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Hair apparent: the Australians choosing a professional cut and colour or a home bathroom dye job

Almost 1 in 3 Australians went to the hairdresser in the last four weeks and just over 1 in 5 coloured their hair at home in the last six months, new consumer data from Roy Morgan Research shows.

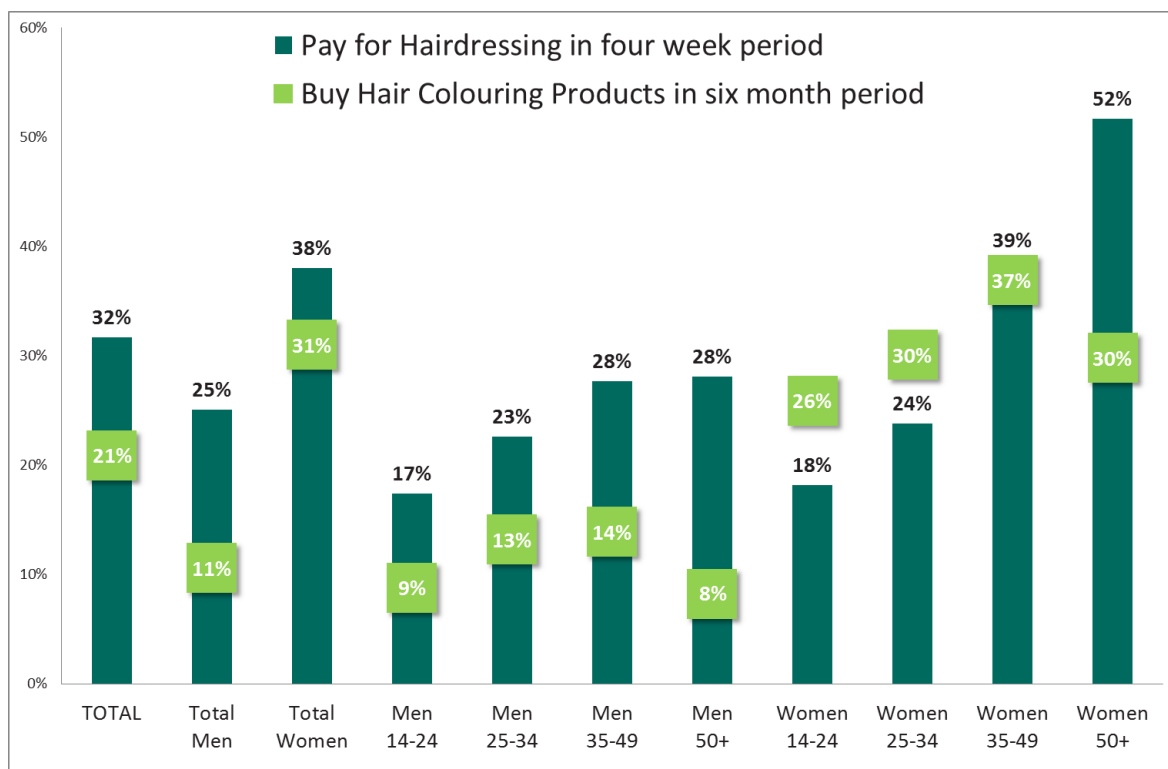
In the year to June 2015, 6.2 million Australians 14+ (32%) paid for hairdressing in an average four-week period and 4.1 million (21%) bought home hair colouring products in an average six months.

Overall, 25% of men 38% of women got a professional haircut, styling or colouring recently, while 11% and 31% did a dye job at home at least once in the last six months.

Today's younger Aussie men 14-34 are (almost) as likely to have been to the hairdresser as younger women, but men aged 35 and over are much less likely to get regular professional haircuts than women their age. However women of all ages are around 2-3 times more likely than equivalent men to buy at-home hair dye.

Older women are the most regularly and professionally coiffured, with over half paying for hairdressing in an average four-week period (52%). Women aged 35-49 are the most likely to dye their hair at home (37%).

