

# **Hair Straightener Market by Plate Type (Ceramic, titanium, tourmaline and others), by end use (household and commercial) and Distribution Channel (online and offline): Global Opportunity Analysis and Industry Forecast, 2019-2026**

<https://marketpublishers.com/r/H532E828C114EN.html>

Date: December 2019

Pages: 245

Price: US\$ 5,500.00 (Single User License)

ID: H532E828C114EN

## **Abstracts**

The Hair Straightener market size was valued at \$591.2 million in 2018 and is expected to reach \$861.1 million by 2026, registering a CAGR of 4.9% from 2018 to 2025.

The global Hair Straightener market is segmented on the basis of plate type, end use, distribution channel and region. Based on plate type, the market is classified into ceramics, titanium, tourmaline and others. By end use, the market is segmented into household and commercial. By distribution channel the market is divided into online and offline.

According to the U.S. Census Bureau, millennials are on the verge of surpassing baby boomers in the country. Similarly, in Asia-Pacific, millennials account for a larger population, especially in countries such as China, India, and Australia as compared to other population groups. Millennials, population aged between 20 and 35 years, are beauty conscious, active, and broad minded. They have been influential in evolving various global industries in terms of product offerings and services. They always tend to experiment with looks and hairstyles. Long and straight has always been one of their ideal requirement among the millennials. Hence millennials' desirability would provide opportunity for hair straightener segment to grow significantly during the forecast period.

With the rise in demand for hair mask products, manufacturers are now strategizing on innovation factor in the view of extending its product offerings that eventually caters to customers' requirements. For instance, Remington, one of the key players in global hair

straightener market, have come up with the new line of hair straighteners that heats up in 15 seconds.

Key players profiled in the report include Koninklijke Philips N.V., Panasonic, Spectrum Brands, Inc., Conair Group Ltd., Cortex USA Inc., Bio Ionic, Helen of Troy limited, IZUTECH, Turbo Ion, Inc., Carmen and other such.

## KEY BENEFITS FOR STAKEHOLDERS

The report provides an extensive analysis of the current and emerging market trends and opportunities in the global Hair Mask market.

The report provides detailed qualitative and quantitative analysis of current trends and future estimations that help evaluate the prevailing market opportunities.

A comprehensive analysis of the factors that drive and restrict the growth of the market is provided.

An extensive analysis of the market is conducted by following key product positioning and monitoring the top competitors within the market framework.

The report provides extensive qualitative insights on the potential segments or regions exhibiting favorable growth.

## KEY MARKET SEGMENTS

### By Plate Type

Ceramic

Titanium

Tourmaline

Others

## By End User

Household

Commercial

## By Distribution channel

Online

Offline

## By Region

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Russia

Rest of Europe

## Asia-Pacific

China

India

Japan

Australia and New Zealand

Rest of Asia-Pacific

## LAMEA

Latin America

Middle East

Africa

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