

Hair scissors Market by Product Type (Hair Cutting Scissors, Hair Texturing Scissors, and Hair Thinning Scissors), End User (Commercial Sector and Residential Sector), and Sales Channel (Offline Channel and Online Channel): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

The global hair scissors market was valued at \$93.0 million in 2019, and is projected to reach \$106.6 million by 2027, registering a CAGR of 5.4% from 2021 to 2027.

Hair scissor is a hair dressing product that is used to trim and give different styles to hair to enhance the appearance and get the desired look. The different types of hair scissors include hair cutting scissors, hair thinning scissor, and hair thinning scissor. Moreover, these products are easily available through distribution channels, including online stores, supermarkets/hypermarkets, specialty stores, and salons. Continuous expansion of online stores and offline stores acts as a key driving force of the global hair scissors market.

Surge in influence of strong celebrities among customers contributes toward the market growth. Moreover, rise in number of appearance-conscious consumer propels the growth of the market. However, the availability of counterfeit hair scissors is expected to restrict the growth of the hair scissors market during the forecast period. In addition, easy availability of hair scissors substitutes, such as hair trimmers, in the market at competitive price is anticipated to hamper the growth of the market during the forecast period. Conversely, rapid growth of the online channel is anticipated to offer lucrative opportunity for the growth of the hair scissors market during the forecast period.

Owing to the outbreak of coronavirus pandemic, the growth of hair scissors market has declined sharply, as most of the barbershops or salons are closed due to lockdown. Along with this, lack of labor and raw material availability has affected the production plants of hair scissors, thereby hampering the production and supply of hair scissors.

The global hair scissors market is segmented into product type, end user, sales channel, and region. By product type, the market is classified into hair-cutting scissors, hair thinning scissors and hair texturing scissors. On the basis of end user, it is divided into commercial sector and residential sector. Depending on sales channel, it is segregated into offline channel and online channel. Region wise, the market is analyzed across North America, Europe, Asia-Pacific, and LAMEA.

The key players profiled in the report include Hair Tools limited, Excellent Shears, Kamisori Inc., Tokosha Co., Ltd., Matteck Matsuzaki Co. Ltd., Hikari Corporation, Saki Shears, Dragonfly Shears, Mizutani Scissors MFG. Co., Ltd., and United Salon Technologies GmbH.

Key Benefits for Stakeholders

This report provides a quantitative analysis of the current trends, estimations, and dynamics of the hair scissors market from 2019 to 2027 to identify the prevailing market opportunities.

The key countries in all the major regions are mapped based on their market share.

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

In-depth analysis of the market segmentation assists to determine the prevailing hair scissors market opportunities.

Major countries in each region are mapped according to their revenue contribution to the

global industry.

Market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of market players.

The report includes the analysis of the regional as well as global market, key players, market segments, end users, and growth strategies.

KEY MARKET SEGMENTATION

KEY MARKET SEGMENTS

By Product Type

Hair Cutting Scissors

Hair Texturing Scissors

Hair Thinning Scissors

By End User

Commercial Sector

Residential Sector

By Distribution Channel

Offline Channel

Online Channel

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Russia

Rest of Europe

Asia-Pacific

China

Japan

India

Australia & New Zealand

ASEAN

South Korea

Rest of Asia-Pacific

LAMEA

Brazil

Saudi Arabia

South Africa

Turkey

Rest of LAMEA

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