

Global Scrunchies Market Research Report 2024(Status and Outlook)

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Abstracts

Report Overview

Scrunchies, a popular hair accessory, have experienced a resurgence in recent years, becoming a fashion staple for individuals of all ages. These fabric-covered elastic bands are known for their versatility, gentle hold on hair, and ability to add a stylish touch to any outfit. The market for scrunchies is characterized by a blend of nostalgia-driven demand and contemporary fashion trends, positioning them as both a functional and fashionable accessory.

The current market size for scrunchies in 2023 is estimated at approximately USD 350 million. Looking ahead, the market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5.80% from 2024 to 2032. This growth can be attributed to several key drivers, including the increasing focus on hair care and styling, the influence of social media and influencers in promoting fashion trends, and the growing preference for sustainable and eco-friendly accessories.

One prominent trend in the scrunchies market is the emphasis on customization and personalization. Consumers are increasingly seeking unique and personalized products, leading to a rise in demand for customizable scrunchies featuring different colors, patterns, and materials. This trend is driven by the desire for individuality and self-expression among consumers, particularly in the younger demographic.

Another significant trend is the growing popularity of eco-friendly and sustainable scrunchies. With increasing awareness of environmental issues, consumers are gravitating towards products that are made from recycled materials, organic fabrics, or biodegradable components. This trend aligns with the broader sustainability movement

in the fashion industry and reflects a shift towards more environmentally conscious purchasing habits.

Additionally, the market is witnessing a rise in online sales channels for scrunchies, driven by the convenience of e-commerce platforms and the broader shift towards digital shopping. Online marketplaces and direct-to-consumer brands are capitalizing on this trend by offering a wide range of scrunchie options, providing consumers with easy access to a variety of styles, colors, and designs.

In terms of regional market distribution, North America and Europe currently lead the global scrunchies market due to their strong fashion industries, high disposable incomes, and fashion-conscious consumer base. These regions are characterized by a diverse range of scrunchie brands, both established and emerging, catering to different style preferences and price points. Asia Pacific is also a significant market for scrunchies, driven by the growing influence of K-beauty and J-beauty trends, as well as the increasing adoption of Western fashion styles.

Despite the positive growth outlook, the scrunchies market faces challenges such as intense competition among brands, pricing pressures, and the need to constantly innovate to meet changing consumer preferences. Brands must focus on product differentiation, quality assurance, and sustainability initiatives to stay competitive in the market and capitalize on the growing demand for scrunchies.

In conclusion, the scrunchies market presents opportunities for brands to leverage evolving consumer trends, expand their product offerings, and tap into new markets. By staying attuned to market dynamics, embracing sustainability, and harnessing the power of digital channels, companies can position themselves for success in this vibrant and evolving market.

This report provides a deep insight into the global Scrunchies 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 Scrunchies 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 Scrunchies market in any manner.

Global Scrunchies 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

Lele Sadoughi

Lelet NY

Donni

Urban Outfitters

France Luxe

TASHA

Jennifer Behr

Free People

Slip

ZARA

Veda

Dannijo

Claire's

LOVESHACKFANCY

Lululemon

Icing

Market Segmentation (by Type)

Cotton Scrunchies

Silk Scrunchies

Rayon Scrunchies

Other

Market Segmentation (by Application)

Online Sales

Offline Sales

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 Scrunchies Market

Overview of the regional outlook of the Scrunchies 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 Scrunchies 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 Scrunchies
- 1.2 Key Market Segments
 - 1.2.1 Scrunchies Segment by Type
 - 1.2.2 Scrunchies 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 SCRUNCHIES MARKET OVERVIEW

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

3 SCRUNCHIES MARKET COMPETITIVE LANDSCAPE

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

4 SCRUNCHIES INDUSTRY CHAIN ANALYSIS

- 4.1 Scrunchies 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 SCRUNCHIES 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 SCRUNCHIES MARKET SEGMENTATION BY TYPE

- 6.1 Evaluation Matrix of Segment Market Development Potential (Type)
- 6.2 Global Scrunchies Sales Market Share by Type (2019-2024)
- 6.3 Global Scrunchies Market Size Market Share by Type (2019-2024)
- 6.4 Global Scrunchies Price by Type (2019-2024)

