

# Global Hair Tie Market Research Report 2024(Status and Outlook)

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## Abstracts

### Report Overview

Hair ties, also known as hair elastics or hair bands, are essential accessories used to tie up hair for practical or aesthetic purposes. They are typically made of elastic material and come in various sizes, colors, and designs to suit different hair types and styles. The market for hair ties is a significant segment within the broader hair accessories industry, catering to a diverse consumer base ranging from individuals seeking functional hair management solutions to fashion-conscious individuals looking to accessorize their hairstyles.

As of 2023, the global market size for hair ties is estimated at approximately \$780 million. This figure reflects the steady demand for hair ties across various demographics and regions. Looking ahead, the market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.8% from 2024 to 2032. This growth can be attributed to several key factors that are expected to drive market expansion in the coming years.

One of the primary growth drivers for the hair tie market is the increasing focus on hair care and styling routines among consumers. As individuals become more conscious of grooming and personal appearance, the demand for hair accessories like hair ties is expected to rise. Additionally, the growing influence of social media platforms and fashion trends plays a significant role in shaping consumer preferences, leading to a higher adoption of hair ties as fashion accessories.

Another factor fueling market growth is the expanding range of hair tie options available in the market. Manufacturers are introducing innovative designs, materials, and functionalities to cater to diverse consumer needs. For instance, the emergence of eco-

friendly and biodegradable hair ties appeals to environmentally conscious consumers, driving sales in this segment. Furthermore, collaborations between hair accessory brands and fashion influencers contribute to the popularity of specific hair tie styles, boosting overall market demand.

In terms of market trends, there is a noticeable shift towards customizable and personalized hair ties. Consumers are increasingly seeking unique and bespoke hair accessories that reflect their individual style preferences. This trend has led to the rise of customizable hair tie options, where customers can choose colors, patterns, and embellishments to create personalized hair accessories. Brands that offer customization services are likely to gain a competitive edge in the market by catering to this growing demand for personalized products.

Moreover, the market is witnessing a surge in online sales of hair ties, driven by the convenience of e-commerce platforms and the widespread availability of hair accessories online. Many consumers prefer to purchase hair ties through online channels due to the ease of browsing a wide range of products, comparing prices, and reading customer reviews. This shift towards online retailing is reshaping the distribution landscape of the hair tie market, with e-commerce platforms playing a crucial role in reaching a global customer base.

In terms of regional market distribution, North America and Europe are among the leading markets for hair ties, driven by high consumer awareness regarding hair care and styling trends. These regions boast a strong presence of established hair accessory brands and retailers, contributing to market growth. In Asia Pacific, rapid urbanization, changing fashion preferences, and the influence of social media platforms are driving the demand for hair ties, making it a lucrative market for manufacturers and retailers.

Despite the positive growth outlook, the hair tie market faces certain challenges that could impact its trajectory. One key challenge is the presence of counterfeit and low-quality hair ties in the market, which can undermine consumer trust and brand reputation. Manufacturers need to invest in quality control measures and authentication mechanisms to combat counterfeit products effectively. Additionally, sustainability concerns related to the production and disposal of hair ties pose a challenge for environmentally conscious consumers, prompting the industry to explore eco-friendly materials and manufacturing processes.

In conclusion, the global market for hair ties is poised for steady growth driven by factors such as increasing hair care awareness, product innovation, and online retail

expansion. By capitalizing on emerging trends like customization and sustainability, businesses in the hair tie segment can unlock new opportunities for growth and differentiation. As the market continues to evolve, staying attuned to consumer preferences and market dynamics will be crucial for sustained success in the competitive landscape of hair accessories.

This report provides a deep insight into the global Hair Tie market covering all its essential aspects. This ranges from a macro overview of the market to micro details of the market size, competitive landscape, development trend, niche market, key market drivers and challenges, SWOT analysis, value chain analysis, etc.

The analysis helps the reader to shape the competition within the industries and strategies for the competitive environment to enhance the potential profit. Furthermore, it provides a simple framework for evaluating and accessing the position of the business organization. The report structure also focuses on the competitive landscape of the Global Hair Tie Market, this report introduces in detail the market share, market performance, product situation, operation situation, etc. of the main players, which helps the readers in the industry to identify the main competitors and deeply understand the competition pattern of the market.

In a word, this report is a must-read for industry players, investors, researchers, consultants, business strategists, and all those who have any kind of stake or are planning to foray into the Hair Tie market in any manner.

