

Global Curling Irons Market Size study & Forecast, by Product (Curling Tongs, Curling Wands, Others), by Application (Residential, Commercial), by Distribution Channel (Hypermarket/Supermarket, Convenience Stores, Online) and Regional Analysis, 2023-2030

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Abstracts

Global Curling Irons Market is valued at approximately USD 4.03 billion in 2022 and is anticipated to grow with a healthy growth rate of more than 5.8% over the forecast period 2023-2030. Curling irons are hairstyling tools used to create curls or waves in the hair. They typically consist of a heated metal or ceramic barrel that is clamped onto sections of the hair to produce the desired curl. Curling irons come in various sizes, from small barrels for tight curls to larger barrels for loose waves. The Curling Irons market is expanding because of factors such as the increasing influence of fashion vloggers and influencers and the rising number of hair and beauty salons. Its importance has progressively increased during the forecast period 2023-2030.

Fashion vloggers often set trends and popularize specific beauty looks, including different hairstyles. If a popular fashion vlogger starts showcasing various curling iron techniques to achieve specific curls or waves, it could lead to an increased interest in curling irons and drive demand for particular styles. According to Statista, in 2023, Sandra Cires Art had the most subscribers on the video network, with over 16 million subscribers on her channel followed by Jeffree Star, a beauty and makeup designer, with nearly 16 million subscribers. Furthermore, in 2023, the global influencer marketing market was estimated at a record USD 21.1 billion. Another important factor that drives the Curling Irons market is the increasing number of hair and beauty salons. Curling irons offer versatility in creating different types of curls, waves, or textures in the hair. Hairstylists can use different barrel sizes to achieve various looks based on their client's preferences, such as tight curls, loose waves, or natural-looking beach waves. In

addition, as per Statista, in 2021, total consumer spending on hairdressing salons and personal grooming establishments in the United Kingdom was around USD 7.58 billion, an increase of about one billion from the previous year. Moreover, the rise in focus on personal appearance and rising technological advancement of hair care products are anticipated to create lucrative growth opportunities for the market over the forecast period. However, the high cost of Curling Irons and the rising demand for hair extensions stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global Curling Irons Market study includes Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. North America dominated the market in 2022 owing to the increasing presence of a high number of hair stylists in the region. Furthermore, Asia Pacific is expected to grow significantly during the forecast period, owing to factors such as increasing adoption of western and popular hairstyling trends in developing countries such as India, China, and Bangladesh in the region.

Major market player included in this report are:

Koninklijke Philips N.V

Conair Corporation

Helen of Troy Limited

Spectrum Brands Holdings, Inc.

Lunata Beauty Inc.

Dyson Ltd

Revlon, Inc.

Andis Company

Vega Industries Private Limited.

Winston Electronics Pvt Ltd

Recent Developments in the Market:

Global Curling Irons Market Size study & Forecast, by Product (Curling Tongs, Curling Wands, Others), by Appli...

January 2023, Aldi launch new USD 24.85 hair curler that looks exactly like Beauty Works USD 91.55 version. The affordable hair tool features a large 32mm barrel and has heat settings ranging from 100°C to 200°C.

Global Curling Irons Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, Application, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product

Curling Tongs

Curling Wands

Others

By Application

Residential

Commercial

By Distribution Channel

Hypermarket/Supermarket

Convenience Stores

Online

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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