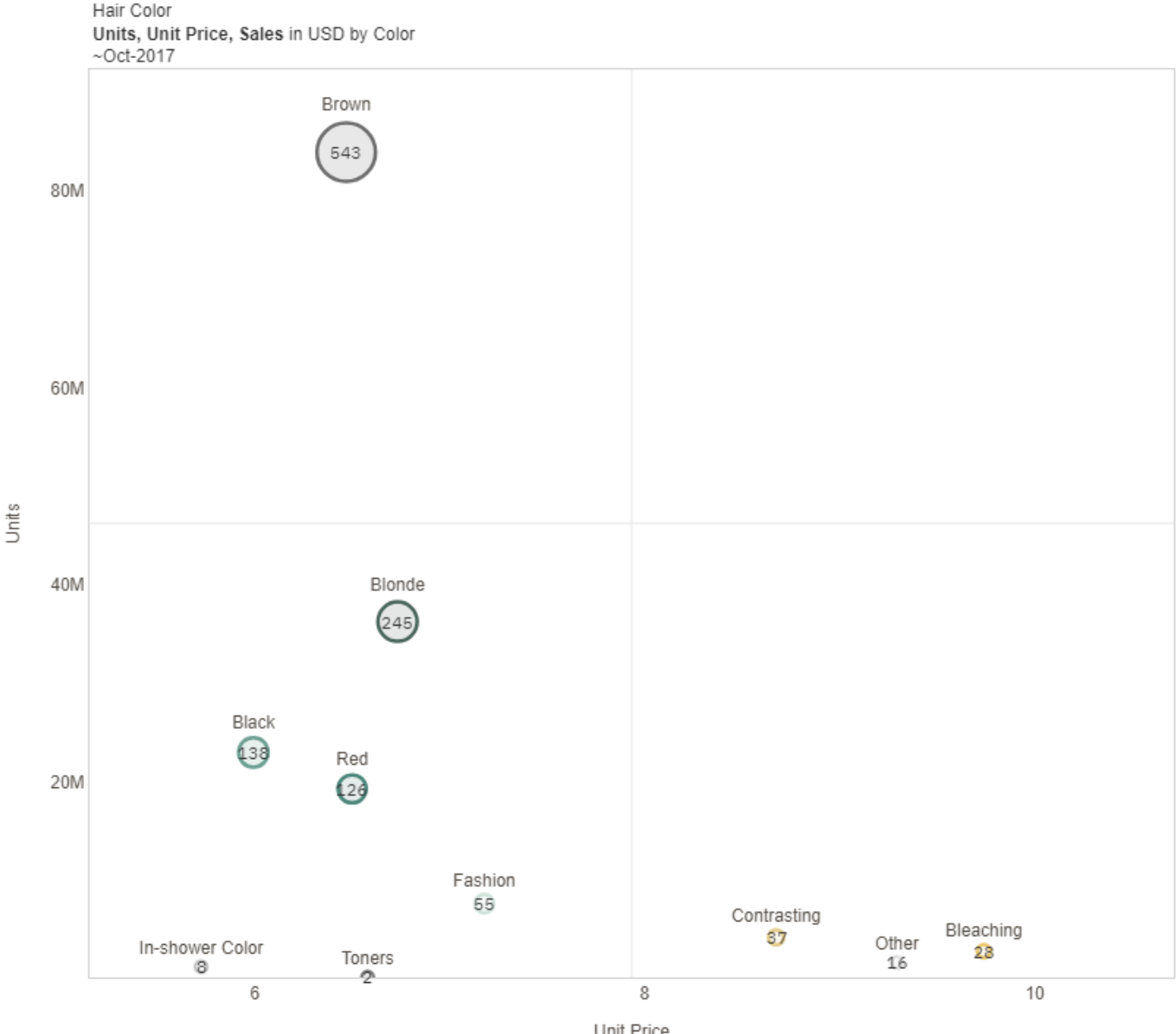
Backup

The hair color market exhibits a strong preference for brown and blonde shades, leading in sales and popularity due to their natural appearance. However, there's a notable market segment willing to pay premium prices for unique hair color options like bleaching, contrasting, and fashion colors, indicating a dual market strategy could be beneficial: focusing on high-volume sales of popular colors while targeting niche markets with higher-priced, unique products (p.43). The market is segmented into permanent, artistry, root, and other types, with brown hair color products dominating most categories except for artistry. This segmentation reveals opportunities for targeted marketing and new product strategies, especially in the artistry segment where consumers show openness to spending more on unique or niche colors (p.44).

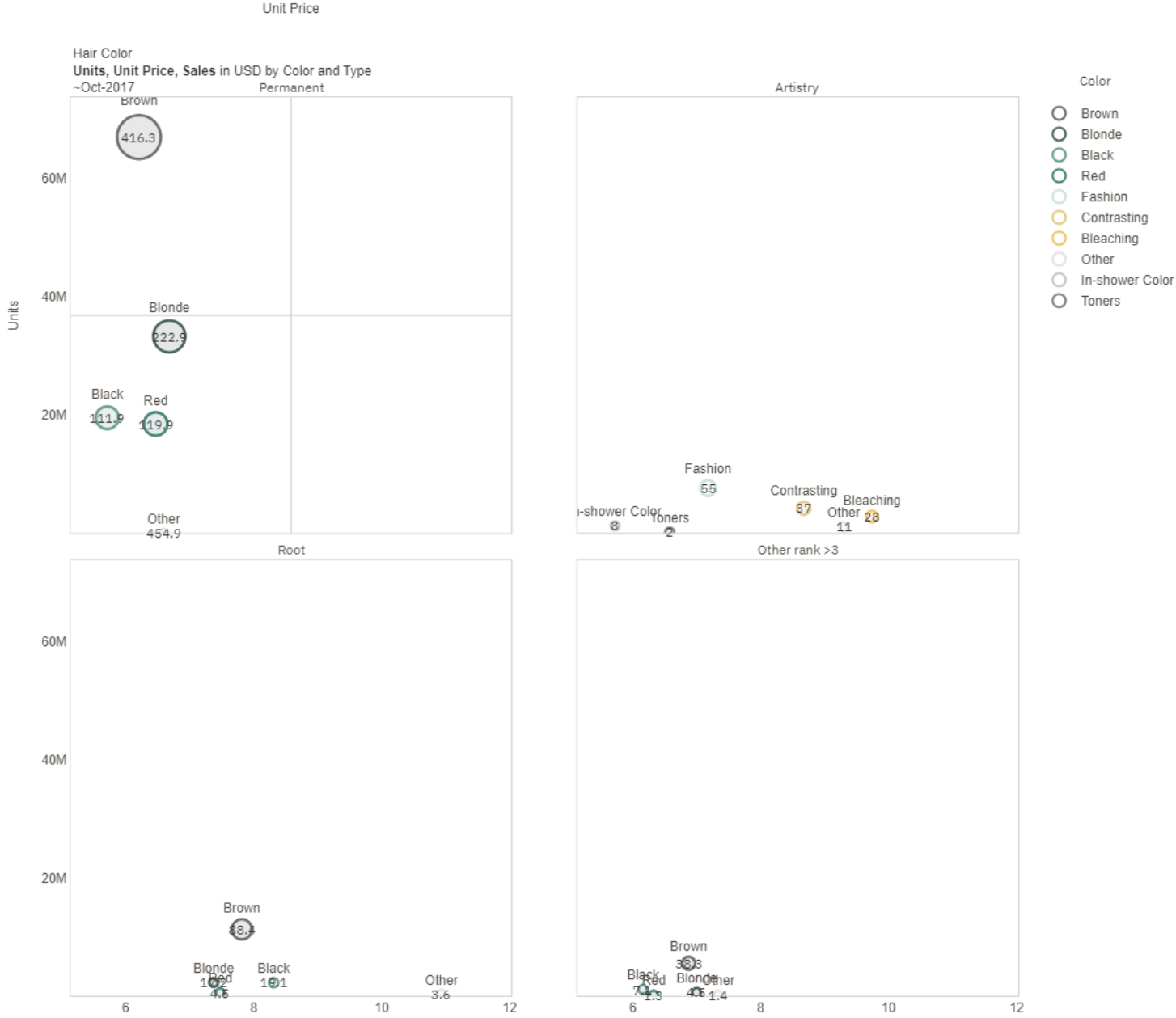
Sales data from October 2017 highlights the popularity of 'Permanent All Over' hair color products, suggesting a consumer preference for long-lasting, full-coverage dyes. Despite varying price sensitivities, expensive items like 'Non-permanent Root' and 'Blonding/bleaching' continue to sell well, indicating a readiness among consumers to invest in specific hair coloring needs (p.45). Brands like 'Colorsilk' in the 'Permanent All Over' category have successfully leveraged high volume sales at low prices, benefiting from economies of scale, while 'Nice N Easy' and 'Preference' have found success in more expensive niche markets, showcasing the market's diverse consumer base (p.46).

The hair color market is experiencing mixed results, with permanent hair color sales declining, possibly due to market saturation or changing consumer tastes, while artistry and root hair colors see rising sales despite their higher prices. This shift suggests a growing consumer interest in these segments, presenting an opportunity for brands to innovate and enhance their marketing efforts in these areas (p.47). A few top brands, referred to as class A, dominate the market, achieving significant sales with less distribution, indicating strong brand loyalty or product preference among consumers. This dominance underscores the importance of maintaining the strength of these top performers while also identifying potential new stars for strategic planning and portfolio management (p.48, p.49).

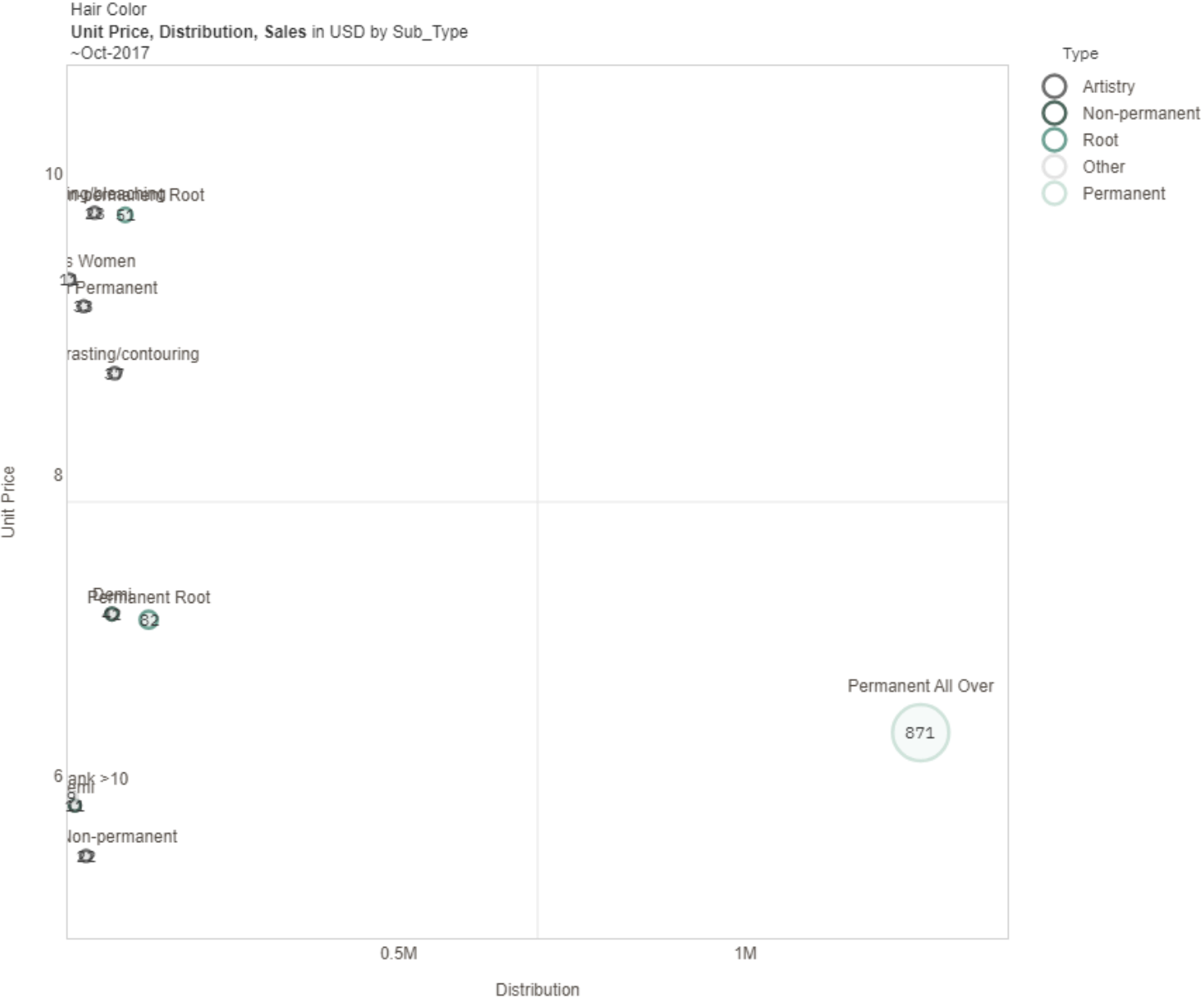
In the hair color market, brown and blonde are the top choices, leading in sales and popularity. People seem to love these colors for their natural look. On the other hand, unique options like bleaching, contrasting, and fashion colors might not sell as much, but they do fetch a higher price. This shows there's a group of buyers ready to spend more for something different. So, there's room to focus on selling more of the popular colors and also to target those looking for something unique with higher-priced products.



The hair color market is divided into permanent, artistry, root, and other types, catering to a wide range of consumer preferences. Brown hair color products lead in sales across most categories, except for artistry. This shows a clear preference for brown, but in the artistry segment, people are open to spending more on unique or niche colors. This division highlights chances for targeted marketing and new product strategies in various segments.