% of Australians who:



Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 n = 15,867 Australians 14+.

The only people more likely to buy hair colour than pay a hairdresser are younger women: 26% of women 14-24 bought hair colouring in the last six months but only 18% went to the hairdresser in the last four weeks; among those 25-34, 30% bought hair dye and 24% got a haircut.

Among the 4.1 million self-administering colourists, L'Oréal is the number one brand, purchased by 26% of women dyeing their own hair and 16% of men. However there are differences in the rest of the top five brands preferred by each sex: among women, Clairol has 21% market share, ahead of Garnier (13%), Schwarzkopf/Napro (11%) and Decoré (2%); among men, it's Schwarzkopf/Napro (11%), Clairol (10%), Garnier (8%) and in fifth place (despite the targeting) Just For Men (6%).

Top Five Hair Colour Brands

MEN		WOMEN
L'Oréal (16%)	1	L'Oréal (26%)
Schwarzkopf/Napro (11%)	2	Clairol (21%)
Clairol (10%)	3	Garnier (13%)
Garnier (8%)	4	Schwarzkopf/Napro (11%)
Just For Men (6%)	5	Decoré (2%)

Source: Roy Morgan Single Source (Australia), July 2014 – June 2015 n = 2,517 Australians 14+ who bought home hair colouring products in the last six months.

Andrew Price, General Manager – Consumer Products, Roy Morgan Research, says:

“Over a million Aussie men buy home hair colouring in an average six months, peaking at almost 1 in 7 of those aged 25-49. Overall, men comprise a quarter of the home hair colouring market.

“It’s notable that the rate of hair colour purchasing falls among women aged 50 and over, yet this group is the most likely to go to a hairdresser. This could be due to a number of things: perhaps some older women are hesitant to continue using store-bought dyes on finer hair or find that these products don’t work as effectively on greys. In some cases, it could be a matter of available time, with older (and perhaps empty nesting and retired) women more available to sit at the hairdresser for an hour or two. Others, of course, may have simply abandoned the idea of hair colour altogether.

“This older demographic, men and women, is less likely to buy hair colouring products—and as this segment of the population grows, the overall market for hair dye is shrinking. In 2011, almost 4.5 million Australians 14+ (24%) were buying hair dye in an average six month period. Now it’s 21%, or only just over four million customers.

“In this crowded and shrinking market, hair colouring brands need to have a firm understanding of all their current and potential customers, whether men or women, old or young, as well as detailed knowledge of their attitudes and lifestyles.”

For comments or more information about Roy Morgan Research’s consumer goods data, please contact:

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Related research findings

Download our profiles of Australians who buy different brands of [Home Hair Colouring Products](#) or those who’ve paid for [Hairdressing Services](#). Compiled with data from Roy Morgan’s Single Source survey (the largest of its kind in the world, with 50,000 respondents pa), these ready-made profiles provide a broad understanding of the target audience, in terms of demographics, attitudes, activities and media usage in Australia.

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About Roy Morgan Research

Roy Morgan Research is the largest independent Australian research company, with offices in each state of Australia, as well as in Indonesia, the United States and the United Kingdom. A full service research organisation specialising in omnibus and syndicated data, Roy Morgan Research has over 70 years' experience in collecting objective, independent information on consumers.

Margin of Error

The margin of error to be allowed for in any estimate depends mainly on the number of interviews on which it is based. Margin of error gives indications of the likely range within which estimates would be 95% likely to fall, expressed as the number of percentage points above or below the actual estimate. Allowance for design effects (such as stratification and weighting) should be made as appropriate.

Sample Size	Percentage Estimate			
	40%-60%	25% or 75%	10% or 90%	5% or 95%
5,000	±1.4	±1.2	±0.8	±0.6
7,500	±1.1	±1.0	±0.7	±0.5
10,000	±1.0	±0.9	±0.6	±0.4
20,000	±0.7	±0.6	±0.4	±0.3
50,000	±0.4	±0.4	±0.3	±0.2