### Global Hair Tie Market: Market Segmentation Analysis

The research report includes specific segments by region (country), manufacturers, Type, and Application. Market segmentation creates subsets of a market based on product type, end-user or application, Geographic, and other factors. By understanding the market segments, the decision-maker can leverage this targeting in the product, sales, and marketing strategies. Market segments can power your product development cycles by informing how you create product offerings for different segments.

### Key Company

Goody

Snappees

Silke London

Burlybands

Kitsch

Gimme Beauty(Durham Brands)

Cyndibands

MariaShireen

Tiebandz

Kooshoo

Elastic Band Co.

The Longhairs

Kini Bands

Lady Jayne

Popband London

Market Segmentation (by Type)

Sports Hair Tie

Decorative Hair Tie

Others

Market Segmentation (by Application)

Men

Women

Children

Others

Geographic Segmentation

North America (USA, Canada, Mexico)

Europe (Germany, UK, France, Russia, Italy, Rest of Europe)

Asia-Pacific (China, Japan, South Korea, India, Southeast Asia, Rest of Asia-Pacific)

South America (Brazil, Argentina, Columbia, Rest of South America)

The Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria, South Africa, Rest of MEA)

Key Benefits of This Market Research:

Industry drivers, restraints, and opportunities covered in the study

Neutral perspective on the market performance

Recent industry trends and developments

Competitive landscape & strategies of key players

Potential & niche segments and regions exhibiting promising growth covered

Historical, current, and projected market size, in terms of value

In-depth analysis of the Hair Tie Market

Overview of the regional outlook of the Hair Tie Market:

## Key Reasons to Buy this Report:

Access to date statistics compiled by our researchers. These provide you with historical and forecast data, which is analyzed to tell you why your market is set to change

This enables you to anticipate market changes to remain ahead of your competitors

You will be able to copy data from the Excel spreadsheet straight into your marketing plans, business presentations, or other strategic documents

The concise analysis, clear graph, and table format will enable you to pinpoint the information you require quickly

Provision of market value (USD Billion) data for each segment and sub-segment

Indicates the region and segment that is expected to witness the fastest growth as well as to dominate the market

Analysis by geography highlighting the consumption of the product/service in the region as well as indicating the factors that are affecting the market within each region

Competitive landscape which incorporates the market ranking of the major players, along with new service/product launches, partnerships, business expansions, and acquisitions in the past five years of companies profiled

Extensive company profiles comprising of company overview, company insights, product benchmarking, and SWOT analysis for the major market players

The current as well as the future market outlook of the industry concerning recent developments which involve growth opportunities and drivers as well as challenges and restraints of both emerging as well as developed regions

Includes in-depth analysis of the market from various perspectives through Porter's five forces analysis

Provides insight into the market through Value Chain

Market dynamics scenario, along with growth opportunities of the market in the years to come

6-month post-sales analyst support

### Customization of the Report

In case of any queries or customization requirements, please connect with our sales team, who will ensure that your requirements are met.

### Chapter Outline

Chapter 1 mainly introduces the statistical scope of the report, market division standards, and market research methods.

Chapter 2 is an executive summary of different market segments (by region, product type, application, etc), including the market size of each market segment, future development potential, and so on. It offers a high-level view of the current state of the Hair Tie Market and its likely evolution in the short to mid-term, and long term.

Chapter 3 makes a detailed analysis of the market's competitive landscape of the market and provides the market share, capacity, output, price, latest development plan, merger, and acquisition information of the main manufacturers in the market.

Chapter 4 is the analysis of the whole market industrial chain, including the upstream and downstream of the industry, as well as Porter's five forces analysis.

Chapter 5 introduces the latest developments of the market, the driving factors and restrictive factors of the market, the challenges and risks faced by manufacturers in the industry, and the analysis of relevant policies in the industry.

Chapter 6 provides the analysis of various market segments according to product types, covering the market size and development potential of each market segment, to help readers find the blue ocean market in different market segments.

Chapter 7 provides the analysis of various market segments according to application, covering the market size and development potential of each market segment, to help

readers find the blue ocean market in different downstream markets.

Chapter 8 provides a quantitative analysis of the market size and development potential of each region and its main countries and introduces the market development, future development prospects, market space, and capacity of each country in the world.

Chapter 9 introduces the basic situation of the main companies in the market in detail, including product sales revenue, sales volume, price, gross profit margin, market share, product introduction, recent development, etc.

Chapter 10 provides a quantitative analysis of the market size and development potential of each region in the next five years.

Chapter 11 provides a quantitative analysis of the market size and development potential of each market segment (product type and application) in the next five years.

Chapter 12 is the main points and conclusions of the report.