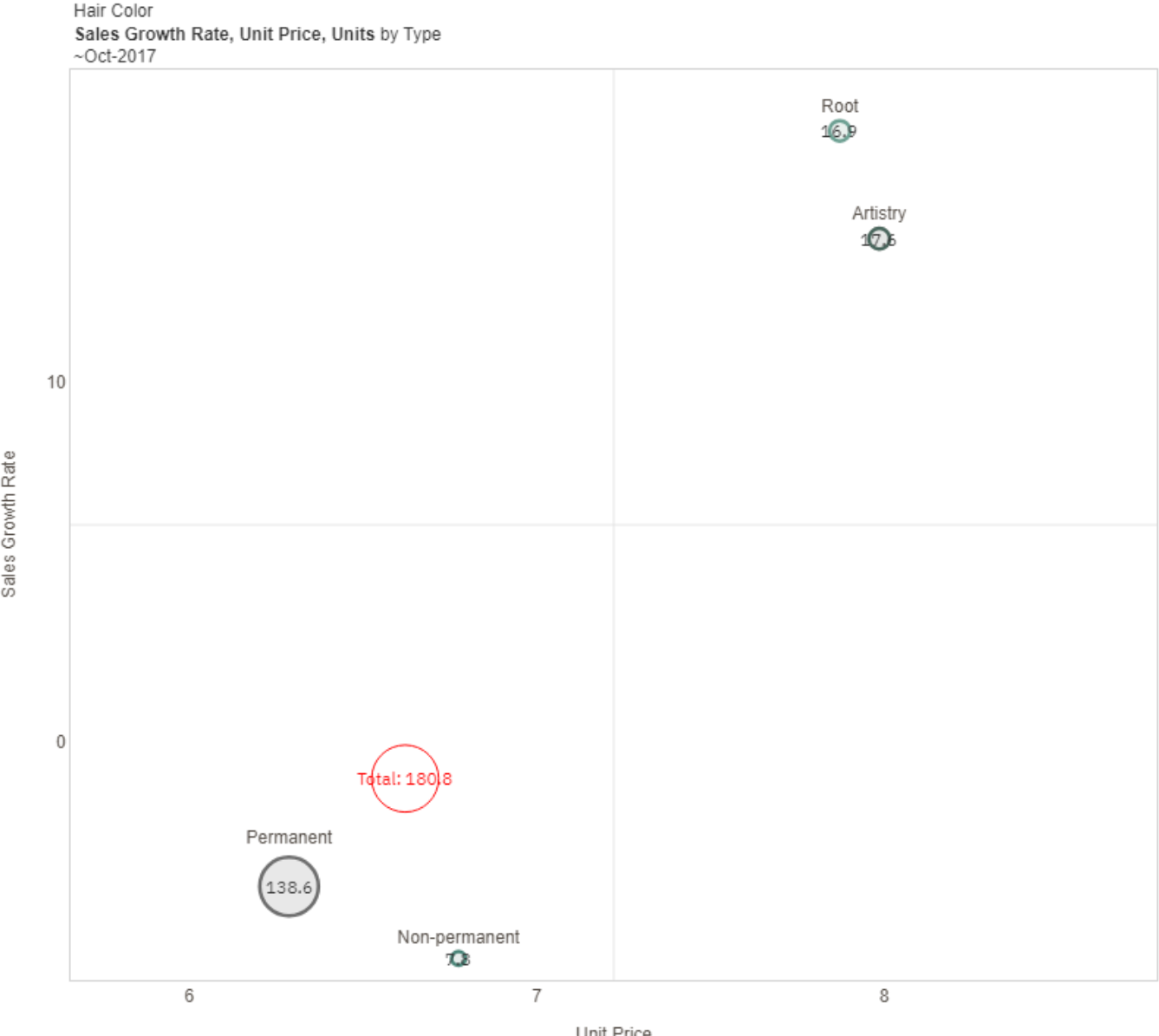
October 2017's sales data for hair color products shows a lively market. 'Permanent All Over' is the top seller, showing that people really like long-lasting, full-coverage hair dyes. Even though customers react differently to prices depending on the product, expensive items like 'Non-permanent Root' and 'Blonding/bleaching' still sell well. This tells us that people are ready to spend more for specific hair coloring needs.



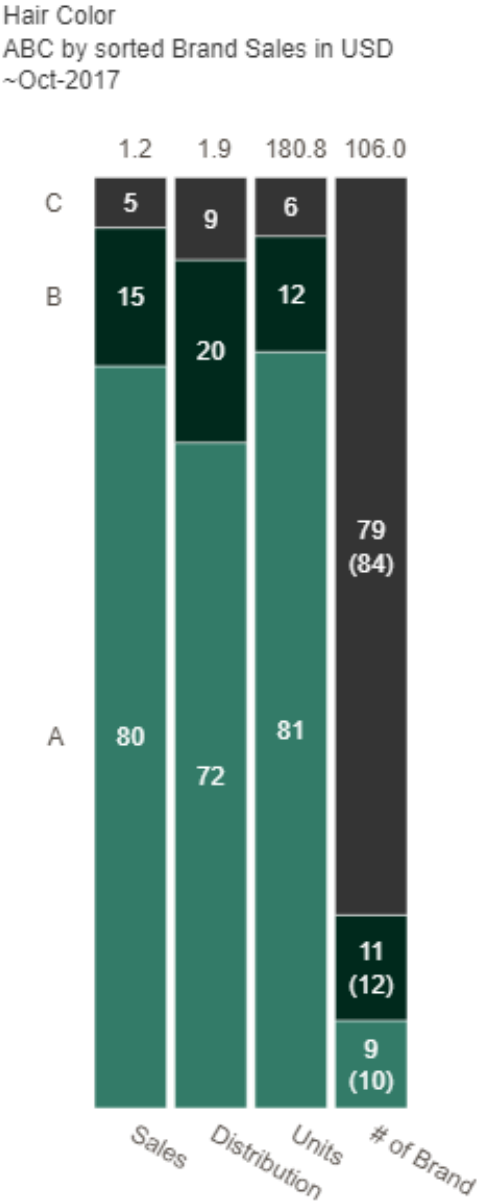
In October 2017, the hair color market showed interesting trends. 'Colorsilk' led the 'Permanent All Over' category with its strategy of high volume sales at low prices, benefiting from economies of scale. On the other hand, 'Nice N Easy' and 'Preference' carved out successful spots in more expensive niche markets. This highlights a diverse consumer base: while many are looking for affordability, there's also a significant demand for specialized, premium products.



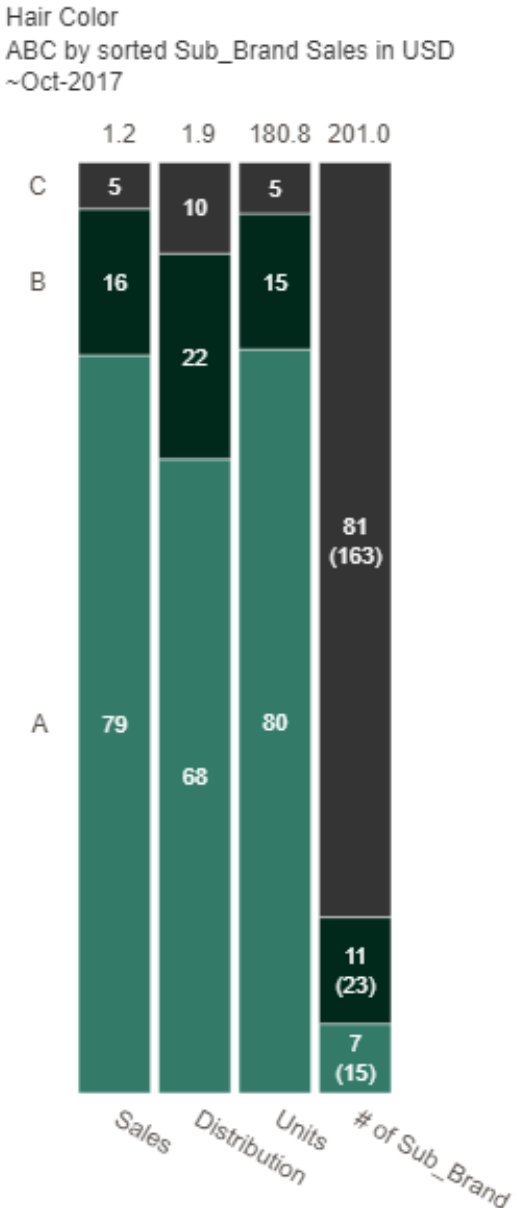
The hair color market is seeing mixed results. Permanent hair color, while still leading in sales, is on a downward trend, hinting at either market saturation or changing consumer tastes. On the flip side, artistry and root hair colors, despite their higher prices, are enjoying a rise in sales. This suggests a shift in consumer interest towards these products. The growing popularity of artistry and root hair colors presents a golden opportunity for brands to innovate and ramp up their marketing efforts in these areas.



In the hair color market, a few top brands, which we'll call class A, dominate sales. Despite being less widely available, these brands sell significantly more than others. This shows they're really good at turning their presence in stores into actual sales, likely because customers are loyal to them or prefer their products over others. It's a clear sign of a market where a handful of brands have a strong hold.



Pareto analysis shows that a few sub-brands in the hair color market are crucial for most of the revenue. Specifically, Class A sub-brands, which make up nearly 80% of sales, manage this with less distribution. This highlights how efficient these top performers are and the need to keep them strong. It also suggests looking for potential new stars to add to this high-achieving group for better strategic planning and portfolio management.



Executive summary

Index

At a glance

Sales breakdown

Data insights

Trends

Backup

The hair color industry has been experiencing a steady decline in sales and units sold over the past three years, with an average annual drop of 1.3% in sales, indicating ongoing challenges within the industry (p.52). This downturn is further evidenced by a negative growth rate of -2.2% recently, despite stable prices, suggesting a need for strategic adjustments to reverse the sales decline (p.56, p.58). Notably, there has been a shift in consumer preferences towards non-permanent hair color solutions, with Non-permanent Root products booming at a growth rate of 94.5%, and Fashion Permanent and Non-permanent Root categories growing at 19.5% and 7.3% respectively, highlighting a broader change in consumer behavior (p.57, p.59).

Market dynamics show a changing landscape where newer brands and sub-brands, particularly those from the ~Yn-1 cohort, are thriving with impressive growth rates of 93.5% and 92.5% respectively, while the oldest groups are seeing a decline in sales (p.54, p.55). This suggests that innovation and effective marketing strategies are key drivers of success in this competitive market. Additionally, smaller brands such as Feria and Splat are gaining traction, indicating a consumer shift towards niche and diverse brands over traditional favorites like Nice N Easy and Excellence (p.53).

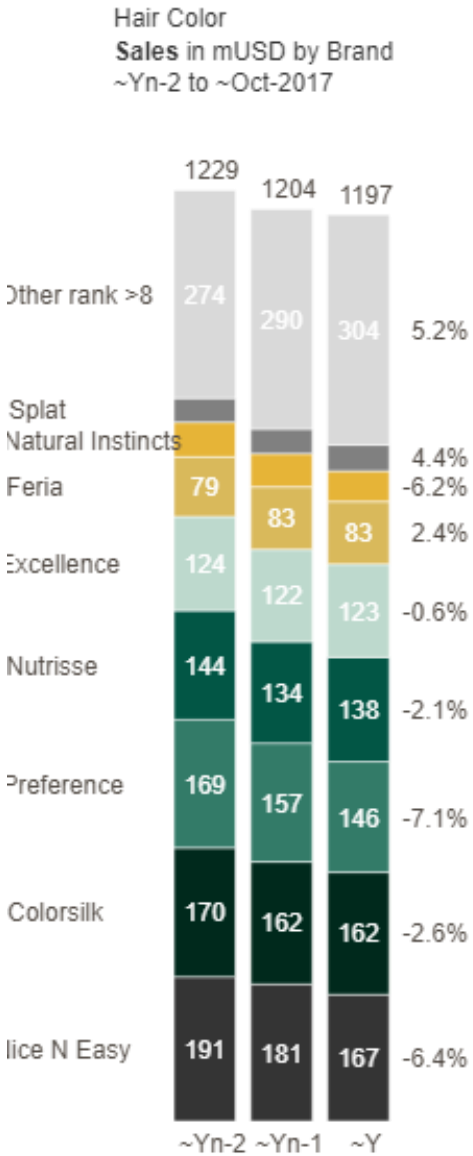
Sales data reveals a mixed performance across different product categories, with Artistry and Root categories on the rise, while Permanent and Non-permanent categories are witnessing declines (p.61, p.62). This mixed trend underscores the need for brands to adapt their strategies to focus on growing segments and address the challenges in lagging categories. The industry also faces a critical area for improvement in October, where a consistent drop in sales across all categories has been observed, suggesting the importance of targeted promotions or new customer engagement strategies during this period (p.65, p.66).

In conclusion, the hair color industry is at a crossroads, facing declining sales but also presented with opportunities in emerging trends and consumer preferences. Brands need to focus on innovation, effective marketing, and strategic adjustments to tap into the growth potential of non-permanent solutions and capitalize on the rising demand in specific categories like Artistry and Root. Addressing the seasonal slump in October and leveraging the growth of newer brands and sub-brands could be key to reversing the current sales decline and positioning for future growth (p.60, p.63, p.64).

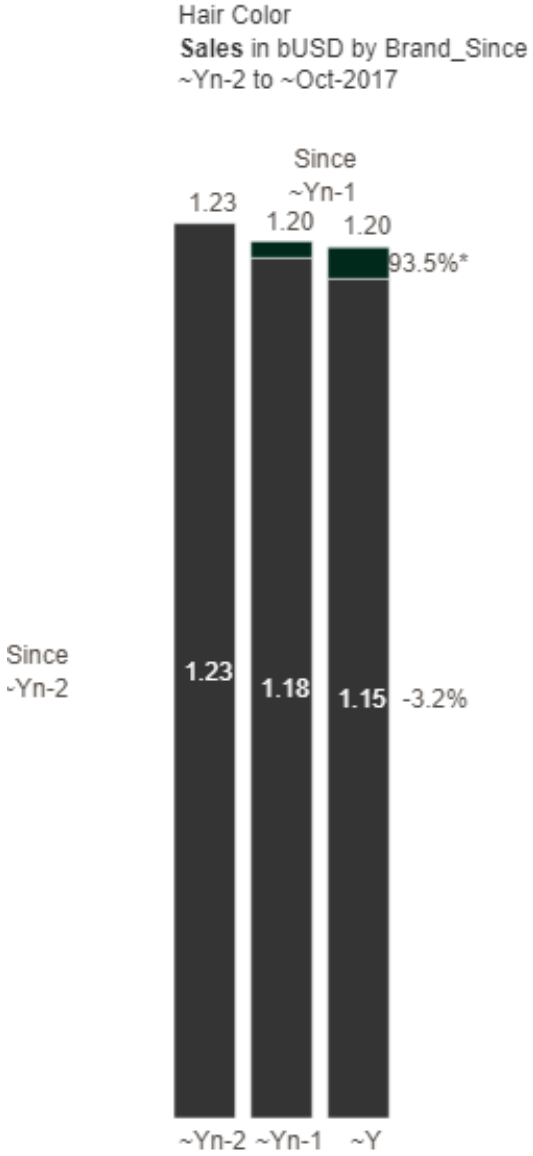
The hair color industry has seen a slight dip in both sales and the number of units sold over the last three years, with sales dropping by an average of 1.3% each year. This steady decline points to ongoing challenges or internal issues rather than a sudden fall. The link between the drop in units sold and the decrease in sales revenue is clear, showing that selling fewer units directly affects the industry's earnings.



