

# **Global Hair Towel Wrap Market: Analysis By Hair Type (Curly Hair, Delicate Hair, Straight Hair, and Other), By Fiber Type (Synthetic Fiber, and Natural Fiber), By Distribution Channel (Supermarkets and Hypermarkets, Personal Care Boutiques, E-commerce Platforms, and Other Distribution Channel) By Region Size and Trends with Impact of COVID-19 and Forecast up to 2028**

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## **Abstracts**

The global hair towel wrap market value in 2022 stood at US\$318.90 million and is likely to reach US\$458.69 million by 2028. Hair towel wraps, particularly those made from microfiber, have become an essential accessory for hair care, revolutionizing the way people dry their hair. Microfiber wraps, renowned for their exceptional absorbency, gently remove excess moisture from hair without causing frizz or breakage. Their lightweight and compact design make them ideal for travel and everyday use, while their secure fit ensures hands-free drying. The widespread adoption of microfiber hair towel wraps reflects their effectiveness in promoting healthy, manageable hair.

Originating from the desire for a gentler, more hair-friendly drying method, hair towel wraps have emerged as a game-changer in hair care routines. These versatile wraps, crafted from a range of absorbent fabrics, have revolutionized the way people manage their tresses. Their ability to swiftly absorb excess moisture without causing frizz or breakage has propelled their widespread adoption, making them an indispensable tool for maintaining healthy, manageable hair. As the demand for hair-conscious drying solutions continues to surge, hair towel wraps are poised to remain at the forefront of hair care innovation. The global hair towel wrap market is projected to grow at a CAGR

of 6.25% during the forecast period of 2023-2028.

#### Market Segmentation Analysis:

**By Hair Type:** Based on the hair type, the market report has segmented the global hair towel wrap market, into four segments namely, Curly Hair, Delicate Hair, Straight Hair, and Other. In 2022, the curly hair emerged as the largest and the fastest growing segment within the global hair towel wrap industry. This dominance is attributed to the unique drying needs of curly hair and a growing embrace of natural hair textures. Curly hair care products are designed to maintain healthy, well-defined curls while minimizing frizz and damage. The market for curly hair care products is expanding due to increased awareness of curly hair care needs and the popularity of curly hair-focused beauty influencers.

**By Fiber Type:** Based on the fiber type, the global hair towel wrap market can be divided into two segments namely, Synthetic Fiber, and Natural Fiber. In 2022, the synthetic fiber emerged as the dominant and the fastest growing segment in the hair towel wrap industry, thanks to its exceptional quick-drying capabilities, durability, and affordability. These man-made fiber wraps, including microfiber, polyester, and nylon, have become increasingly popular for their superior water absorption and low maintenance, meeting the diverse needs of consumers seeking efficient hair care routines. The versatility and wide consumer appeal of synthetic fiber wraps, accommodating various hair types and lifestyles, have established them as a favored choice in the market.

**By Distribution Channel:** The global hair towel wrap market can be categorized into four main segments based on Distribution Channel, namely, Supermarkets and Hypermarkets, Personal Care Boutiques, E-commerce Platforms, and Other Distribution Channel. In 2022, Supermarkets and Hypermarkets were the largest segment in the hair towel wrap market due to their convenience and wide product selection. They offered a one-stop shopping experience, competitive prices, and the ability to physically assess products. Their widespread presence and ability to cater to impulse purchases solidified their position as the market leader. During the forecasted period of 2023-2028, the e-commerce segment is expected to be the fastest growing segment, owing to the growing popularity of online shopping, accelerated by the pandemic. The convenience of online shopping, coupled with enhanced digital marketing and expanding e-commerce, positions this segment for unprecedented growth.

**By Region:** According to this report, the global hair towel wrap market can be divided

into five major regions: North America (The US, Canada, and Mexico), Europe (UK, Germany, France, Italy, and Rest of Europe), Asia Pacific (China, Japan, India, South Korea, and Rest of Asia Pacific), Latin America, and Middle East & Africa. In 2022, the North America region dominated the hair towel wrap market due to the rising focus on hair health, a strong self-care culture, and a well-established retail network. Influencers promoted innovative, eco-friendly wraps, and consumers preferred sustainable materials like bamboo and cotton. Advancements in textile materials and a trend toward personalized beauty products furthered the market's growth. Looking ahead to 2023-2028, the Asia Pacific is projected to be the fastest-growing segment, driven by the increasing influence of K-beauty and J-beauty trends, which emphasize innovative and eco-friendly hair care solutions. Additionally, rapid technological advancements and a growing focus on personalized beauty products are expected to contribute significantly to market expansion. The region's rising middle-class population, coupled with enhanced consumer awareness through digital marketing and the widespread adoption of e-commerce platforms, will further accelerate the market's growth. These factors, together with the diverse hair care needs of the Asia Pacific population, are set to make this region the fastest-growing market for hair towel wraps globally.

