

Global Hair Brush Straighteners Competitive Landscape Professional Research Report 2025

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Abstracts

Market Overview

According to DIResearch's in-depth investigation and research, the global Hair Brush Straighteners market size will reach 870.91 Million USD in 2025 and is projected to reach 1,500.34 Million USD by 2032, with a CAGR of 8.08% (2025-2032). Notably, the China Hair Brush Straighteners market has changed rapidly in the past few years. By 2025, China's market size is expected to be Million USD, representing approximately % of the global market share.

Research Summary

Hairbrush straighteners, also known as heated hairbrushes or straightening brushes, are styling tools that combine the functionality of a hairbrush with the straightening properties of a flat iron. These devices feature a heated surface along the bristles, allowing users to simultaneously brush and straighten their hair. Hairbrush straighteners are designed to be user-friendly, offering a more straightforward and less time-consuming alternative to traditional flat irons. They work by gently heating the hair strands as they are combed through the bristles, helping to eliminate frizz, reduce volume, and create a smooth, straightened hairstyle. Hairbrush straighteners are suitable for a variety of hair types, but results may vary depending on the individual's hair texture and thickness. The convenience of combining brushing and straightening in one tool has contributed to the popularity of these devices among individuals seeking a quick and efficient way to achieve straightened hair with minimal effort.

The major global manufacturers of Hair Brush Straighteners include Conair, Revlon, Braun, Panasonic, Apalus, Philips, Instyler, TESCO, POVOS, Scalpmaster, Create

Ion, Paiter, Remington, DAFNI, etc. The global players competition landscape in this report is divided into three tiers. The first tier comprises global leading enterprises that command a substantial market share, hold a dominant industry position, possess strong competitiveness and influence, and generate significant revenue. The second tier includes companies with a notable market presence and reputation; these firms actively follow industry leaders in product, service, or technological innovation and maintain a moderate revenue scale. The third tier consists of smaller companies with limited market share and lower brand recognition, primarily focused on local markets and generating comparatively lower revenue.

This report studies the market size, price trends and future development prospects of Hair Brush Straighteners. Focus on analysing the market share, product portfolio, prices, sales, revenue and gross profit margin of global major manufacturers, as well as the market status and trends of different product types and applications in the global Hair Brush Straighteners market. The report data covers historical data from 2020 to 2024, based year in 2025 and forecast data from 2026 to 2032.

The regions and countries in the report include North America, Europe, China, APAC (excl. China), Latin America and Middle East and Africa, covering the Hair Brush Straighteners market conditions and future development trends of key regions and countries, combined with industry-related policies and the latest technological developments, analyze the development characteristics of Hair Brush Straighteners industries in various regions and countries, help companies understand the development characteristics of each region, help companies formulate business strategies, and achieve the ultimate goal of the company's global development strategy.

The data sources of this report mainly include the National Bureau of Statistics, customs databases, industry associations, corporate financial reports, third-party databases, etc. Among them, macroeconomic data mainly comes from the National Bureau of Statistics, International Economic Research Organization; industry statistical data mainly come from industry associations; company data mainly comes from interviews, public information collection, third-party reliable databases, and price data mainly comes from various markets monitoring database.

Global Key Manufacturers of Hair Brush Straighteners Include:

Conair

Revlon

Braun

Panasonic

Apalus

Philips

Instyler

TESCOM

POVOS

Scalpmaster

Create Ion

Paiter

Remington

DAFNI

Hair Brush Straighteners Product Segment Include:

Flat Hair Brush Straighteners

Rotating Hair Brush Straighteners

Hair Brush Straighteners Product Application Include:

Household

Commercial

Chapter Scope

Chapter 1: Product Research Range, Product Types and Applications, Market Overview, Market Situation and Trends

Chapter 2: Global Hair Brush Straighteners Industry PESTEL Analysis

Chapter 3: Global Hair Brush Straighteners Industry Porter's Five Forces Analysis

Chapter 4: Global Hair Brush Straighteners Major Regional Market Size (Revenue, Sales, Price) and Forecast Analysis

Chapter 5: Global Hair Brush Straighteners Market Size and Forecast by Type and Application Analysis