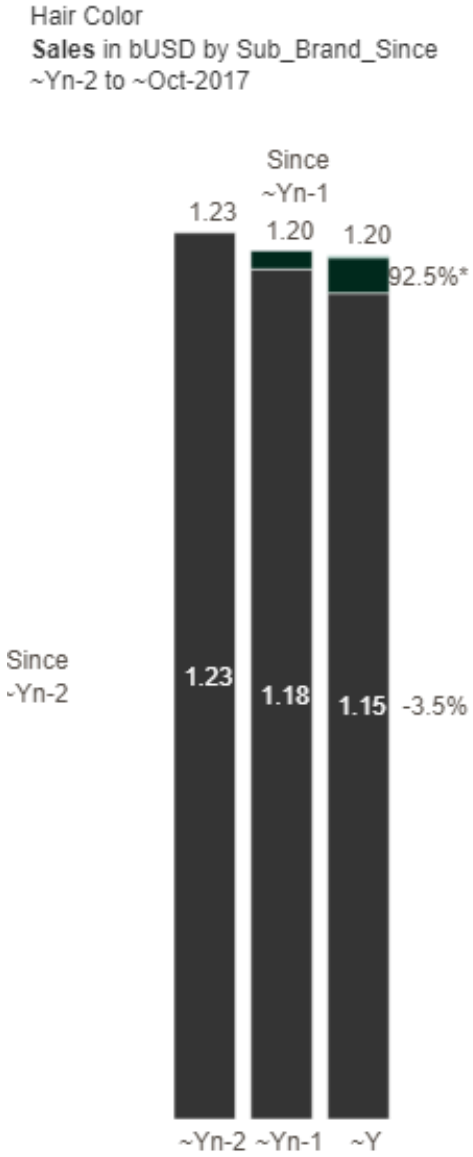
In the hair color industry, big names like Nice N Easy, Excellence, Natural Instincts, Nutrisse, and Preference have seen their sales drop recently. On the flip side, smaller brands such as Feria and Splat, as well as a variety of others in the 'Other rank >8' category, are experiencing growth. This trend suggests that consumers are moving away from the traditional favorites towards niche and diverse brands, possibly due to changing tastes or the smaller brands' more effective marketing strategies.



Newer brands, especially those from the recent ~Yn-1 cohort, are on the rise, boasting an impressive growth rate of 93.5%. On the flip side, the oldest group, ~Yn-2, is seeing a dip in sales, with a decrease of 3.2%. It looks like the latest strategies, marketing efforts, and product launches are really paying off for the newbies, signaling a bright future for their sales growth.



Just like the Brand cohort analysis, the Sub_Brand groups in the hair color industry have shown varying performances. The newer Sub_Brand groups, especially those from around a year ago, have seen a rapid growth, boasting an impressive Compound Annual Growth Rate (CAGR) of 92.5%. This suggests they're doing something right, whether it's nailing their marketing strategies or creating products that really resonate with consumers. On the flip side, the oldest group, from about two years ago, is on a downward trend in sales. This could mean they're losing customers or perhaps the market's just too crowded for them now.

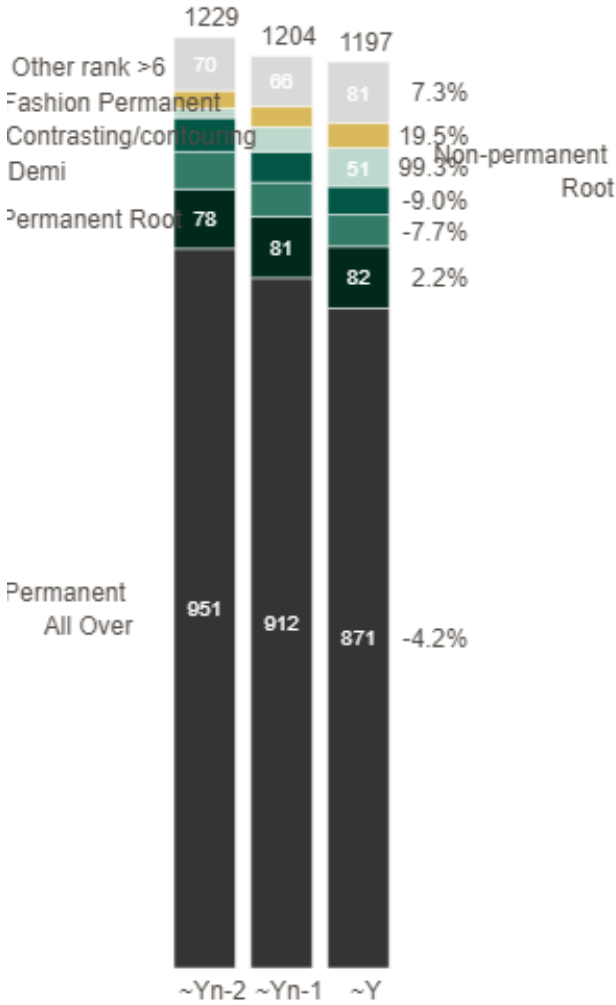


The hair color industry's sales have been on a downward trend, showing a negative growth rate of -2.2% recently. Even though there was a slight improvement lately, the brands are facing tough times. They need to come up with strategic plans to reverse this sales decline.



Sales figures show a notable rise in non-permanent hair products, with Fashion Permanent and Non-permanent Root growing at 19.5% and 7.3% respectively. This trend highlights a shift towards more flexible hair solutions, reflecting a broader change in consumer behavior and preferences in the hair product market.

air Color
 Sales in mUSD by Sub_Type like-for-like Type ~Yn-2 to ~Y
 ~Yn-2 to ~Oct-2017

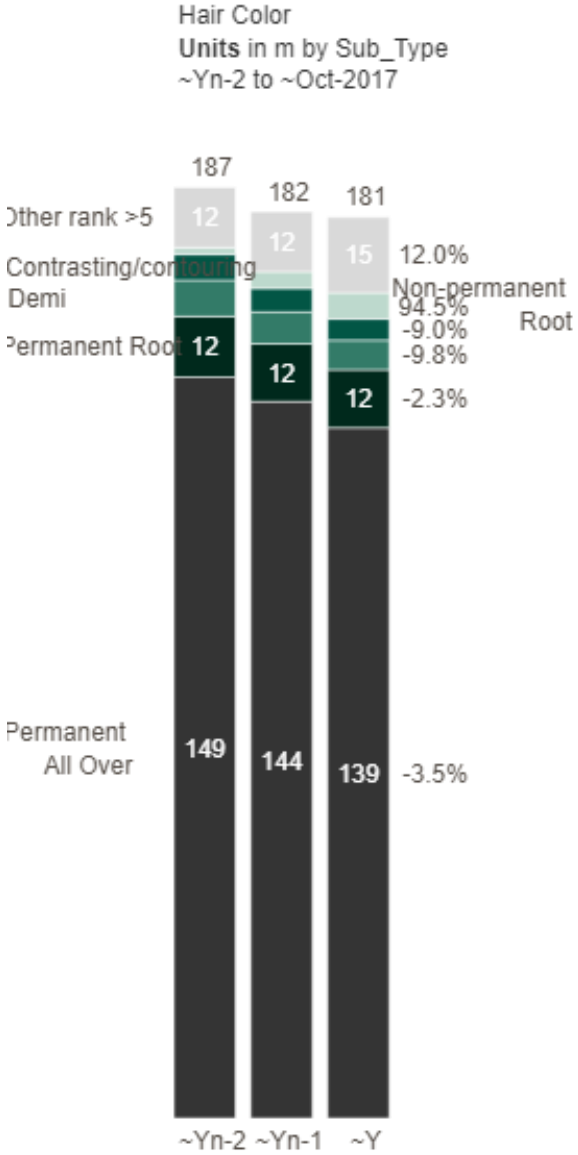


The hair color industry is seeing stable prices even as fewer products are being sold. This situation calls for a closer look at what's happening in the market, who we're competing with, and how we're planning our strategies. It's clear there are some challenges or changes needed since sales are dropping. Let's dive into these issues to understand better and find solutions.

Hair Color
Bars: Unit Price in USD. Line: Distribution in m
~Yn-2 to ~Oct-2017



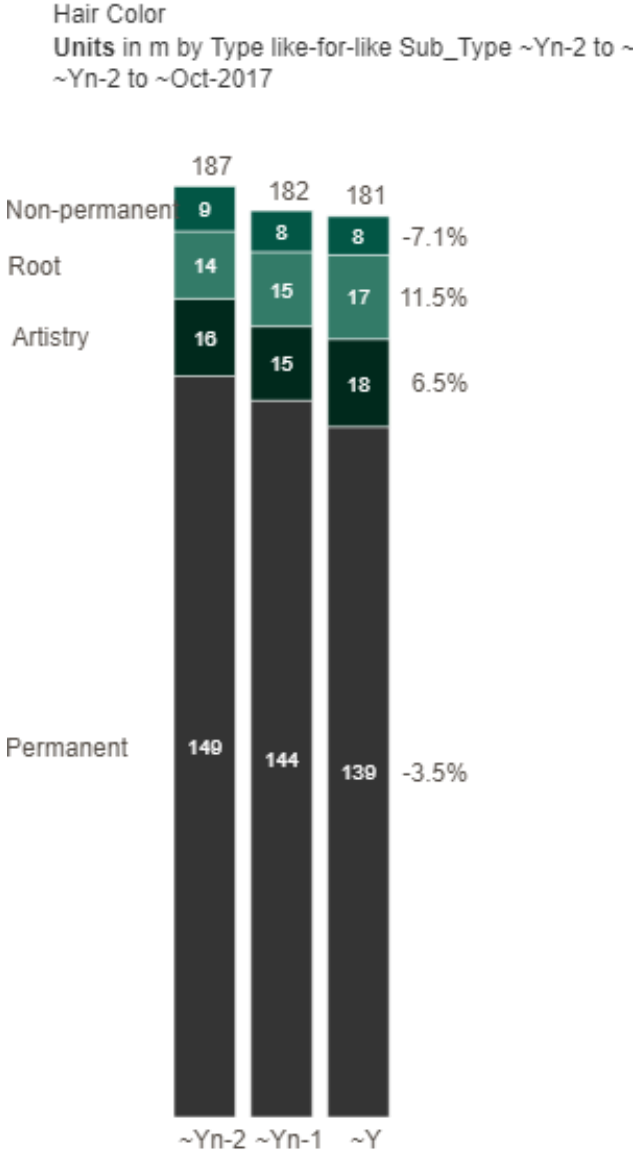
Sales of different types of hair color products are changing fast. Non-permanent solutions, especially Non-permanent Root, are booming with a growth rate of 94.5%. This shows people are increasingly preferring temporary hair color options, signaling a shift in consumer tastes in the hair color market.



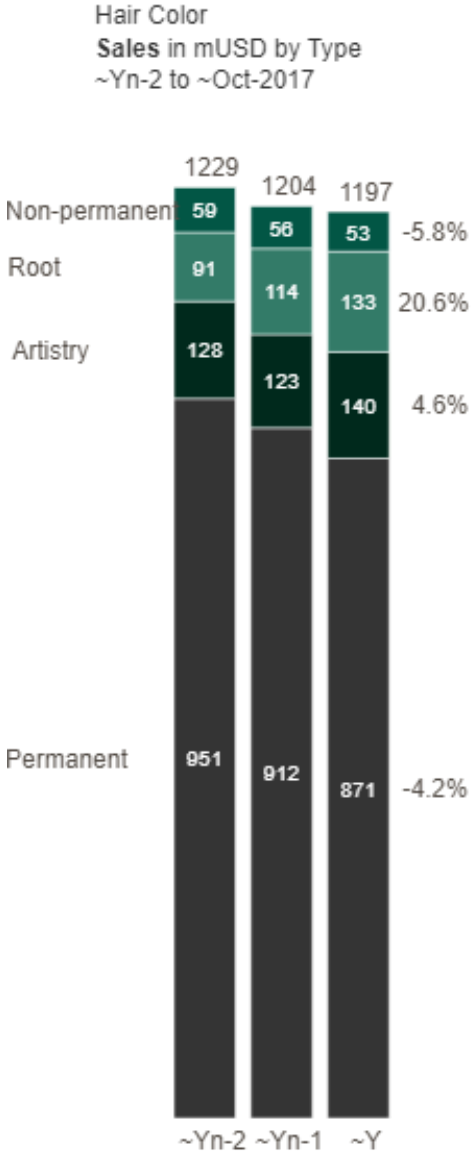
The 'Units By Company' metric shows a steady drop in sales, with a Compound Annual Growth Rate (CAGR) of -4.4%. This downward trend suggests it's time for the company to rethink its market strategies, product lineup, or how it operates. There's a clear need to reverse the sales decline and find new paths to growth and recovery.