7 SCRUNCHIES MARKET SEGMENTATION BY APPLICATION

- 7.1 Evaluation Matrix of Segment Market Development Potential (Application)
- 7.2 Global Scrunchies Market Sales by Application (2019-2024)
- 7.3 Global Scrunchies Market Size (M USD) by Application (2019-2024)
- 7.4 Global Scrunchies Sales Growth Rate by Application (2019-2024)

8 SCRUNCHIES MARKET SALES BY REGION

- 8.1 Global Scrunchies Sales by Region
 - 8.1.1 Global Scrunchies Sales by Region
 - 8.1.2 Global Scrunchies Sales Market Share by Region
- 8.2 Global Scrunchies Market Size by Region
 - 8.2.1 Global Scrunchies Market Size by Region
 - 8.2.2 Global Scrunchies Market Size Market Share by Region

8.3 North America

- 8.3.1 North America Scrunchies Sales by Country
- 8.3.2 North America Scrunchies 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 Scrunchies Sales by Country
- 8.4.2 Europe Scrunchies 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 Scrunchies 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 Scrunchies Market Size by Region
- 8.6.2 Asia Pacific Scrunchies 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 Scrunchies Sales by Country
- 8.7.2 South America Scrunchies 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 Scrunchies Sales by Region
- 8.8.2 Middle East and Africa Scrunchies 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 SCRUNCHIES MARKET PRODUCTION BY REGION

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

10 KEY COMPANIES PROFILE

- 10.1 Lele Sadoughi
 - 10.1.1 Lele Sadoughi Scrunchies Basic Information
 - 10.1.2 Lele Sadoughi Scrunchies Product Overview
 - 10.1.3 Lele Sadoughi Scrunchies Product Market Performance
 - 10.1.4 Lele Sadoughi Business Overview
 - 10.1.5 Lele Sadoughi Scrunchies SWOT Analysis
 - 10.1.6 Lele Sadoughi Recent Developments
- 10.2 Lelet NY
 - 10.2.1 Lelet NY Scrunchies Basic Information
 - 10.2.2 Lelet NY Scrunchies Product Overview
 - 10.2.3 Lelet NY Scrunchies Product Market Performance
 - 10.2.4 Lelet NY Business Overview
 - 10.2.5 Lelet NY Scrunchies SWOT Analysis

- 10.2.6 Lelet NY Recent Developments
- 10.3 Donni
 - 10.3.1 Donni Scrunchies Basic Information
 - 10.3.2 Donni Scrunchies Product Overview
 - 10.3.3 Donni Scrunchies Product Market Performance
 - 10.3.4 Donni Scrunchies SWOT Analysis
 - 10.3.5 Donni Business Overview
 - 10.3.6 Donni Recent Developments
- 10.4 Urban Outfitters
 - 10.4.1 Urban Outfitters Scrunchies Basic Information
 - 10.4.2 Urban Outfitters Scrunchies Product Overview
 - 10.4.3 Urban Outfitters Scrunchies Product Market Performance
 - 10.4.4 Urban Outfitters Business Overview
 - 10.4.5 Urban Outfitters Recent Developments
- 10.5 France Luxe
 - 10.5.1 France Luxe Scrunchies Basic Information
 - 10.5.2 France Luxe Scrunchies Product Overview
 - 10.5.3 France Luxe Scrunchies Product Market Performance
 - 10.5.4 France Luxe Business Overview
 - 10.5.5 France Luxe Recent Developments
- 10.6 TASHA
 - 10.6.1 TASHA Scrunchies Basic Information
 - 10.6.2 TASHA Scrunchies Product Overview
 - 10.6.3 TASHA Scrunchies Product Market Performance
 - 10.6.4 TASHA Business Overview
 - 10.6.5 TASHA Recent Developments
- 10.7 Jennifer Behr
 - 10.7.1 Jennifer Behr Scrunchies Basic Information
 - 10.7.2 Jennifer Behr Scrunchies Product Overview
 - 10.7.3 Jennifer Behr Scrunchies Product Market Performance
 - 10.7.4 Jennifer Behr Business Overview
 - 10.7.5 Jennifer Behr Recent Developments
- 10.8 Free People
 - 10.8.1 Free People Scrunchies Basic Information
 - 10.8.2 Free People Scrunchies Product Overview
 - 10.8.3 Free People Scrunchies Product Market Performance
 - 10.8.4 Free People Business Overview
 - 10.8.5 Free People Recent Developments
- 10.9 Slip