Chapter 6: North America Hair Brush Straighteners Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 7: Europe Hair Brush Straighteners Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 8: China Hair Brush Straighteners Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 9: APAC (Excl. China) Hair Brush Straighteners Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 10: Latin America Hair Brush Straighteners Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 11: Middle East and Africa Hair Brush Straighteners Competitive Analysis (Market Size, Key Players and Market Share, Product Type and Application Segment Analysis, Countries Analysis)

Chapter 12: Global Hair Brush Straighteners Competitive Analysis of Key Manufacturers (Sales, Revenue, Market Share, Price, Regional Distribution and Industry Concentration)

Chapter 13: Key Company Profiles (Product Portfolio, Sales, Revenue, Price and Gross Margin)

Chapter 14: Industrial Chain Analysis, Include Raw Material Suppliers, Distributors and Customers

Chapter 15: Research Findings and Conclusion

Chapter 16: Methodology and Data Sources

Contents

1 HAIR BRUSH STRAIGHTENERS MARKET OVERVIEW

- 1.1 Product Definition and Statistical Scope
- 1.2 Hair Brush Straighteners Product by Type
 - 1.2.1 Flat Hair Brush Straighteners
 - 1.2.2 Rotating Hair Brush Straighteners
- 1.3 Hair Brush Straighteners Product by Application
 - 1.3.1 Household
 - 1.3.2 Commercial
- 1.4 Global Hair Brush Straighteners Market Revenue and Sales Analysis
 - 1.4.1 Global Hair Brush Straighteners Market Size Analysis (2020-2032)
 - 1.4.2 Global Hair Brush Straighteners Market Sales Analysis (2020-2032)
 - 1.4.3 Global Hair Brush Straighteners Market Sales Price Trend Analysis (2020-2032)
- 1.5 Hair Brush Straighteners Industry Trends and Innovation
 - 1.5.1 Hair Brush Straighteners Industry Trends and Innovation
 - 1.5.2 Hair Brush Straighteners Market Drivers and Challenges

2 HAIR BRUSH STRAIGHTENERS MARKET PESTEL ANALYSIS

- 2.1 Political Factors Analysis
- 2.2 Economic Factors Analysis
- 2.3 Social Factors Analysis
- 2.4 Technological Factors Analysis
- 2.5 Environmental Factors Analysis
- 2.6 Legal Factors Analysis

3 HAIR BRUSH STRAIGHTENERS MARKET PORTER'S FIVE FORCES ANALYSIS

- 3.1 Competitive Rivalry
- 3.2 Threat of New Entrants
- 3.3 Bargaining Power of Suppliers
- 3.4 Bargaining Power of Buyers
- 3.5 Threat of Substitutes