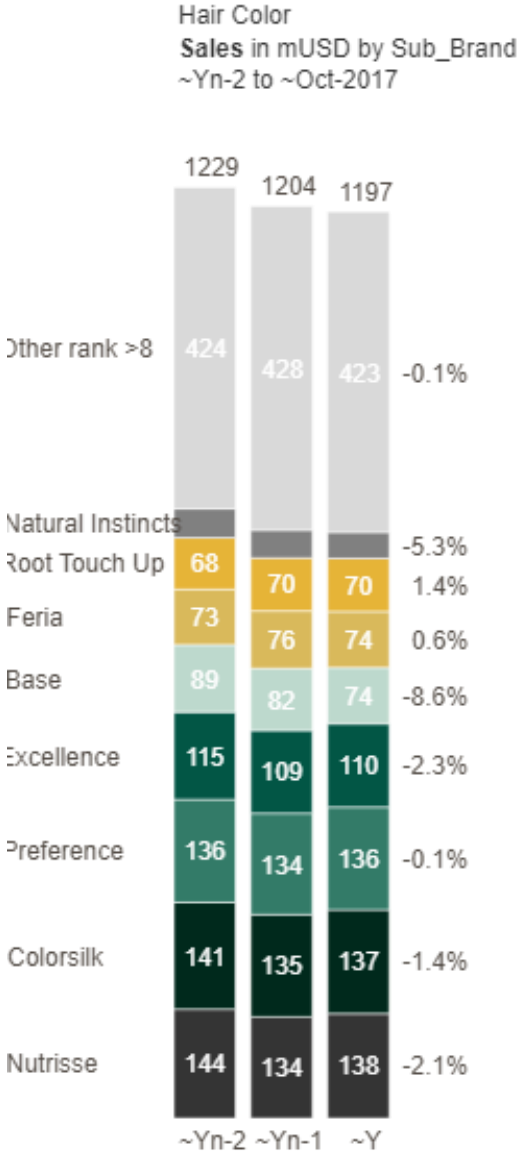
Sales trends in the hair color industry are showing a mixed bag. Artistry and Root categories are on the rise, while Permanent and Non-permanent categories are seeing a dip. It's clear we need to rethink our approach for the categories that are lagging and lean into the success of the growing ones.



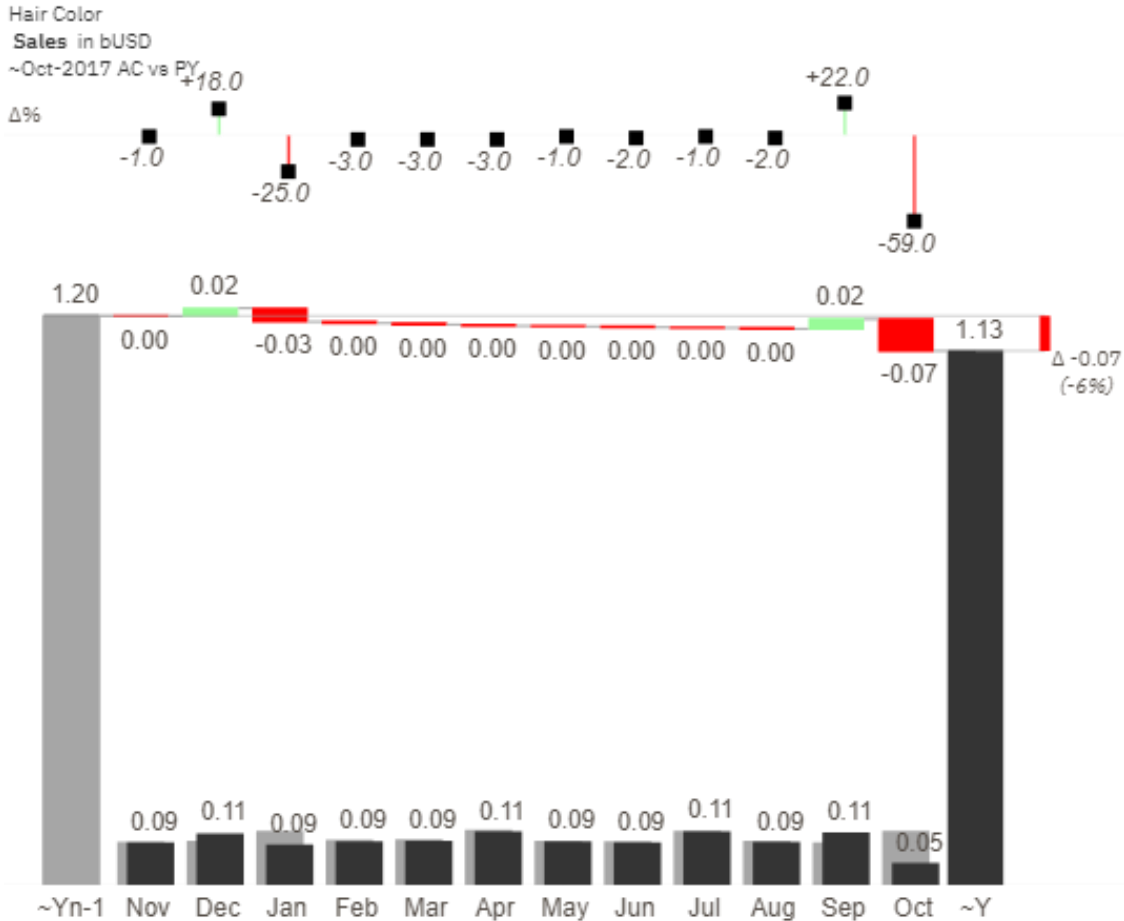
Sales data for various hair color products reveal a vibrant market with changing consumer tastes. The Root category is experiencing strong growth, highlighting a rising demand. However, the Permanent and Non-permanent categories are seeing declines, indicating they need a new strategy to boost sales or regain market share.



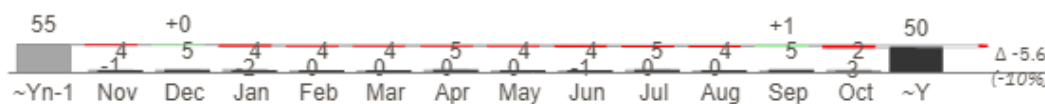
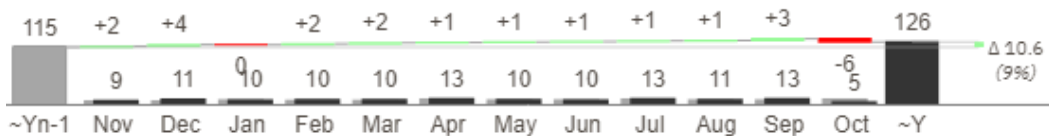
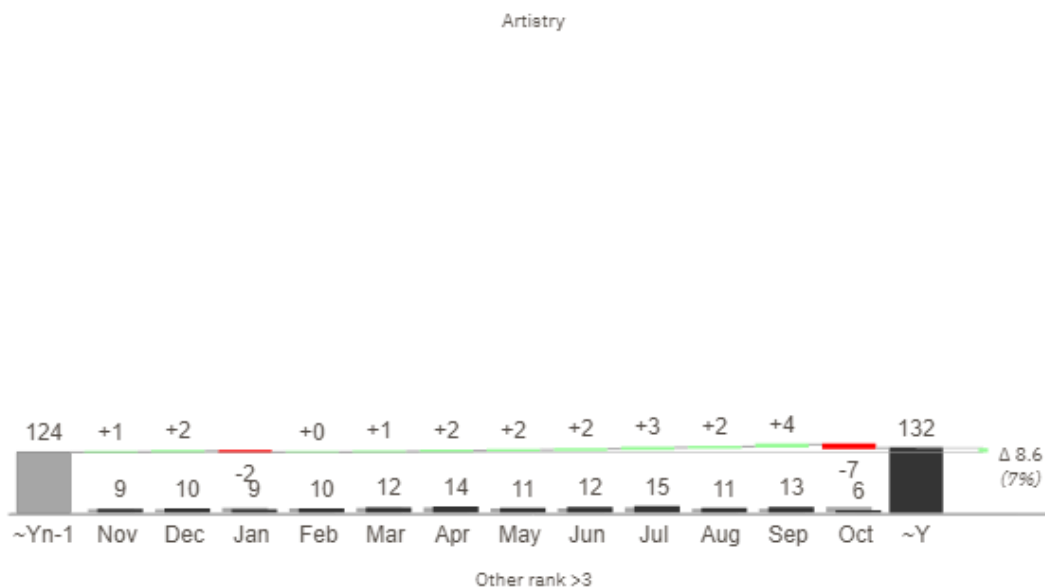
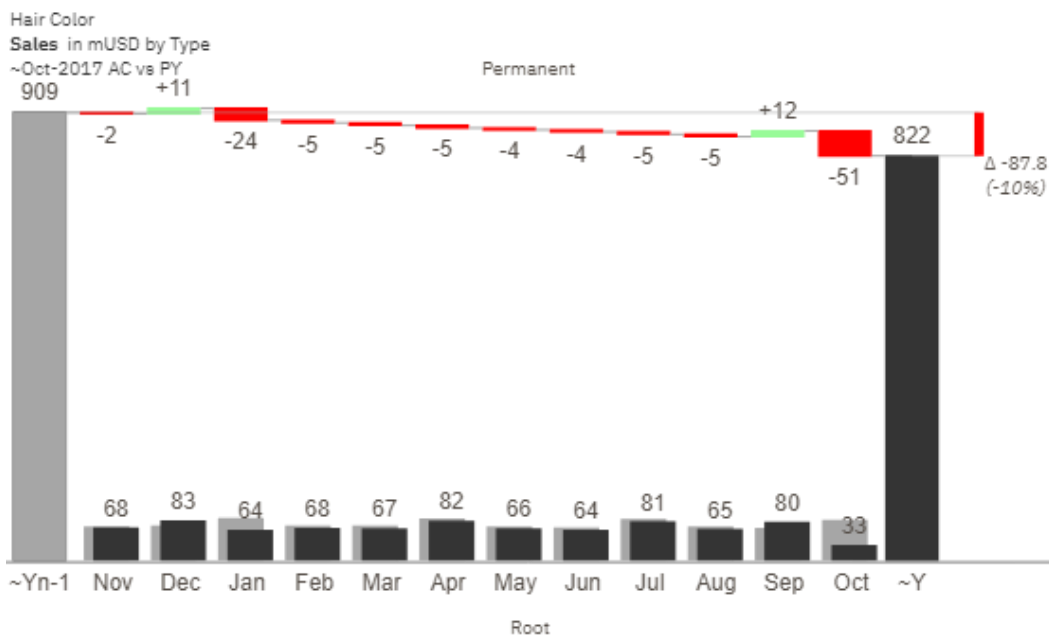
Over the past three years, the hair color industry has seen varied growth across its sub-brands. Some are thriving, showing impressive growth, while others are struggling and might need a new strategy to bounce back. This mixed trend highlights the dynamic nature of the market, suggesting both challenges and opportunities for brands.



Hair Color product sales dropped by 6% compared to last year, signaling a possible market downturn or a loss in our share. We saw big swings in monthly sales, with a notable dip in October. This calls for strategic moves to reverse the decline and learn from the months that showed growth.



Our year-over-year comparison of hair color product sales highlights seasonal trends and market challenges. We've noticed a consistent drop in sales every October across all categories. This points to a critical area for improvement. To tackle this, we could look into targeted promotions or new customer engagement strategies to help boost sales during this slump.

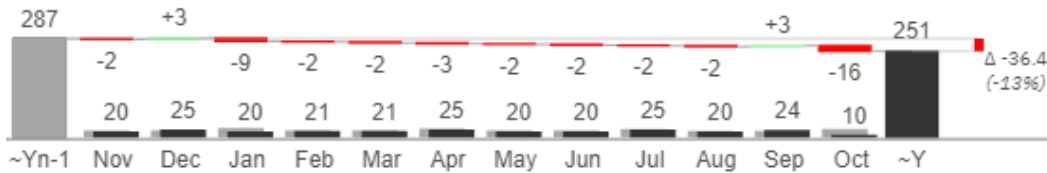


Comparing hair color product sales by brand over the past year shows how crucial it is to keep up with seasonal trends, changes in what consumers want, and how marketing can boost sales. A noticeable drop in sales for all brands in October points to a big change in the market or in what people are looking for, highlighting a key area for companies to focus on.

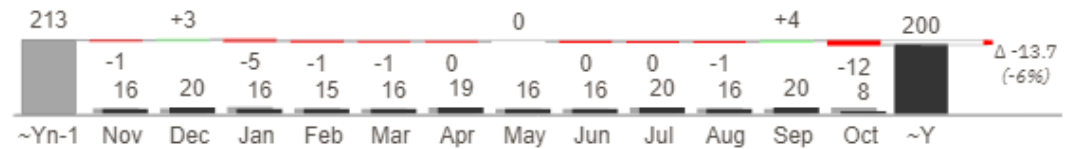
Hair Color
Distribution in k by Brand
~Oct-2017 AC vs PY

Nice N Easy

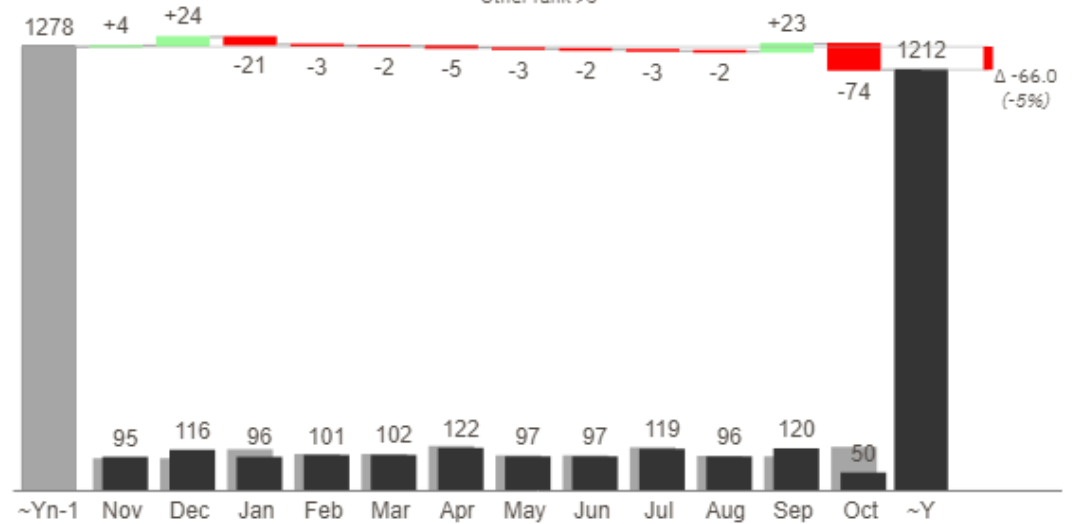
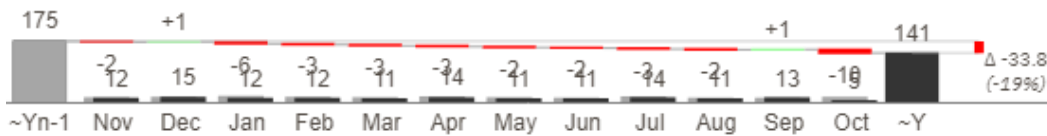
Colorsilk