## Contents

### **1 RESEARCH METHODOLOGY AND STATISTICAL SCOPE**

- 1.1 Market Definition and Statistical Scope of Hair Tie
- 1.2 Key Market Segments
  - 1.2.1 Hair Tie Segment by Type
  - 1.2.2 Hair Tie Segment by Application
- 1.3 Methodology & Sources of Information
  - 1.3.1 Research Methodology
  - 1.3.2 Research Process
  - 1.3.3 Market Breakdown and Data Triangulation
  - 1.3.4 Base Year
  - 1.3.5 Report Assumptions & Caveats

### **2 HAIR TIE MARKET OVERVIEW**

- 2.1 Global Market Overview
  - 2.1.1 Global Hair Tie Market Size (M USD) Estimates and Forecasts (2019-2032)
  - 2.1.2 Global Hair Tie Sales Estimates and Forecasts (2019-2032)
- 2.2 Market Segment Executive Summary
- 2.3 Global Market Size by Region
- 2.4 Macroeconomic Analysis

### **3 HAIR TIE MARKET COMPETITIVE LANDSCAPE**

- 3.1 Global Hair Tie Sales by Manufacturers (2019-2024)
- 3.2 Global Hair Tie Revenue Market Share by Manufacturers (2019-2024)
- 3.3 Hair Tie Market Share by Company Type (Tier 1, Tier 2, and Tier 3)
- 3.4 Global Hair Tie Average Price by Manufacturers (2019-2024)
- 3.5 Manufacturers Hair Tie Sales Sites, Area Served, Product Type
- 3.6 Hair Tie Market Competitive Situation and Trends
  - 3.6.1 Hair Tie Market Concentration Rate
  - 3.6.2 Global 5 and 10 Largest Hair Tie Players Market Share by Revenue
  - 3.6.3 Mergers & Acquisitions, Expansion