4 GLOBAL HAIR BRUSH STRAIGHTENERS MARKET ANALYSIS BY REGIONS

- 4.1 Global Hair Brush Straighteners Overall Market: 2024 VS 2025 VS 2032

4.2 Global Hair Brush Straighteners Revenue and Forecast Analysis (2020-2032)

4.2.1 Global Hair Brush Straighteners Revenue and Market Share by Region (2020-2025)

4.2.2 Global Hair Brush Straighteners Revenue Forecast by Region (2026-2032)

4.3 Global Hair Brush Straighteners Sales and Forecast Analysis (2020-2032)

4.3.1 Global Hair Brush Straighteners Sales and Market Share by Region (2020-2025)

4.3.2 Global Hair Brush Straighteners Sales Forecast by Region (2026-2032)

4.4 Global Hair Brush Straighteners Sales Price Trend Analysis (2020-2032)

5 GLOBAL HAIR BRUSH STRAIGHTENERS MARKET SIZE BY TYPE AND APPLICATION

5.1 Global Hair Brush Straighteners Market Size by Type

5.1.1 Global Hair Brush Straighteners Revenue and Forecast Analysis by Type (2020-2032)

5.1.2 Global Hair Brush Straighteners Sales and Forecast Analysis by Type (2020-2032)

5.2 Global Hair Brush Straighteners Market Size by Application

5.2.1 Global Hair Brush Straighteners Revenue and Forecast Analysis by Application (2020-2032)

5.2.2 Global Hair Brush Straighteners Sales and Forecast Analysis by Application (2020-2032)

6 NORTH AMERICA

6.1 North America Hair Brush Straighteners Market Size and Growth Rate Analysis (2020-2032)

6.2 North America Key Manufacturers Analysis

6.3 North America Hair Brush Straighteners Market Size by Type

6.3.1 North America Hair Brush Straighteners Sales by Type (2020-2032)

6.3.2 North America Hair Brush Straighteners Revenue by Type (2020-2032)

6.4 North America Hair Brush Straighteners Market Size by Application

6.4.1 North America Hair Brush Straighteners Sales by Application (2020-2032)

6.4.2 North America Hair Brush Straighteners Revenue by Application (2020-2032)

6.5 North America Hair Brush Straighteners Market Size by Country

6.5.1 US

6.5.2 Canada

7 EUROPE

- 7.1 Europe Hair Brush Straighteners Market Size and Growth Rate Analysis (2020-2032)
- 7.2 Europe Key Manufacturers Analysis
- 7.3 Europe Hair Brush Straighteners Market Size by Type
 - 7.3.1 Europe Hair Brush Straighteners Sales by Type (2020-2032)
 - 7.3.2 Europe Hair Brush Straighteners Revenue by Type (2020-2032)
- 7.4 Europe Hair Brush Straighteners Market Size by Application
 - 7.4.1 Europe Hair Brush Straighteners Sales by Application (2020-2032)
 - 7.4.2 Europe Hair Brush Straighteners Revenue by Application (2020-2032)
- 7.5 Europe Hair Brush Straighteners Market Size by Country
 - 7.5.1 Germany
 - 7.5.2 France
 - 7.5.3 United Kingdom
 - 7.5.4 Italy
 - 7.5.5 Spain
 - 7.5.6 Benelux

8 CHINA

- 8.1 China Hair Brush Straighteners Market Size and Growth Rate Analysis (2020-2032)
- 8.2 China Key Manufacturers Analysis
- 8.3 China Hair Brush Straighteners Market Size by Type
 - 8.3.1 China Hair Brush Straighteners Sales by Type (2020-2032)
 - 8.3.2 China Hair Brush Straighteners Revenue by Type (2020-2032)
- 8.4 China Hair Brush Straighteners Market Size by Application
 - 8.4.1 China Hair Brush Straighteners Sales by Application (2020-2032)
 - 8.4.2 China Hair Brush Straighteners Revenue by Application (2020-2032)

9 APAC (EXCL. CHINA)

- 9.1 APAC (excl. China) Hair Brush Straighteners Market Size and Growth Rate Analysis (2020-2032)
- 9.2 APAC (excl. China) Key Manufacturers Analysis
- 9.3 APAC (excl. China) Hair Brush Straighteners Market Size by Type
 - 9.3.1 APAC (excl. China) Hair Brush Straighteners Sales by Type (2020-2032)
 - 9.3.2 APAC (excl. China) Hair Brush Straighteners Revenue by Type (2020-2032)
- 9.4 APAC (excl. China) Hair Brush Straighteners Market Size by Application
 - 9.4.1 APAC (excl. China) Hair Brush Straighteners Sales by Application (2020-2032)

9.4.2 APAC (excl. China) Hair Brush Straighteners Revenue by Application (2020-2032)

9.5 APAC (excl. China) Hair Brush Straighteners Market Size by Country

9.5.1 Japan

9.5.2 South Korea

9.5.3 India

9.5.4 Australia

9.5.5 Southeast Asia

10 LATIN AMERICA

10.1 Latin America Hair Brush Straighteners Market Size and Growth Rate Analysis (2020-2032)

10.2 Latin America Key Manufacturers Analysis

10.3 Latin America Hair Brush Straighteners Market Size by Type

10.3.1 Latin America Hair Brush Straighteners Sales by Type (2020-2032)

10.3.2 Latin America Hair Brush Straighteners Revenue by Type (2020-2032)

10.4 Latin America Hair Brush Straighteners Market Size by Application

10.4.1 Latin America Hair Brush Straighteners Sales by Application (2020-2032)

10.4.2 Latin America Hair Brush Straighteners Revenue by Application (2020-2032)

10.5 Latin America Hair Brush Straighteners Market Size by Country

10.6 Latin America Hair Brush Straighteners Market Size by Country

10.6.1 Mexico

10.6.2 Brazil

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Hair Brush Straighteners Market Size and Growth Rate Analysis (2020-2032)