Preference



Other rank >3



Executive summary

Index

At a glance

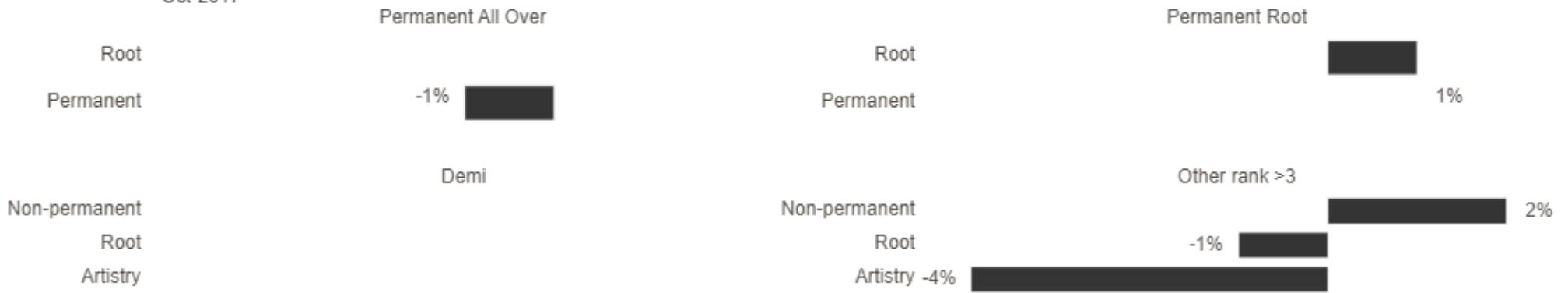
Sales breakdown

Data insights

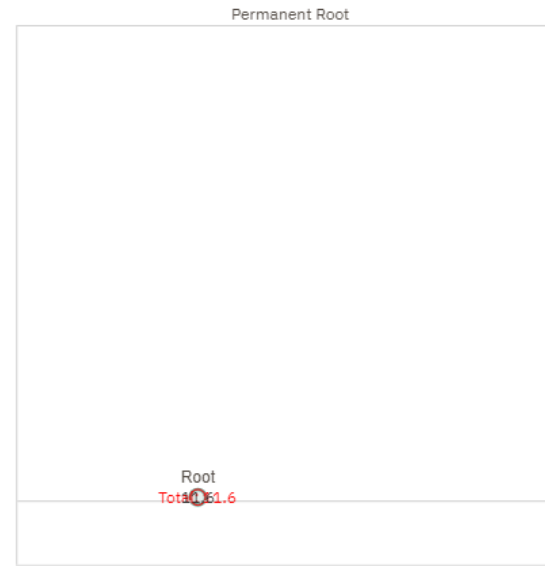
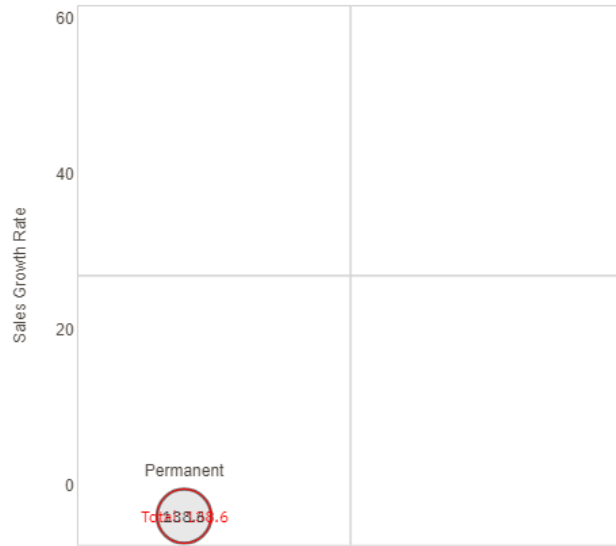
Trends

Backup

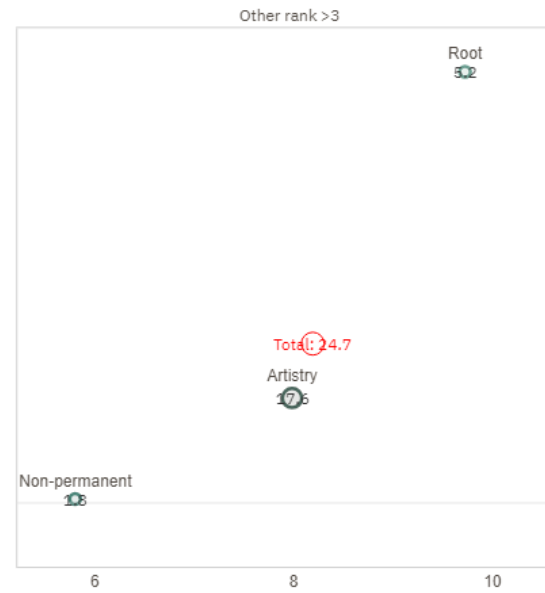
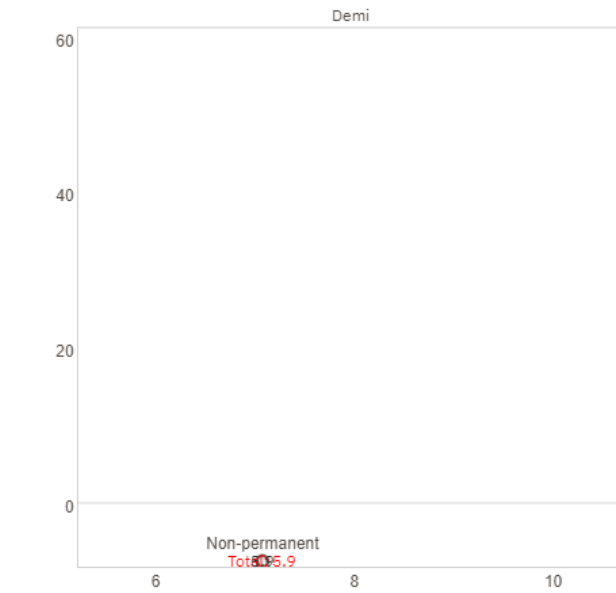
Hair Color
Unit Price Change in USD by Sub_Type and Type
 ~Oct-2017



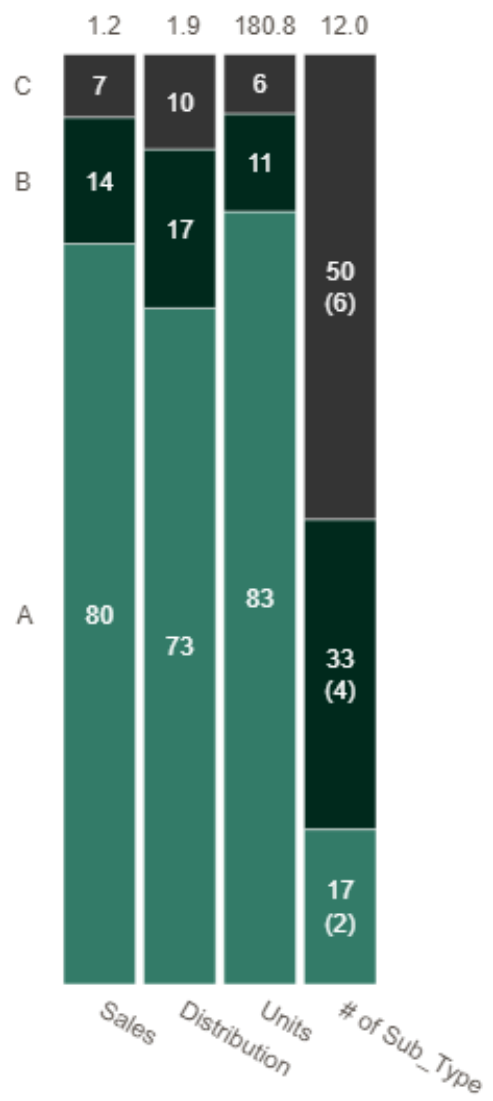
Hair Color
Sales Growth Rate, Unit Price, Units by Type and Sub_Type
 ~Oct-2017 Permanent All Over



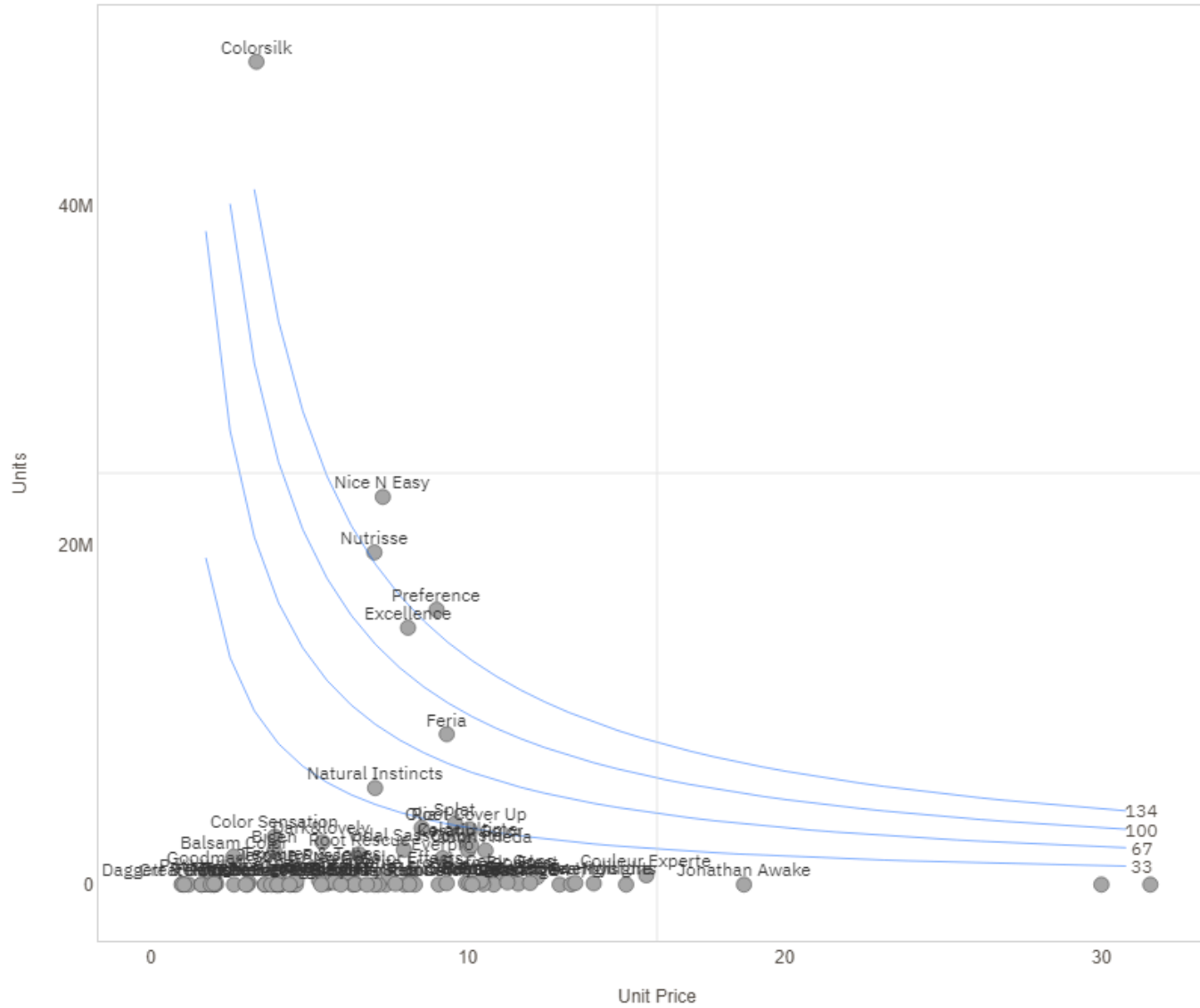
- Type
- Permanent
 - Artistry
 - Root
 - Non-permanent



