

Electric Hair Brush Market by Gender (Female, and Male), End User (Household and Commercial), and Distribution Channel (Online and Offline): Global Opportunity Analysis and Industry Forecast, 2019–2026

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Abstracts

The electric hair brush is used to straighten hair, apart from combing. There are two types of hair brushes available in the market, namely, paddle and flat brushes with bristles built in a ceramic or tourmaline plate. Heat is generated by these plates, which releases negative ions to make hair shiny and smooth. Moreover, it straightens the hair while combing. The electric hair brush is a hair styling product that has endured a high level of demand from its target customers. These brushes are typically used by consumers who have curly or wavy hair. The adoption of electric hair brush has been witnessed to be considerably high in the developed countries such as the U.S., Canada, and Germany, while emerging countries such as China, Brazil, and India are also catching up with the trend.

Electric hair brushes have gained traction in the emerging markets such as the U.S., Canada, and Germany. This is attributed to rise in concerns over maintaining the quality of hair and at the same time desire for proper hair styling. Furthermore, rise in number of beauty-conscious consumers is the key factor that drives the growth of the global electric hair brush market. Moreover, rise in innovative product offerings facilitated by manufacturers has resulted in customers having a holistic approach when it comes to buying hair styling products for their daily routine. However, side effects of hair straightening, such as dryness, split ends, and risk of permanent hair loss restrain the market growth. In addition, there are many competitive products available at lower cost in the market manufactured by local and non-registered manufacturers, which limit the market growth. On the contrary, rise number of male consumers for beard straightening

and premiumization trend are anticipated to provide remunerative opportunities for the electric hair brush market growth.

The global electric hair brush market is segmented into gender, end use, distribution channel, and region. On the basis of gender, it is segregated into female and male. By end use, it is segmented into household and commercial. By distribution channel, it is fragmented into online and offline. Region wise, it is studied across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the report include L'Oréal S.A., Panasonic, Philips, Revlon, Inc., PRITECH, Conair Corporation, Drybar, LLC., Shenzhen Mesky Technology Co., Ltd., Spectrum Brands, Inc., and Procter & Gamble.

The other players operating in the global electric hair brush market are APALUS Inc., DAFNI, Abox, Coolkesi Ltd, Corioliss, GLAMFIELDS, JINRI, amika, AsaVea, MiroPure, Rozia, Wazdorf, Forcado, FabDiamond, LOOPan, Piesome, Un-Tech, EAYIRA, SNEPCOM, Glive, FidgetGear, FINIVIVA, Everbuy, Kemei, Generic, HEMIZA, Leoie, MLD and VEGA.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current electric hair brush market trends, estimations, and dynamics of the market size from 2019 to 2026 to identify the prevailing opportunities.

Porter's five forces analysis highlights the potency of the buyers and suppliers to enable stakeholders to make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis and the electric hair brush market size and segmentation assists to determine the prevailing opportunities.

The major countries in each region are mapped according to their revenue contribution to the global electric hair brush market.

The market player positioning facilitates benchmarking and provides a clear understanding of the present position of the players in the industry.

KEY MARKET SEGMENTATION

By Gender

Female

Male

End Use

Household

Commercial

By Distribution Channel

Offline

Online

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

China

Japan

Australia

India

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

South Africa

Saudi Arabia

Rest of LAMEA

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