11.2 Middle East & Africa Key Manufacturers Analysis

11.3 Middle East & Africa Hair Brush Straighteners Market Size by Type

11.3.1 Middle East & Africa Hair Brush Straighteners Sales by Type (2020-2032)

11.3.2 Middle East & Africa Hair Brush Straighteners Revenue by Type (2020-2032)

11.4 Middle East & Africa Hair Brush Straighteners Market Size by Application

11.4.1 Middle East & Africa Hair Brush Straighteners Sales by Application (2020-2032)

11.4.2 Middle East & Africa Hair Brush Straighteners Revenue by Application (2020-2032)

11.5 Middle East Hair Brush Straighteners Market Size by Country

11.5.1 Saudi Arabia

11.5.2 South Africa

12 COMPETITION BY MANUFACTURERS

12.1 Global Hair Brush Straighteners Market Sales, Revenue and Price by Key Manufacturers (2021-2025)

12.1.1 Global Hair Brush Straighteners Market Sales by Key Manufacturers (2021-2025)

12.1.2 Global Hair Brush Straighteners Market Revenue by Key Manufacturers (2021-2025)

12.1.3 Global Hair Brush Straighteners Average Sales Price by Manufacturers (2021-2025)

12.2 Hair Brush Straighteners Competitive Landscape Analysis and Market Dynamic

12.2.1 Hair Brush Straighteners Competitive Landscape Analysis

12.2.2 Global Key Manufacturers Headquarter Location and Key Area Sales

12.2.3 Market Dynamic

13 KEY COMPANIES ANALYSIS

13.1 Conair

13.1.1 Conair Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.1.2 Conair Hair Brush Straighteners Product Portfolio

13.1.3 Conair Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.2 Revlon

13.2.1 Revlon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.2.2 Revlon Hair Brush Straighteners Product Portfolio

13.2.3 Revlon Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.3 Braun

13.3.1 Braun Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.3.2 Braun Hair Brush Straighteners Product Portfolio

13.3.3 Braun Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.4 Panasonic

13.4.1 Panasonic Basic Company Profile (Employees, Areas Service, Competitors and

Contact Information)

13.4.2 Panasonic Hair Brush Straighteners Product Portfolio

13.4.3 Panasonic Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.5 Apalus

13.5.1 Apalus Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.5.2 Apalus Hair Brush Straighteners Product Portfolio

13.5.3 Apalus Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.6 Philips

13.6.1 Philips Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.6.2 Philips Hair Brush Straighteners Product Portfolio

13.6.3 Philips Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.7 Instyler

13.7.1 Instyler Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.7.2 Instyler Hair Brush Straighteners Product Portfolio

13.7.3 Instyler Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.8 TESCO

13.8.1 TESCO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.8.2 TESCO Hair Brush Straighteners Product Portfolio

13.8.3 TESCO Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.9 POVOS

13.9.1 POVOS Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.9.2 POVOS Hair Brush Straighteners Product Portfolio

13.9.3 POVOS Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.10 Scalpmaster

13.10.1 Scalpmaster Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.10.2 Scalpmaster Hair Brush Straighteners Product Portfolio

13.10.3 Scalpmaster Hair Brush Straighteners Market Data Analysis (Revenue, Sales,

Price, Gross Margin and Market Share) (2021-2025)

13.11 Create Ion

13.11.1 Create Ion Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.11.2 Create Ion Hair Brush Straighteners Product Portfolio

13.11.3 Create Ion Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.12 Paiter

13.12.1 Paiter Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.12.2 Paiter Hair Brush Straighteners Product Portfolio

13.12.3 Paiter Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.13 Remington

13.13.1 Remington Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.13.2 Remington Hair Brush Straighteners Product Portfolio

13.13.3 Remington Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

13.14 DAFNI

13.14.1 DAFNI Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

13.14.2 DAFNI Hair Brush Straighteners Product Portfolio

13.14.3 DAFNI Hair Brush Straighteners Market Data Analysis (Revenue, Sales, Price, Gross Margin and Market Share) (2021-2025)