Hair Color
 ABC by sorted Sub_Type Sales in USD
 ~Oct-2017

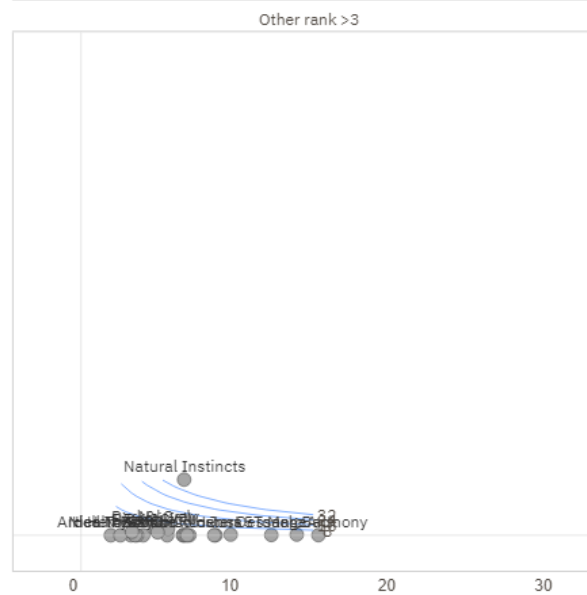
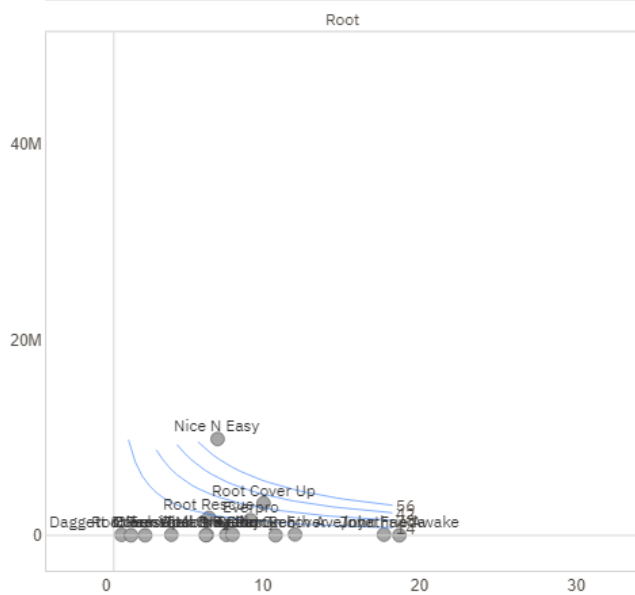
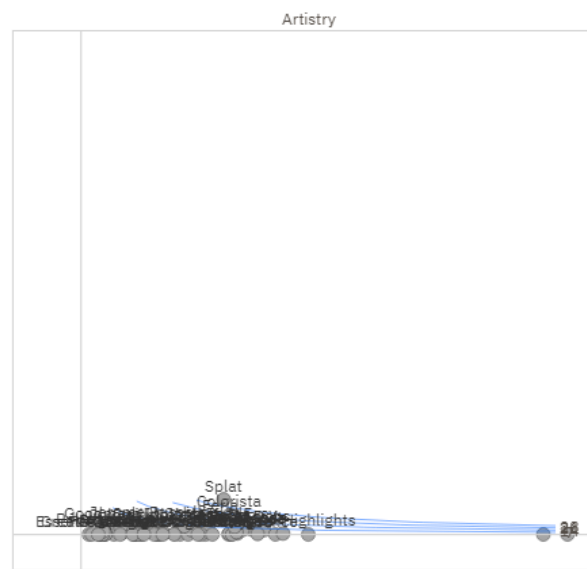
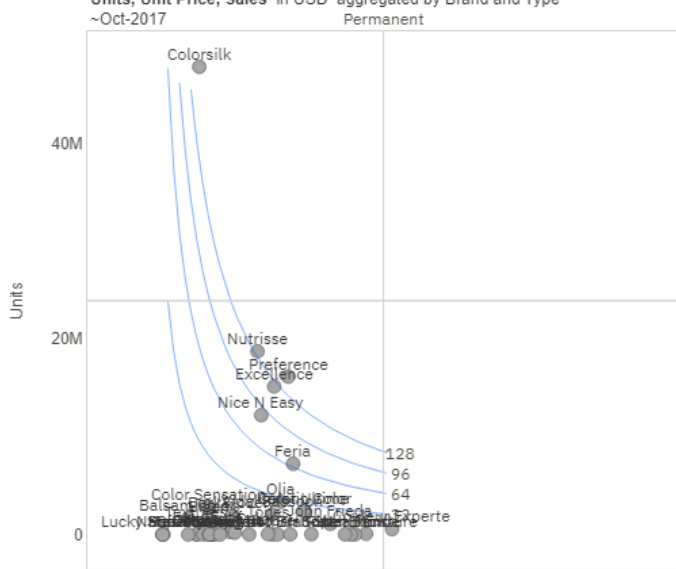


Hair Color
 Units, Unit Price, Sales in USD aggregated by Brand
 ~Oct-2017

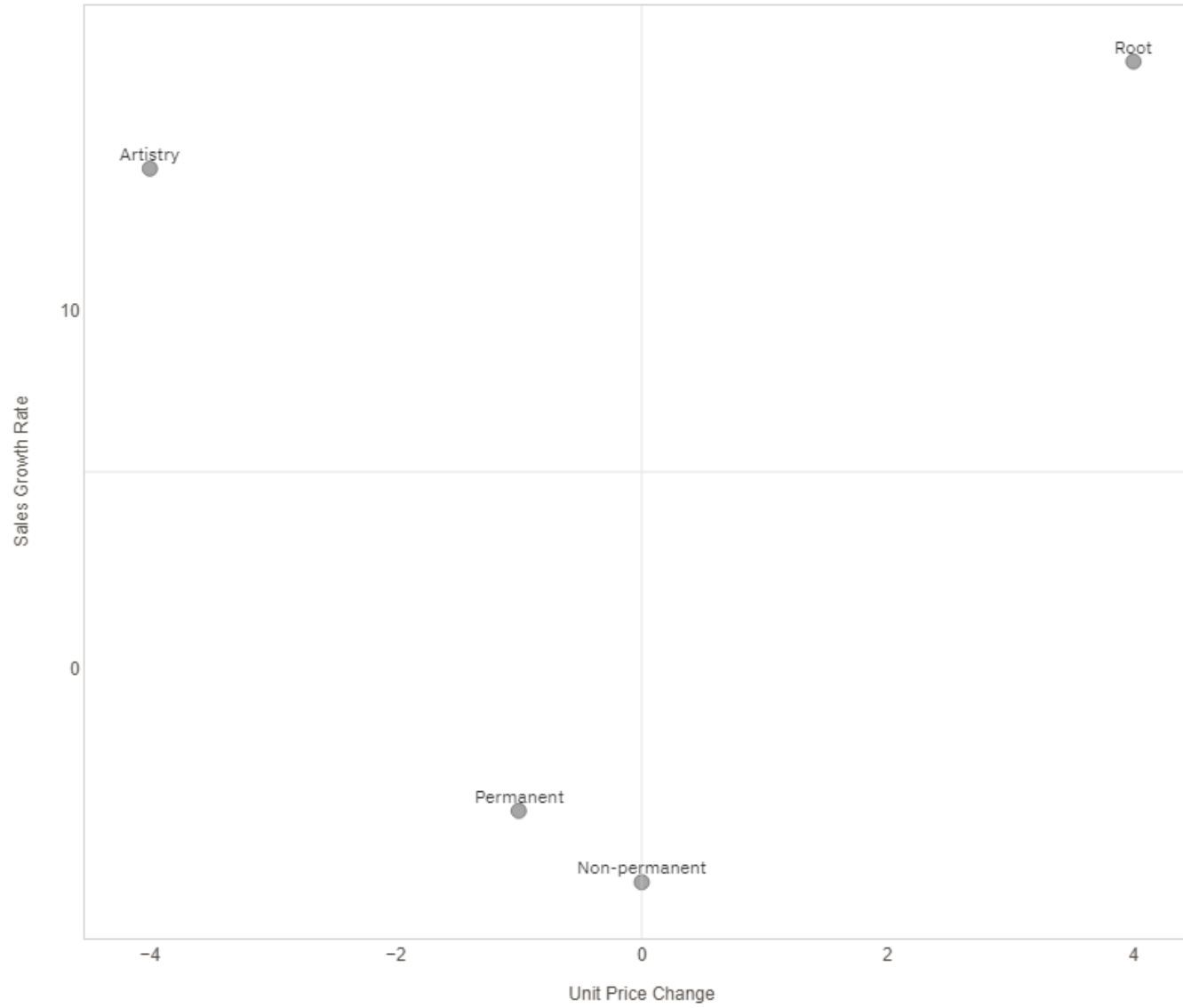


Unit Price

Hair Color
Units, Unit Price, Sales in USD aggregated by Brand and Type
~Oct-2017

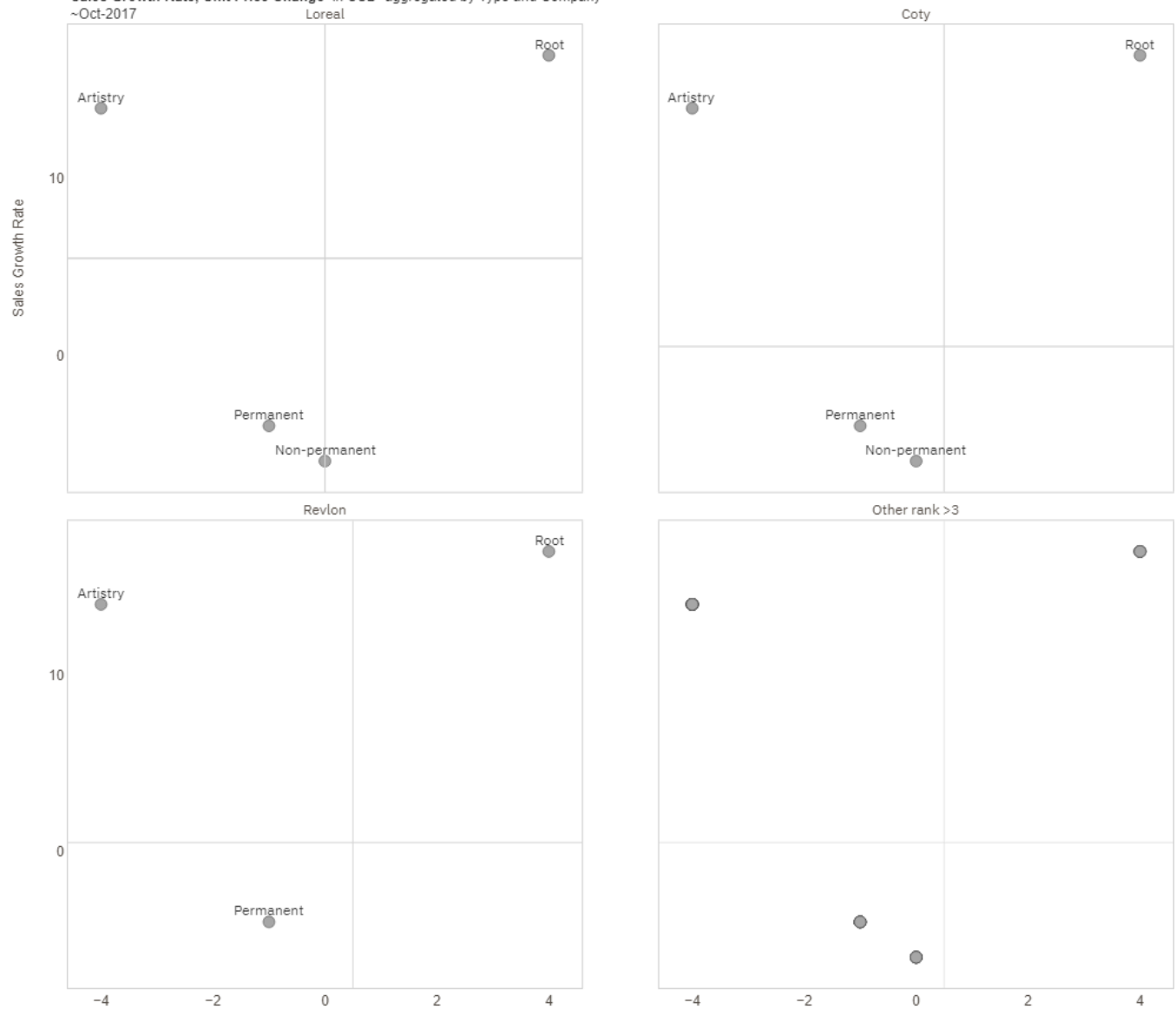


Hair Color
Sales Growth Rate, Unit Price Change in USD aggregated by Type
~Oct-2017

