

Hair Accessories Market By Product Type (Hair Bands, Scrunchies and Elastics, Claw Clips and Jaw Clips, Snap Clips, Bob Pins and Hair Pins, Hair Combs and Sticks, Tiaras and Decorative Hairpieces, Heatless Curling Tools and Styling Accessories, Others), By End User (Women, Men, Kids), By Price Range (Economy, Medium, Premium), By Distribution Channel (Hypermarkets and Supermarkets, Specialty Stores, Online Retail, Others): Global Opportunity Analysis and Industry Forecast, 2025-2034

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Abstracts

The hair accessories market was valued at \$24,755.56 million in 2024 and is estimated to reach \$57,069.48 million by 2034, exhibiting a CAGR of 8.7% from 2025 to 2034.

Hair accessories, ranging from functional items such as clips, bands, and ties to decorative products such as headbands, barrettes, and scrunchies, serve both aesthetic and practical purposes. This market has witnessed strong growth due to shifting fashion trends, increasing grooming awareness, and the influence of pop culture, social media, and celebrity styling. With products designed for all hair types and textures, the market spans both everyday use and special occasions. The hair accessories market is a vibrant segment within the beauty and fashion industry, catering to a wide range of consumer demographics including children, teens, and adults.

Factors such as rise in emphasis on personal grooming and self-expression, particularly among younger consumers and fashion-conscious individuals, drives the growth of the

market. Social media platforms such as Instagram, TikTok, and Pinterest have accelerated trend cycles and boosted the visibility of niche and designer hair accessories. In addition, the growing participation of women in the workforce and increased disposable incomes have contributed to higher spending on appearance-related products. The availability of hair accessories across diverse retail formats, from beauty supply stores and fast fashion retailers to online marketplaces, has also enhanced market accessibility and variety.

However, high fragmentation and intense competition from both branded and unbranded players restrain the expansion of the market. Price sensitivity in certain regions limits the growth of premium offerings. Fast-changing fashion trends result in short product lifecycles, increasing the pressure on brands to constantly innovate. Moreover, environmental concerns surrounding plastic-based accessories have prompted scrutiny from eco-conscious consumers, raising demand for sustainable alternatives.

On the other hand, factors such as customization of accessories, use of sustainable materials, and tech-integration offer significant opportunities for industry growth. Eco-friendly and biodegradable accessories made from bamboo, fabric, or recycled plastics are gaining traction among ethically driven consumers. Product personalization, such as monogrammed clips or color-matching tools, appeals to a growing desire for individuality. Furthermore, collaborations between fashion designers and accessory brands are expanding premium and luxury segments. E-commerce and social commerce platforms offer strong growth potential through influencer marketing and targeted campaigns. For instance, in 2024, GIMME Beauty expanded its retail presence by introducing new products at select target stores (detangling brushes, claw clips, hairbands) in the U.S., targeting broader market accessibility via major retail chain.

Segment Review

The hair accessories market is segmented into product type, end user, price range, distribution channel, and region. On the basis of product type, it is divided into hair bands, scrunchies and elastics, claw clips and jaw clips, snap clips, bob pins and hair pins, hair combs and sticks, tiaras and decorative hairpieces, heatless curling tools and styling accessories, and others. On the basis of end user, the market is segregated into women, men, and kids. On the basis of price range, it is categorized into economy, medium, and premium. On the basis of distribution channel, the market is classified into hypermarkets and supermarkets, specialty stores, online retail, and others. Region-wise, the market is studied across North America, Europe, Asia-Pacific, and LAMEA.

Key Findings

On the basis of product type, the others segment accounted for the largest share in terms of revenue in 2024 and is expected to register the highest CAGR during the forecast period.

On the basis of end user, the women segment accounted for the largest share in terms of revenue in 2024 and is expected to register the highest CAGR during the forecast period.

On the basis of price range, the economy segment accounted for the largest share in terms of revenue in 2024.

On the basis of distribution channel, the retail segment dominated the market in 2024.

Region-wise, Asia-Pacific dominated the market share in 2024 and is expected to register the highest CAGR during the forecast period.

Competition Analysis

The major companies profiled in the report include GIMME Beauty, ACON Investments, L.L.C (Goody), Conair LLC, Kitsch, The Finest Accessories, Inc. (L. Erickson), New Flag GmbH (Invisibobble GmbH), Jennifer Behr LLC, Annie International Inc., and Firelight Capital Partners (Fromm International/The Hair Edit). The key players operating in the market have adopted strategies such as acquisition and partnership to strengthen their market presence and cater to evolving consumer demands.

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Historic market data

SWOT Analysis

Key Market Segments By Price Range

Economy

Medium

Premium

By Distribution Channel

Hypermarkets and Supermarkets

Specialty Stores

Online Retail

Others

By Product Type

Hair Bands

Scrunchies and Elastics

Claw Clips and Jaw Clips

Snap Clips

Bob Pins and Hair Pins

Hair Combs and Sticks

Tiaras and Decorative Hairpieces

Heatless Curling Tools and Styling Accessories

Others

By End User

Women

Men

Kids

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

South Korea

Australia

Rest of Asia-Pacific

LAMEA

Brazil

South Africa,

Saudi Arabia

UAE

Argentina

Rest of LAMEA

Key Market Players

Conair LLC

Kitsch, LLC

Silke London

Gimme Beauty

JENNIFER BEHR LLC

ACON Investments, L.L.C

Firelight Capital Partners

New Flag GmbH

Annie International Inc.

The Finest Accessories, Inc.

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