14 INDUSTRY CHAIN ANALYSIS

14.1 Hair Brush Straighteners Industry Chain Analysis

14.2 Hair Brush Straighteners Industry Raw Material and Suppliers Analysis

14.2.1 Hair Brush Straighteners Key Raw Material Supply Analysis

14.2.2 Raw Material Suppliers and Contact Information

14.3 Hair Brush Straighteners Typical Downstream Customers

14.4 Hair Brush Straighteners Sales Channel Analysis

15 RESEARCH FINDINGS AND CONCLUSION

16 METHODOLOGY AND DATA SOURCE

16.1 Methodology/Research Approach

16.2 Research Scope

16.3 Benchmarks and Assumptions

16.4 Date Source

16.4.1 Primary Sources

16.4.2 Secondary Sources

16.5 Data Cross Validation

16.6 Disclaimer

List Of Tables

LIST OF TABLES

Table 1: Global Hair Brush Straighteners Market Size Growth Rate by Type, 2024 VS 2025 VS 2032 (US\$ Million)

Table 2: Global Hair Brush Straighteners Market Size Growth Rate by Application, 2024 VS 2025 VS 2032 (US\$ Million)

Table 3: Hair Brush Straighteners Industry Development Status

Table 4: Hair Brush Straighteners Industry Development Trends

Table 5: Global Hair Brush Straighteners Market Size by Region in US\$ Million: 2024 VS 2025 VS 2032

Table 6: Global Hair Brush Straighteners Revenue by Region (2020-2025) & (US\$ Million)

Table 7: Global Hair Brush Straighteners Revenue Market Share by Region (2020-2025)

Table 8: Global Hair Brush Straighteners Revenue Forecast by Region (2026-2032) & (US\$ Million)

Table 9: Global Hair Brush Straighteners Revenue Market Share Forecast by Region (2026-2032)

Table 10: Global Hair Brush Straighteners Sales by Region (2020-2025) & (K Unit)

Table 11: Global Hair Brush Straighteners Sales Market Share by Region (2020-2025)

Table 12: Global Hair Brush Straighteners Sales Forecast by Region (2026-2032) & (K Unit)

Table 13: Global Hair Brush Straighteners Sales Market Share Forecast by Region (2026-2032)

Table 14: Global Hair Brush Straighteners Revenue Analysis by Type (2020-2025) & (US\$ Million)

Table 15: Global Hair Brush Straighteners Revenue Analysis Forecast by Type (2026-2032) & (US\$ Million)

Table 16: Global Hair Brush Straighteners Sales Analysis by Type (2020-2025) & (K Unit)

Table 17: Global Hair Brush Straighteners Sales Analysis Forecast by Type (2026-2032) & (K Unit)

Table 18: Global Hair Brush Straighteners Revenue Analysis by Application (2020-2025) & (US\$ Million)

Table 19: Global Hair Brush Straighteners Revenue Analysis Forecast by Application (2026-2032) & (US\$ Million)

Table 20: Global Hair Brush Straighteners Sales Analysis by Application (2020-2025) &

(K Unit)

Table 21: Global Hair Brush Straighteners Sales Analysis Forecast by Application (2026-2032) & (K Unit)

Table 22: Key Hair Brush Straighteners Players in North America

Table 23: North America Hair Brush Straighteners Sales by Type (2020-2025) & (K Unit)

Table 24: North America Hair Brush Straighteners Sales by Type (2026-2032) & (K Unit)

Table 25: North America Hair Brush Straighteners Revenue by Type (2020-2025) & (US\$ Million)

Table 26: North America Hair Brush Straighteners Revenue by Type (2026-2032) & (US\$ Million)

Table 27: North America Hair Brush Straighteners Sales by Application (2020-2025) & (K Unit)

Table 28: North America Hair Brush Straighteners Sales by Application (2026-2032) & (K Unit)

Table 29: North America Hair Brush Straighteners Revenue by Application (2020-2025) & (US\$ Million)

Table 30: North America Hair Brush Straighteners Revenue by Application (2026-2032) & (US\$ Million)

Table 31: North America Hair Brush Straighteners Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 32: North America Hair Brush Straighteners Revenue Market Size by Country (2026-2032) & (US\$ Million)

Table 33: North America Hair Brush Straighteners Sales Market Size by Country (2020-2025) & (K Unit)

Table 34: North America Hair Brush Straighteners Sales Market Size by Country (2026-2032) & (K Unit)

Table 35: Key Hair Brush Straighteners Players in Europe

Table 36: Europe Hair Brush Straighteners Sales by Type (2020-2025) & (K Unit)

Table 37: Europe Hair Brush Straighteners Sales by Type (2026-2032) & (K Unit)

Table 38: Europe Hair Brush Straighteners Revenue by Type (2020-2025) & (US\$ Million)

