

Global Hairdryer Market Research Report 2019-2023

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Abstracts

According to the statistics, the global hairdryer market was estimated to 739.2 million units, was valued at USD 12.85 billion in 2015, and is expected to reach USD 16.0 billion by 2019, growing at a CAGR of 7.85% from 2016 to 2019.

A hairdryer is an electromechanical device designed to blow normal or hot air over damp hair to accelerate the evaporation of water particles and dry the hair. Hairdryers allow better control over the shape and style of hair, by accelerating and controlling the formation of temporary hydrogen bonds inside each strand. These hydrogen bonds are powerful (allowing for stronger hair shaping than the sulfur bonds formed by permanent waving products) but are temporary and extremely vulnerable to humidity. They disappear with a single washing of the hair.

At present, the hairdryer on the market mainly includes two categories: Hand held hair dryer, Support/ Wall type hair dryer. And hand held hair dryer holds most market share, accounted for more than 70% of the global market in 2015. Based on the applications, home has become the main market for hairdryer.

In terms of regions, the Asia Pacific is a major producer and consumer region of hairdryer, followed by Europe. North America is the most important import area of hairdryer, according to estimate, the amount of imports reached 76.9 million units in 2015.

Hairdryer Report by Material, Application, and Geography – Global Forecast to 2023 is a professional and comprehensive research report on the world's major regional market conditions, focusing on the main regions (North America, Europe and Asia-Pacific) and the main countries (United States, Germany, United Kingdom, Japan, South Korea and China).

The report firstly introduced the Hairdryer basics: definitions, classifications, applications and market overview; product specifications; manufacturing processes; cost structures, raw materials and so on. Then it analyzed the world's main region market conditions, including the product price, profit, capacity, production, supply, demand and market growth rate and forecast etc. In the end, the report introduced new project SWOT analysis, investment feasibility analysis, and investment return analysis.

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