During the forecast period of 2023-2028, India is anticipated to be the fastest-growing country in the Asia Pacific hair towel wrap market. This growth is fueled by ongoing advancements in textile technology, rising consumer demand for personal grooming products, and a growing emphasis on sustainable and eco-friendly beauty solutions. The expanding influence of Chinese beauty trends, both within Asia and internationally, and the expansion of e-commerce platforms, will further boost the demand for hair towel wraps. China's robust economic growth and evolving consumer lifestyle preferences position it as a key market for future innovations and expansions in the hair towel wrap industry.

#### Global Hair towel wrap Market Dynamics:

**Growth Drivers:** The growth of the global hair towel wrap market has been significantly influenced by the rise of online retail and e-commerce. This shift has made hair towel wraps more accessible globally, enhancing consumer convenience in product comparison, review accessibility, and purchase. Online platforms have empowered smaller and niche brands to reach an international audience, diversifying the market. E-commerce's responsiveness to consumer needs has also driven rapid market growth, as consumers increasingly turn to online platforms for efficient, quality hair care solutions. Further, the market is expected to grow owing to growing female population, high hair health consciousness among consumers, influence of social media and beauty

influencers, diverse advantages of hair towel wraps, innovation in product material and design, growing demand for at-home hair care solutions, focus on sustainable and eco-friendly products, etc. in recent years.

**Challenges:** The increasing consumer preference for regular towels poses a significant challenge to the hair towel wrap market, primarily due to their perceived versatility, practicality, and cost-effectiveness for various household uses. Regular towels, seen as more economical and multipurpose compared to niche hair towel wraps, appeal to a wider audience, particularly where cost and versatility are major buying considerations. This trend hinders the growth of specialized hair towel wraps in markets that undervalue their specific hair care benefits. Additionally, other factors like the rising adoption of super-capacitors as energy storage solutions, etc. are other challenges to the market.

**Market Trends:** The hair towel wrap market is on the edge of a revolution from 2023 to 2028, driven by Artificial Intelligence (AI). AI technologies will enhance online shopping with personalized recommendations and predictive analytics, alongside improved customer service chat-bots. For hair towel wraps, AI can tailor product suggestions based on individual hair care needs, enabling targeted advertising and informed product development. This integration of AI in e-commerce and marketing will enhance customer engagement and drive demand by offering personalized experiences and driving product innovation. More trends in the market are believed to grow the hair towel wrap market during the forecasted period, which may include growing integration of AR and VR, growing popularity for synthetic fiber hair towel wraps, expansion in rural and remote operations, integration of antimicrobial and hygienic properties, adoption of thermal reactive materials, aromatherapy-infused towels, surge demand for customization and personalization, etc.

#### Impact Analysis of COVID-19 and Way Forward:

The COVID-19 pandemic brought significant disruptions to the hair towel wrap market, including supply chain challenges and shifts in consumer behavior. Despite these hurdles, the market saw an unexpected uptick in demand, driven by the increased focus on self-care and home beauty routines during lockdowns. This period highlighted the importance of robust supply chains and agile business strategies. As consumers turned to online shopping, e-commerce became a critical sales channel.

Moving forward, the post-COVID hair towel wrap market is poised for continued growth, balancing the need for innovation and adaptability with the sustained consumer interest in personal care and wellness in a dynamically evolving global landscape.

## Competitive Landscape and Recent Developments:

The global hair towel wrap market is a vibrant and moderately fragmented landscape, featuring a diverse mix of established brands, emerging players, and regional specialists. This array ensures a wide variety of hair towel wraps, each tailored to different consumer needs and preferences. Smaller companies, often with a regional focus, significantly contribute to the market dynamics by using their local insights to offer specialized products. Meanwhile, larger players are constantly seeking to strengthen their market presence through strategic collaborations, acquisitions, and innovative product launches. This competitive environment not only heightens market rivalry but also drives innovation and variety, reflecting an industry in a state of continuous evolution and growth. Recent advancements in product offerings and strategic marketing efforts highlight the market's adaptability and potential for further expansion and technological refinement.

Further, key players in the hair towel wrap market are:

Aquis Hair Sciences Inc.  
Turbie Twist LP  
The Perfect Hair Care Holding Corporation  
Evolatree  
YoulerTex  
Curly Girl  
VOLO Beauty  
Boucl?me Ltd  
Anveya Living Private Limited (ThriveCo)  
Kitsch LLC  
Luxe Beauty Essentials  
Silke London  
The Natural Sea Sponge Company Ltd.

The global hair towel wrap market thrives on diversity, offering an array of products tailored to distinct consumer preferences. Specialized brands like Evolatree and The Perfect Haircare have carved a niche by creating microfiber towels that promise to reduce frizz, targeting consumers seeking specialized hair care solutions. The market is also characterized by strategic collaborations and unique designs, exemplified by brands like Curly Girl and YoulerTex, which have differentiated their products to cater to specific segments. This strategy not only enhances brand visibility but also provides

consumers with customized options, reinforcing the market's competitive and innovative edge.?

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