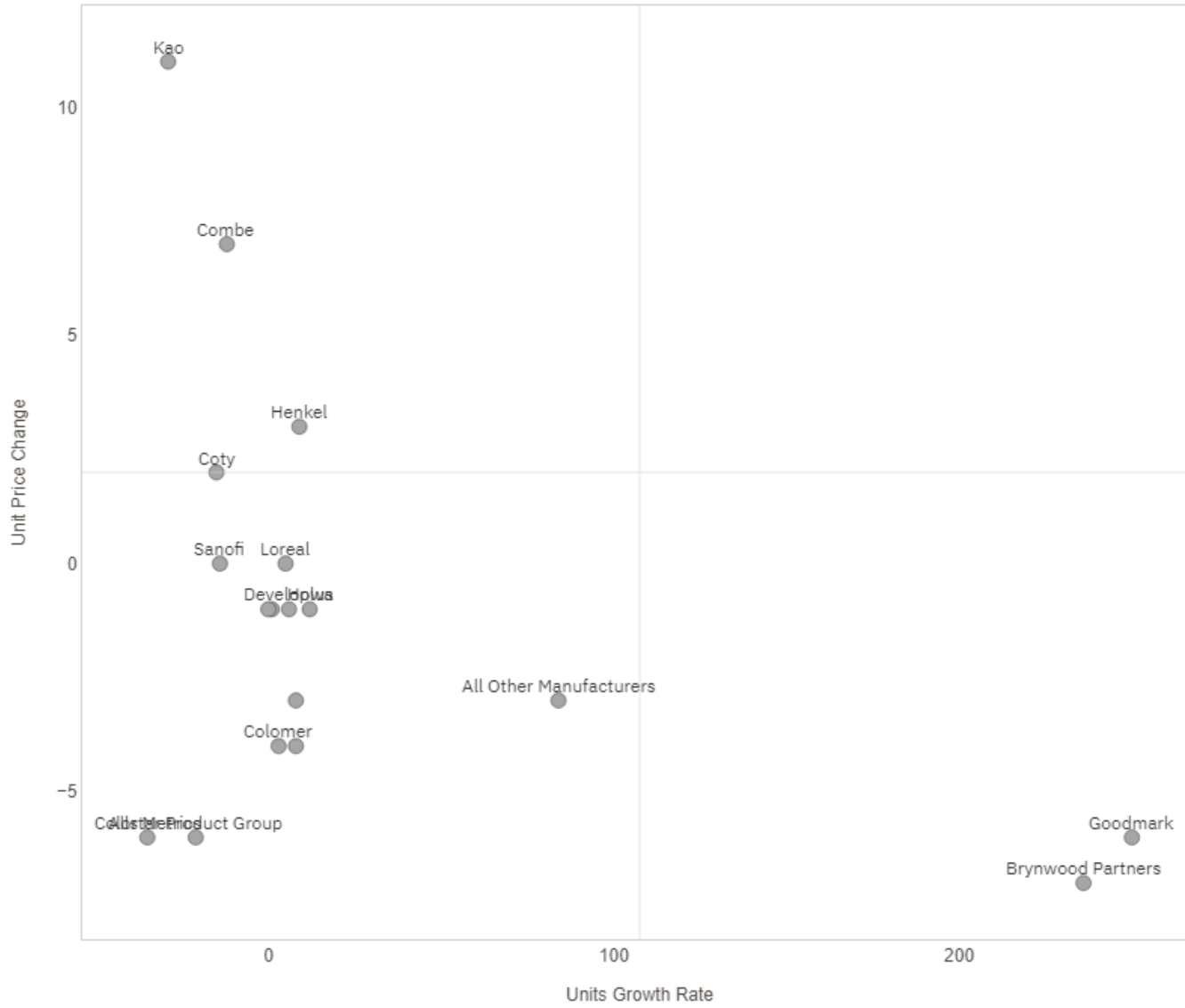


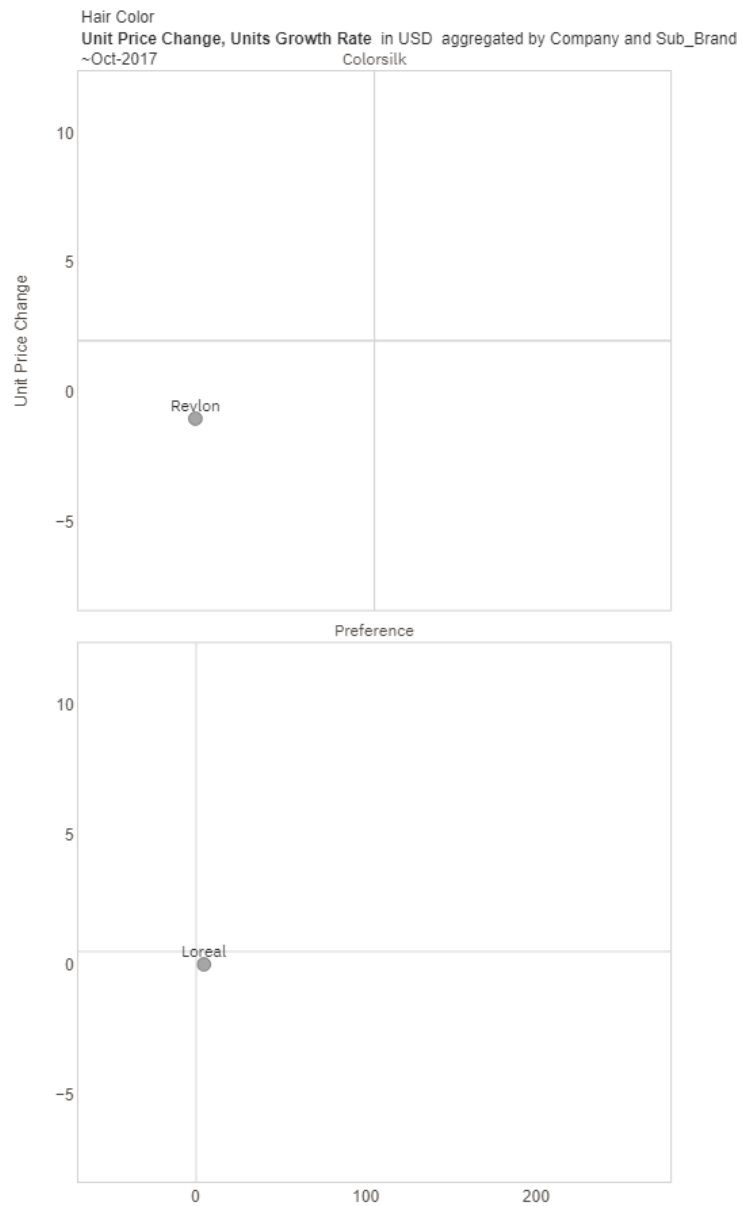
Unit Price Change

Hair Color
Sales Growth Rate, Unit Price Change in USD aggregated by Type and Company
 ~Oct-2017

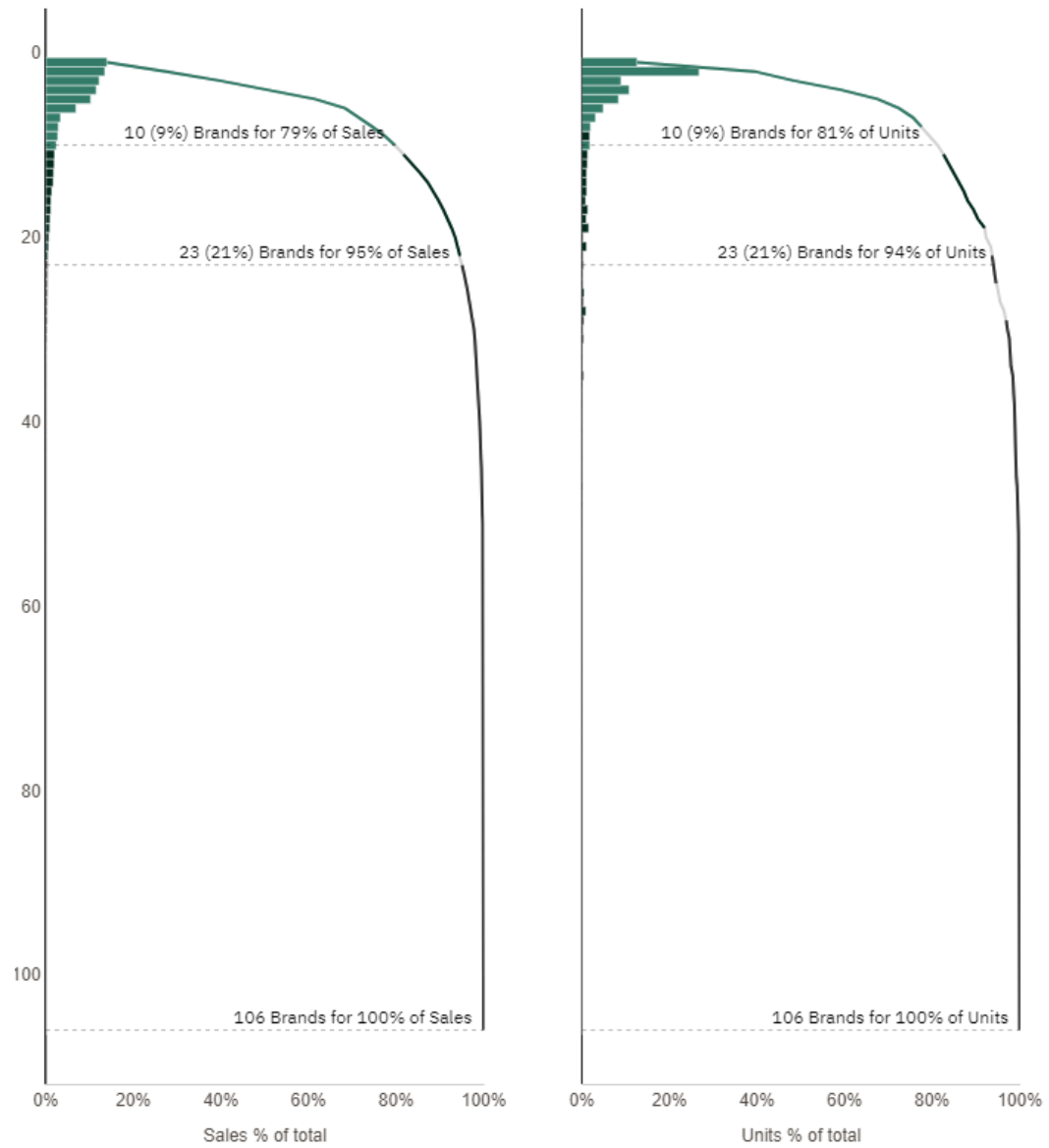


Hair Color
 Unit Price Change, Units Growth Rate in USD aggregated by Company
 ~Oct-2017

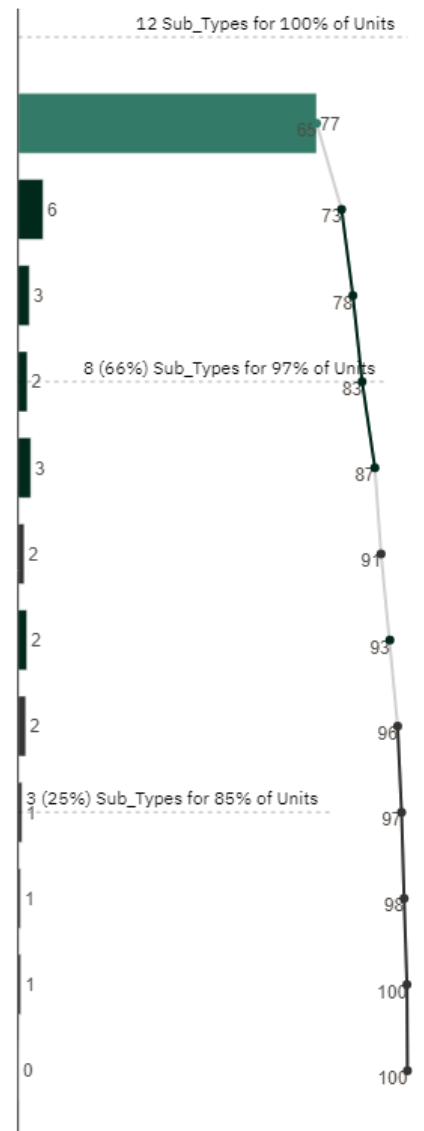
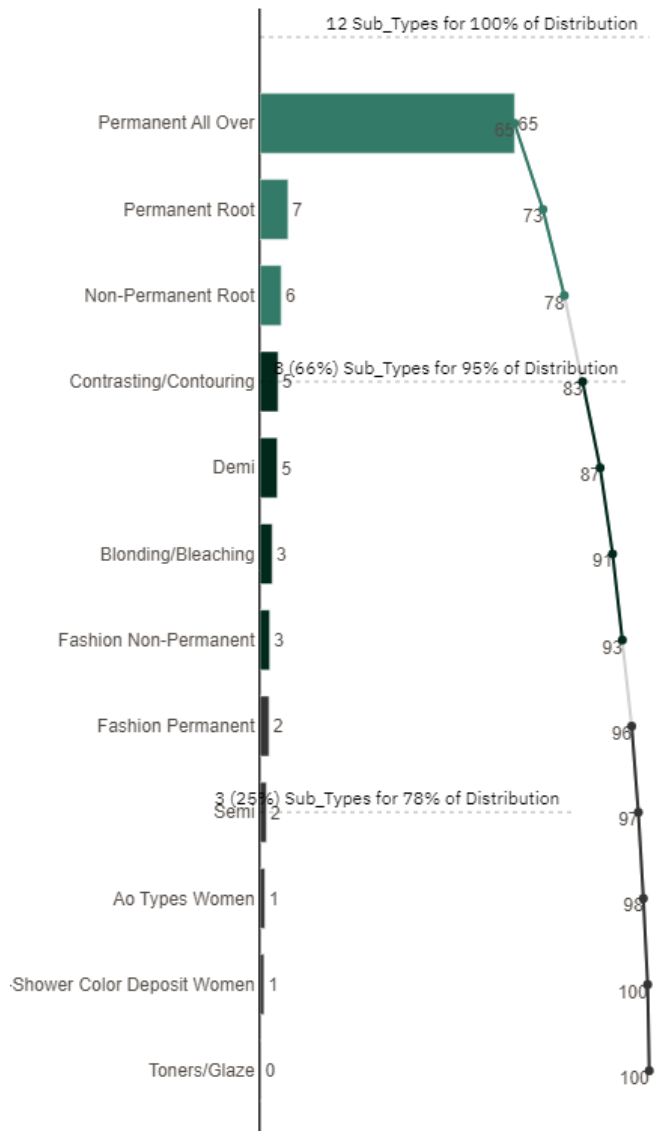