### **4 HAIR TIE INDUSTRY CHAIN ANALYSIS**

- 4.1 Hair Tie Industry Chain Analysis

4.2 Market Overview of Key Raw Materials

4.3 Midstream Market Analysis

4.4 Downstream Customer Analysis

## **5 THE DEVELOPMENT AND DYNAMICS OF HAIR TIE MARKET**

5.1 Key Development Trends

5.2 Driving Factors

5.3 Market Challenges

5.4 Market Restraints

5.5 Industry News

5.5.1 New Product Developments

5.5.2 Mergers & Acquisitions

5.5.3 Expansions

5.5.4 Collaboration/Supply Contracts

5.6 Industry Policies

## **6 HAIR TIE MARKET SEGMENTATION BY TYPE**

6.1 Evaluation Matrix of Segment Market Development Potential (Type)

6.2 Global Hair Tie Sales Market Share by Type (2019-2024)

6.3 Global Hair Tie Market Size Market Share by Type (2019-2024)

6.4 Global Hair Tie Price by Type (2019-2024)

## **7 HAIR TIE MARKET SEGMENTATION BY APPLICATION**

7.1 Evaluation Matrix of Segment Market Development Potential (Application)

7.2 Global Hair Tie Market Sales by Application (2019-2024)

7.3 Global Hair Tie Market Size (M USD) by Application (2019-2024)

7.4 Global Hair Tie Sales Growth Rate by Application (2019-2024)

## **8 HAIR TIE MARKET SALES BY REGION**

8.1 Global Hair Tie Sales by Region

8.1.1 Global Hair Tie Sales by Region

8.1.2 Global Hair Tie Sales Market Share by Region

8.2 Global Hair Tie Market Size by Region

8.2.1 Global Hair Tie Market Size by Region

8.2.2 Global Hair Tie Market Size Market Share by Region

### 8.3 North America

#### 8.3.1 North America Hair Tie Sales by Country

#### 8.3.2 North America Hair Tie Market Size by Country

#### 8.3.3 U.S. Market Overview

#### 8.3.4 Canada Market Overview

#### 8.3.5 Mexico Market Overview

### 8.4 Europe

#### 8.4.1 Europe Hair Tie Sales by Country

#### 8.4.2 Europe Hair Tie Market Size by Country

#### 8.4.3 Germany Market Overview

#### 8.4.4 France Market Overview

#### 8.4.5 U.K. Market Overview

#### 8.4.6 Italy Market Overview

#### 8.4.7 Russia Market Overview

### 8.5 Asia Pacific

#### 8.5.1 Asia Pacific Hair Tie Sales by Region

#### 8.5.2 China

#### 8.5.3 Japan

#### 8.5.4 South Korea

#### 8.5.5 India

#### 8.5.6 Southeast Asia

### 8.6 Asia Pacific

#### 8.6.1 Asia Pacific Hair Tie Market Size by Region

#### 8.6.2 Asia Pacific Hair Tie Market Size by Region

#### 8.6.3 China

#### 8.6.4 Japan

#### 8.6.5 South Korea

#### 8.6.6 India

#### 8.6.7 Southeast Asia

### 8.7 South America

#### 8.7.1 South America Hair Tie Sales by Country

#### 8.7.2 South America Hair Tie Market Size by Country

#### 8.7.3 Brazil

#### 8.7.4 Argentina

#### 8.7.5 Columbia

### 8.8 Middle East and Africa

#### 8.8.1 Middle East and Africa Hair Tie Sales by Region

#### 8.8.2 Middle East and Africa Hair Tie Market Size by Region

#### 8.8.3 Saudi Arabia

- 8.8.4 UAE
- 8.8.5 Egypt
- 8.8.6 Nigeria
- 8.8.7 South Africa

## **9 HAIR TIE MARKET PRODUCTION BY REGION**

- 9.1 Global Production of Hair Tie by Region (2019-2024)
- 9.2 Global Hair Tie Revenue Market Share by Region (2019-2024)
- 9.3 Global Hair Tie Production, Revenue, Price and Gross Margin (2019-2024)
- 9.4 North America Hair Tie Production
  - 9.4.1 North America Hair Tie Production Growth Rate (2019-2024)
  - 9.4.2 North America Hair Tie Production, Revenue, Price and Gross Margin (2019-2024)
- 9.5 Europe Hair Tie Production
  - 9.5.1 Europe Hair Tie Production Growth Rate (2019-2024)
  - 9.5.2 Europe Hair Tie Production, Revenue, Price and Gross Margin (2019-2024)
- 9.6 Japan Hair Tie Production (2019-2024)
  - 9.6.1 Japan Hair Tie Production Growth Rate (2019-2024)
  - 9.6.2 Japan Hair Tie Production, Revenue, Price and Gross Margin (2019-2024)
- 9.7 China Hair Tie Production (2019-2024)
  - 9.7.1 China Hair Tie Production Growth Rate (2019-2024)
  - 9.7.2 China Hair Tie Production, Revenue, Price and Gross Margin (2019-2024)

## **10 KEY COMPANIES PROFILE**

- 10.1 Goody
  - 10.1.1 Goody Hair Tie Basic Information
  - 10.1.2 Goody Hair Tie Product Overview
  - 10.1.3 Goody Hair Tie Product Market Performance
  - 10.1.4 Goody Business Overview
  - 10.1.5 Goody Hair Tie SWOT Analysis
  - 10.1.6 Goody Recent Developments
- 10.2 Snappees
  - 10.2.1 Snappees Hair Tie Basic Information
  - 10.2.2 Snappees Hair Tie Product Overview
  - 10.2.3 Snappees Hair Tie Product Market Performance
  - 10.2.4 Snappees Business Overview
  - 10.2.5 Snappees Hair Tie SWOT Analysis

- 10.2.6 Snappees Recent Developments
- 10.3 Silke London
  - 10.3.1 Silke London Hair Tie Basic Information
  - 10.3.2 Silke London Hair Tie Product Overview
  - 10.3.3 Silke London Hair Tie Product Market Performance
  - 10.3.4 Silke London Hair Tie SWOT Analysis
  - 10.3.5 Silke London Business Overview
  - 10.3.6 Silke London Recent Developments
- 10.4 Burlybands
  - 10.4.1 Burlybands Hair Tie Basic Information
  - 10.4.2 Burlybands Hair Tie Product Overview
  - 10.4.3 Burlybands Hair Tie Product Market Performance
  - 10.4.4 Burlybands Business Overview
  - 10.4.5 Burlybands Recent Developments
- 10.5 Kitsch
  - 10.5.1 Kitsch Hair Tie Basic Information
  - 10.5.2 Kitsch Hair Tie Product Overview
  - 10.5.3 Kitsch Hair Tie Product Market Performance
  - 10.5.4 Kitsch Business Overview
  - 10.5.5 Kitsch Recent Developments
- 10.6 Gimme Beauty(Durham Brands)
  - 10.6.1 Gimme Beauty(Durham Brands) Hair Tie Basic Information
  - 10.6.2 Gimme Beauty(Durham Brands) Hair Tie Product Overview
  - 10.6.3 Gimme Beauty(Durham Brands) Hair Tie Product Market Performance
  - 10.6.4 Gimme Beauty(Durham Brands) Business Overview
  - 10.6.5 Gimme Beauty(Durham Brands) Recent Developments
- 10.7 Cyndibands
  - 10.7.1 Cyndibands Hair Tie Basic Information
  - 10.7.2 Cyndibands Hair Tie Product Overview
  - 10.7.3 Cyndibands Hair Tie Product Market Performance
  - 10.7.4 Cyndibands Business Overview
  - 10.7.5 Cyndibands Recent Developments
- 10.8 MariaShireen
  - 10.8.1 MariaShireen Hair Tie Basic Information
  - 10.8.2 MariaShireen Hair Tie Product Overview
  - 10.8.3 MariaShireen Hair Tie Product Market Performance
  - 10.8.4 MariaShireen Business Overview
  - 10.8.5 MariaShireen Recent Developments
- 10.9 Tiebandz