- 10.9.1 Slip Scrunchies Basic Information
- 10.9.2 Slip Scrunchies Product Overview
- 10.9.3 Slip Scrunchies Product Market Performance
- 10.9.4 Slip Business Overview
- 10.9.5 Slip Recent Developments
- 10.10 ZARA
 - 10.10.1 ZARA Scrunchies Basic Information
 - 10.10.2 ZARA Scrunchies Product Overview
 - 10.10.3 ZARA Scrunchies Product Market Performance
 - 10.10.4 ZARA Business Overview
 - 10.10.5 ZARA Recent Developments
- 10.11 Veda
 - 10.11.1 Veda Scrunchies Basic Information
 - 10.11.2 Veda Scrunchies Product Overview
 - 10.11.3 Veda Scrunchies Product Market Performance
 - 10.11.4 Veda Business Overview
 - 10.11.5 Veda Recent Developments
- 10.12 Dannijo
 - 10.12.1 Dannijo Scrunchies Basic Information
 - 10.12.2 Dannijo Scrunchies Product Overview
 - 10.12.3 Dannijo Scrunchies Product Market Performance
 - 10.12.4 Dannijo Business Overview
 - 10.12.5 Dannijo Recent Developments
- 10.13 Claire's
 - 10.13.1 Claire's Scrunchies Basic Information
 - 10.13.2 Claire's Scrunchies Product Overview
 - 10.13.3 Claire's Scrunchies Product Market Performance
 - 10.13.4 Claire's Business Overview
 - 10.13.5 Claire's Recent Developments
- 10.14 LOVESHACKFANCY
 - 10.14.1 LOVESHACKFANCY Scrunchies Basic Information
 - 10.14.2 LOVESHACKFANCY Scrunchies Product Overview
 - 10.14.3 LOVESHACKFANCY Scrunchies Product Market Performance
 - 10.14.4 LOVESHACKFANCY Business Overview
 - 10.14.5 LOVESHACKFANCY Recent Developments
- 10.15 Lululemon
 - 10.15.1 Lululemon Scrunchies Basic Information
 - 10.15.2 Lululemon Scrunchies Product Overview
 - 10.15.3 Lululemon Scrunchies Product Market Performance

- 10.15.4 Lululemon Business Overview
- 10.15.5 Lululemon Recent Developments
- 10.16 Icing
 - 10.16.1 Icing Scrunchies Basic Information
 - 10.16.2 Icing Scrunchies Product Overview
 - 10.16.3 Icing Scrunchies Product Market Performance
 - 10.16.4 Icing Business Overview
 - 10.16.5 Icing Recent Developments

11 SCRUNCHIES MARKET FORECAST BY REGION

- 11.1 Global Scrunchies Market Size Forecast
- 11.2 Global Scrunchies Market Forecast by Region
 - 11.2.1 North America Market Size Forecast by Country
 - 11.2.2 Europe Scrunchies Market Size Forecast by Country
 - 11.2.3 Asia Pacific Scrunchies Market Size Forecast by Region
 - 11.2.4 South America Scrunchies Market Size Forecast by Country
 - 11.2.5 Middle East and Africa Forecasted Sales of Scrunchies by Country

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

- 12.1 Global Scrunchies Market Forecast by Type (2025-2032)
 - 12.1.1 Global Forecasted Sales of Scrunchies by Type (2025-2032)
 - 12.1.2 Global Scrunchies Market Size Forecast by Type (2025-2032)
 - 12.1.3 Global Forecasted Price of Scrunchies by Type (2025-2032)
- 12.2 Global Scrunchies Market Forecast by Application (2025-2032)
 - 12.2.1 Global Scrunchies Sales (K Units) Forecast by Application
 - 12.2.2 Global Scrunchies Market Size (M USD) Forecast by Application (2025-2032)

13 CONCLUSION AND KEY FINDINGS

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