

# **Global Electric Hair Brush Market Size study, by Application (Professional and Personal), by Distribution Channel (Offline and Online), and Regional Forecasts 2021-2027**

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## **Abstracts**

Global Electric Hair Brush Market is valued approximately at USD XX Million in 2020 and is anticipated to grow with a healthy growth rate of more than XX% over the forecast period 2021-2027. Growing trend of maintaining shiny and straightened hair among millennials is fueling demand for electric hairbrush. Growing number of beauty conscious consumers, innovative product offering and growing number of fashion campaigns on social media platforms are injecting growth in the market. In February 2019, Lidl launched a purse-friendly version of their electric hairbrush. The product features a ceramic heat pad adjustable from 120 to 210 degrees. Furthermore, growing sales of fashion products on e-commerce and technological advancements in the product are expected to increase the demand for electric hair brush in the coming years. Such as, according to Statista, fashion e-commerce sales in Spain reached USD 4379 million in 2019 from USD 3508 million in 2018. However, risk of permanent hair loss and substitutes available at low prices are expected to hamper market growth during forecast period.

Europe is the dominating region in terms of revenue among Asia Pacific, North America, Europe, Latin America, and Rest of the World, due to high concentration of salon stores in the region which are fueling demand for hair care products such as electric hair brush. Whereas, Asia Pacific is expected to grow with the highest growth rate during forecast period, owing to rising urbanization and expansion of middle-income groups. Major market player included in this report are:

Dafni

Drybar, LLC  
Koninklijke Philips N.V.  
L'Oreal SA  
Panasonic Corporation  
Procter & Gamble  
Revlon, Inc.  
Shenzhen Mesky Technology Co.,Ltd  
Spectrum Brands Holdings, Inc.  
The Conair Group 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 Application:

Professional

Personal

By Distribution Channel:

Offline

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  
Rest of the World

Furthermore, years considered for the study are as follows:

Historical year – 2018, 2019  
Base year – 2020  
Forecast period – 2021 to 2027.

Target Audience of the Global Electric Hair Brush Market in Market Study:

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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