

# **Global DIY Haircut Kits Market Size study, by Product Type (Clipper & Trimmer Kit, Scissors Set) by Price range (High/Premium, Mid-Range/ Economy) by Sales Channel (Modern Trade, Departmental Stores, Specialty Stores, Franchise Outlet, Online Stores, Other) by end use industries (Salon/Professional, Personal/Home-Care) and Regional Forecasts 2022-2028**

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## **Abstracts**

Global DIY Haircut Kits Market is valued approximately USD XX billion in 2021 and is anticipated to grow with a healthy growth rate of more than XX % over the forecast period 2022-2028. DIY scissors are good for professionals that require specific skill to cut hair, while do it yourself (DIY) clipper & trimmer kit requires less effort, and are easy to use, consumes less time in haircut. Changing lifestyle pattern of consumers around the globe and rising technological advancements & new product launches by key market players are key drivers for the growth of DIY Haircut Kits market. For instance, in April 2020 Royal Philips, a Dutch multinational conglomerate corporation, launched new Hair Clipper 3000 series under male grooming category. Designed with advanced Dual Cut and Trim & Flow Technology. Also, in august 2021 MOSER, a part of the Wahl Clipper Corporation (USA) has launched a hair clipper called Kuno. Kuno features innovative BLENDING BLADE, this blade offers special, wavelike cutting teeth and short cutting length. Also, with growing e-commerce industry in emerging economies and rising disposable income, the adoption & demand for DIY Haircut Kits is likely to increase the market growth during the forecast period. However, supply chain disruptions due to pandemic restrictions and slow penetration rate in developing economies are some of the factors that can impede the growth of the market over the

forecast period of 2022-2028.

The key regions considered for the global DIY Haircut Kits Market study includes Asia Pacific, North America, Europe, Latin America, and Rest of the World. North America is the leading region across the world in terms of market share owing to presence of leading market players and growing DIY trend in the region. Whereas, Asia-Pacific is anticipated to exhibit highest growth rate over the forecast period 2022-2028. Factors such as rapid increase in the disposable income and increasing penetration of e-commerce in the region would create lucrative growth prospects for the DIY Haircut Kits Market across Asia-Pacific region.

Major market player included in this report are:

Koninklijke Philips N.V.,  
Wahl Clipper Corporation,  
Spectrum Brands, Inc.,  
PROCTER & GAMBLE,  
Panasonic India,  
Conair Corporation,  
Andis Company,  
VEGA,  
Sunbeam Products, Inc.,  
Havells India Ltd.

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 eight years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within each of the regions and countries involved in the study. Furthermore, the report also caters the detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, the report shall also incorporate available 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 Type:

Clipper & Trimmer Kit  
Scissors Set

By Price Range:

High/Premium  
Mid-Range/ Economy

By Sales Channel:

Modern Trade

Departmental Stores

Specialty Stores

Franchise Outlet

Online Stores

Other

By End Use Industries:

Salon/Professional

Personal/Homecare

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

Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019, 2020

Base year – 2021

Forecast period – 2022 to 2028

Target Audience of the Global DIY Haircut Kits Market in Market Study:

*Global DIY Haircut Kits Market Size study, by Product Type (Clipper & Trimmer Kit, Scissors Set) by Price rang...*

Key Consulting Companies & Advisors  
Large, medium-sized, and small enterprises  
Venture capitalists  
Value-Added Resellers (VARs)  
Third-party knowledge providers  
Investment bankers  
Investors

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