- 10.9.1 Tiebandz Hair Tie Basic Information
- 10.9.2 Tiebandz Hair Tie Product Overview
- 10.9.3 Tiebandz Hair Tie Product Market Performance
- 10.9.4 Tiebandz Business Overview
- 10.9.5 Tiebandz Recent Developments
- 10.10 Kooshoo
  - 10.10.1 Kooshoo Hair Tie Basic Information
  - 10.10.2 Kooshoo Hair Tie Product Overview
  - 10.10.3 Kooshoo Hair Tie Product Market Performance
  - 10.10.4 Kooshoo Business Overview
  - 10.10.5 Kooshoo Recent Developments
- 10.11 Elastic Band Co.
  - 10.11.1 Elastic Band Co. Hair Tie Basic Information
  - 10.11.2 Elastic Band Co. Hair Tie Product Overview
  - 10.11.3 Elastic Band Co. Hair Tie Product Market Performance
  - 10.11.4 Elastic Band Co. Business Overview
  - 10.11.5 Elastic Band Co. Recent Developments
- 10.12 The Longhairs
  - 10.12.1 The Longhairs Hair Tie Basic Information
  - 10.12.2 The Longhairs Hair Tie Product Overview
  - 10.12.3 The Longhairs Hair Tie Product Market Performance
  - 10.12.4 The Longhairs Business Overview
  - 10.12.5 The Longhairs Recent Developments
- 10.13 Kini Bands
  - 10.13.1 Kini Bands Hair Tie Basic Information
  - 10.13.2 Kini Bands Hair Tie Product Overview
  - 10.13.3 Kini Bands Hair Tie Product Market Performance
  - 10.13.4 Kini Bands Business Overview
  - 10.13.5 Kini Bands Recent Developments
- 10.14 Lady Jayne
  - 10.14.1 Lady Jayne Hair Tie Basic Information
  - 10.14.2 Lady Jayne Hair Tie Product Overview
  - 10.14.3 Lady Jayne Hair Tie Product Market Performance
  - 10.14.4 Lady Jayne Business Overview
  - 10.14.5 Lady Jayne Recent Developments
- 10.15 Popband London
  - 10.15.1 Popband London Hair Tie Basic Information
  - 10.15.2 Popband London Hair Tie Product Overview
  - 10.15.3 Popband London Hair Tie Product Market Performance

10.15.4 Popband London Business Overview

10.15.5 Popband London Recent Developments

## **11 HAIR TIE MARKET FORECAST BY REGION**

11.1 Global Hair Tie Market Size Forecast

11.2 Global Hair Tie Market Forecast by Region

11.2.1 North America Market Size Forecast by Country

11.2.2 Europe Hair Tie Market Size Forecast by Country

11.2.3 Asia Pacific Hair Tie Market Size Forecast by Region

11.2.4 South America Hair Tie Market Size Forecast by Country

11.2.5 Middle East and Africa Forecasted Sales of Hair Tie by Country

## **12 FORECAST MARKET BY TYPE AND BY APPLICATION (2025-2032)**

12.1 Global Hair Tie Market Forecast by Type (2025-2032)

12.1.1 Global Forecasted Sales of Hair Tie by Type (2025-2032)

12.1.2 Global Hair Tie Market Size Forecast by Type (2025-2032)

12.1.3 Global Forecasted Price of Hair Tie by Type (2025-2032)

12.2 Global Hair Tie Market Forecast by Application (2025-2032)

12.2.1 Global Hair Tie Sales (K Units) Forecast by Application

12.2.2 Global Hair Tie Market Size (M USD) Forecast by Application (2025-2032)

## **13 CONCLUSION AND KEY FINDINGS**

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