Hair Color
ABC by sorted Brand Sales in USD
~Oct-2017

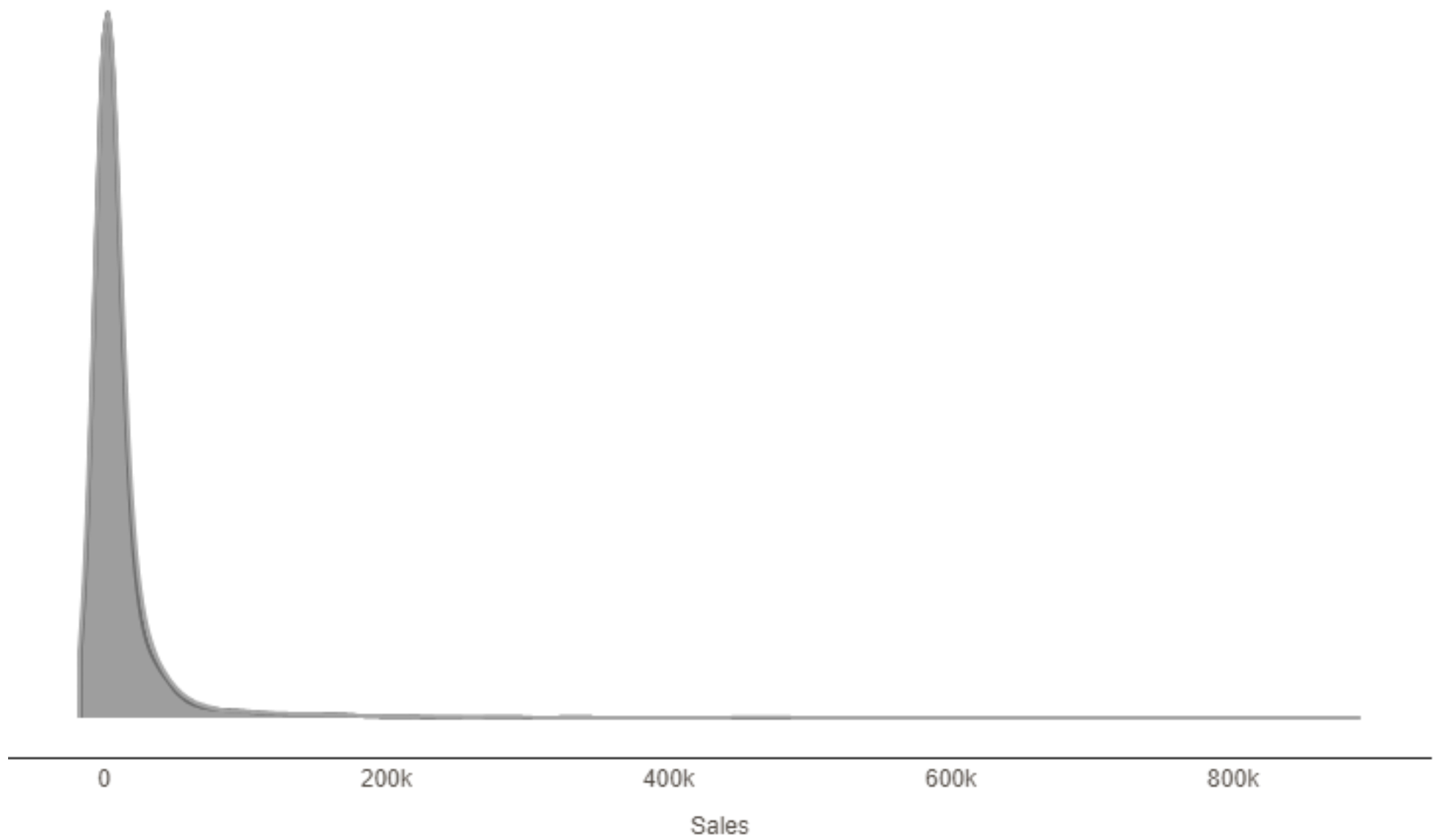


Hair Color
ABC by sorted Sub_Type Distribution
~Oct-2017



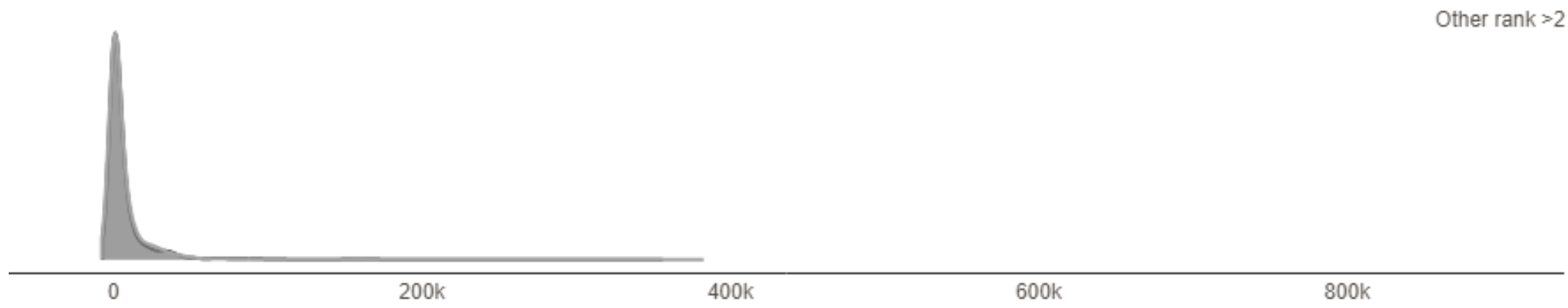
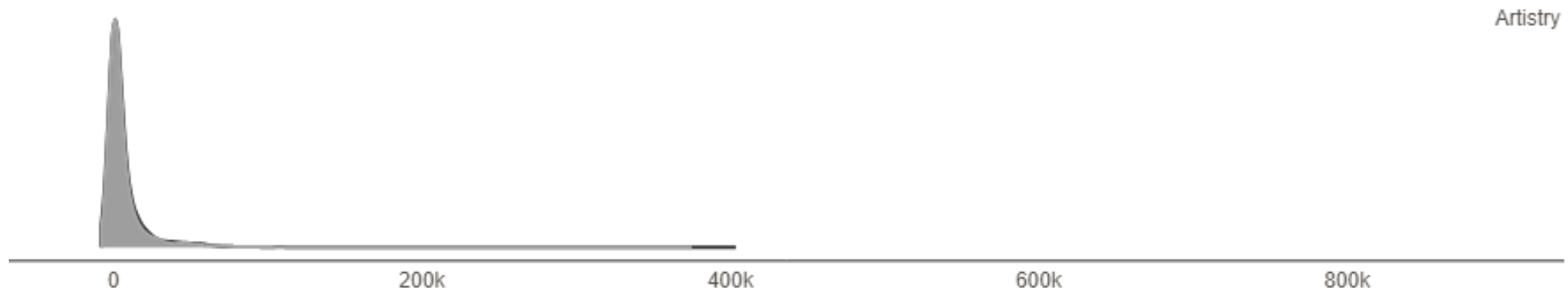
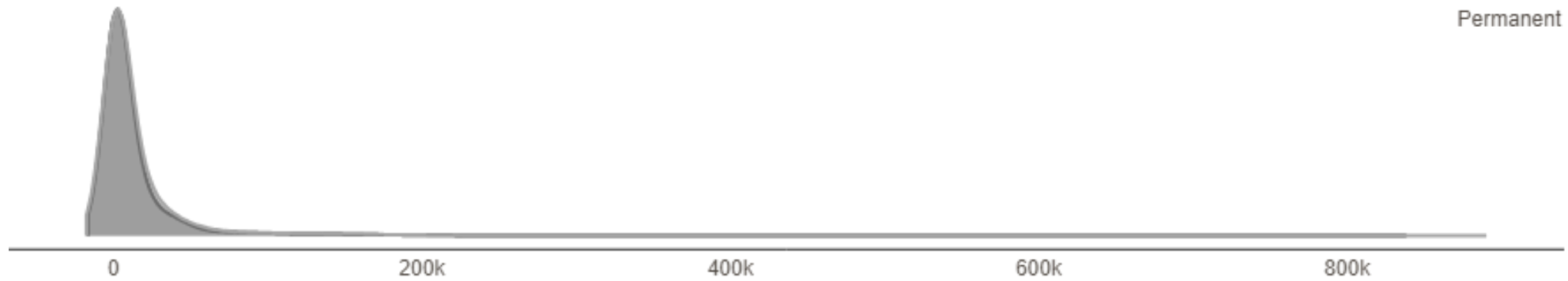
Hair Color
Sales in USD, by observation
~Oct-2016 vs ~Oct-2017

■ ~Y
■ ~Yn-1



Hair Color
Sales in USD, by observation by Type
~Oct-2016 vs ~Oct-2017

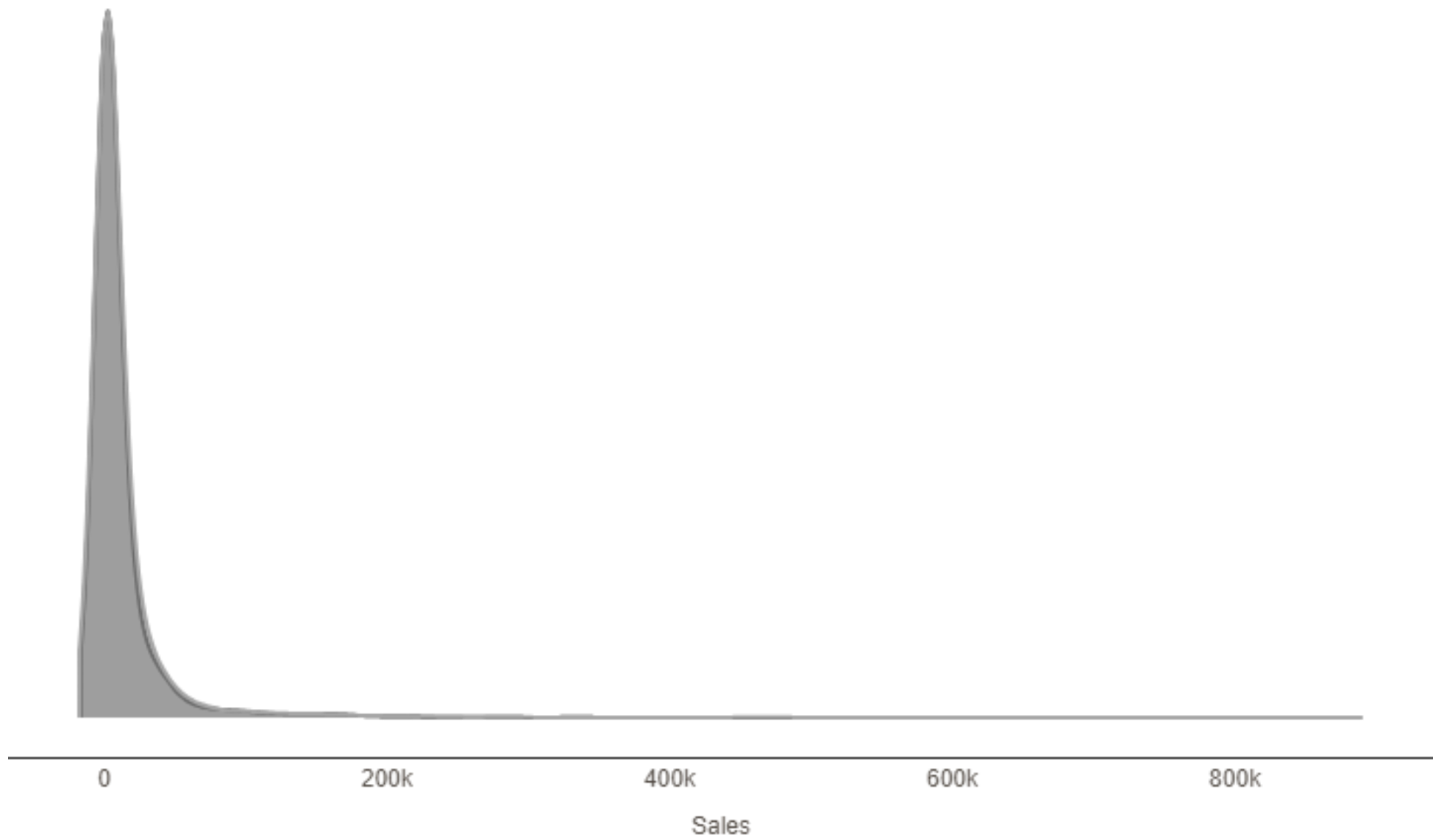
Permanent
~Y
~Yn-1



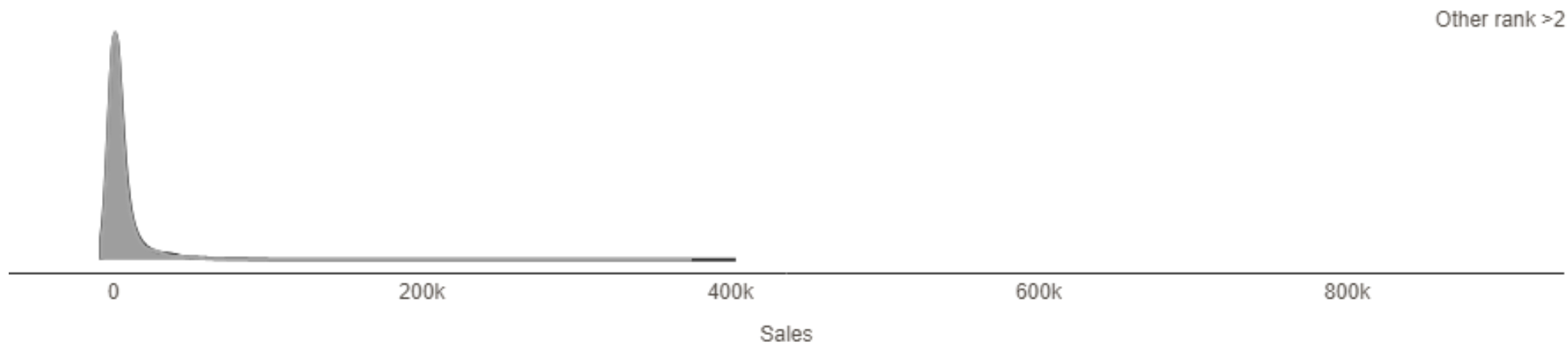
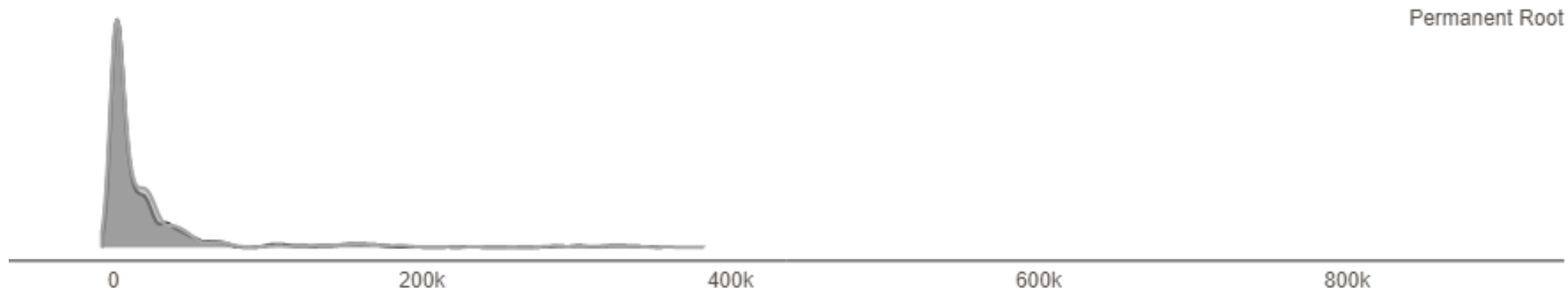
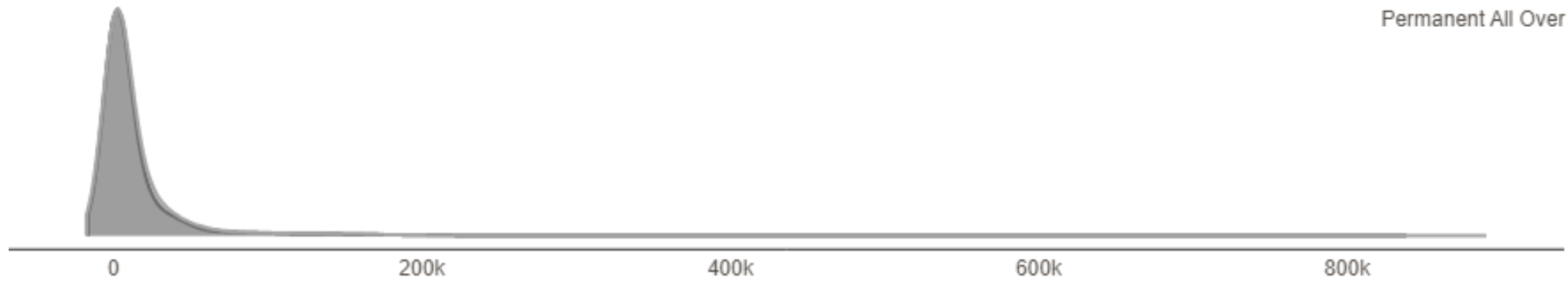
Sales

Hair Color
Sales in USD, by observation
~Oct-2016 vs ~Oct-2017

■ ~Y
■ ~Yn-1



Hair Color
Sales in USD, by observation by Sub_Type
~Oct-2016 vs ~Oct-2017



~Y
~Yn-1