Table 39: Europe Hair Brush Straighteners Revenue by Type (2026-2032) & (US\$ Million)

Table 40: Europe Hair Brush Straighteners Sales by Application (2020-2025) & (K Unit)

Table 41: Europe Hair Brush Straighteners Sales by Application (2026-2032) & (K Unit)

Table 42: Europe Hair Brush Straighteners Revenue by Application (2020-2025) & (US\$ Million)

Table 43: Europe Hair Brush Straighteners Revenue by Application (2026-2032) & (US\$ Million)

Table 44: Europe Hair Brush Straighteners Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 45: Europe Hair Brush Straighteners Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 46: Europe Hair Brush Straighteners Sales Market Size by Country (2020-2025) & (K Unit)

Table 47: Europe Hair Brush Straighteners Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 48: Key Hair Brush Straighteners Players in China

Table 49: China Hair Brush Straighteners Sales by Type (2020-2025) & (K Unit)

Table 50: China Hair Brush Straighteners Sales by Type (2026-2032) & (K Unit)

Table 51: China Hair Brush Straighteners Revenue by Type (2020-2025) & (US\$ Million)

Table 52: China Hair Brush Straighteners Revenue by Type (2026-2032) & (US\$ Million)

Table 53: China Hair Brush Straighteners Sales by Application (2020-2025) & (K Unit)

Table 54: China Hair Brush Straighteners Sales by Application (2026-2032) & (K Unit)

Table 55: China Hair Brush Straighteners Revenue by Application (2020-2025) & (US\$ Million)

Table 56: China Hair Brush Straighteners Revenue by Application (2026-2032) & (US\$ Million)

Table 57: Key Hair Brush Straighteners Players in APAC (excl. China)

Table 58: APAC (excl. China) Hair Brush Straighteners Sales by Type (2020-2025) & (K Unit)

Table 59: APAC (excl. China) Hair Brush Straighteners Sales by Type (2026-2032) & (K Unit)

Table 60: APAC (excl. China) Hair Brush Straighteners Revenue by Type (2020-2025) & (US\$ Million)

Table 61: APAC (excl. China) Hair Brush Straighteners Revenue by Type (2026-2032) & (US\$ Million)

Table 62: APAC (excl. China) Hair Brush Straighteners Sales by Application (2020-2025) & (K Unit)

Table 63: APAC (excl. China) Hair Brush Straighteners Sales by Application (2026-2032) & (K Unit)

Table 64: APAC (excl. China) Hair Brush Straighteners Revenue by Application (2020-2025) & (US\$ Million)

Table 65: APAC (excl. China) Hair Brush Straighteners Revenue by Application

(2026-2032) & (US\$ Million)

Table 66:: APAC (excl. China) Hair Brush Straighteners Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 67: APAC (excl. China) Hair Brush Straighteners Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 68: APAC (excl. China) Hair Brush Straighteners Sales Market Size by Country (2020-2025) & (K Unit)

Table 69: APAC (excl. China) Hair Brush Straighteners Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 70: Key Hair Brush Straighteners Players in Latin America

Table 71: Latin America Hair Brush Straighteners Sales by Type (2020-2025) & (K Unit)

Table 72: Latin America Hair Brush Straighteners Sales by Type (2026-2032) & (K Unit)

Table 73: Latin America Hair Brush Straighteners Revenue by Type (2020-2025) & (US\$ Million)

Table 74: Latin America Hair Brush Straighteners Revenue by Type (2026-2032) & (US\$ Million)

Table 75: Latin America Hair Brush Straighteners Sales by Application (2020-2025) & (K Unit)

Table 76: Latin America Hair Brush Straighteners Sales by Application (2026-2032) & (K Unit)

Table 77: Latin America Hair Brush Straighteners Revenue by Application (2020-2025) & (US\$ Million)

Table 78: Latin America Hair Brush Straighteners Revenue by Application (2026-2032) & (US\$ Million)

Table 79: Latin America Hair Brush Straighteners Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 80: Latin America Hair Brush Straighteners Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 81: Latin America Hair Brush Straighteners Sales Market Size by Country (2020-2025) & (K Unit)

Table 82: Latin America Hair Brush Straighteners Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 83: Key Hair Brush Straighteners Players in Middle East & Africa

Table 84: Middle East & Africa Hair Brush Straighteners Sales by Type (2020-2025) & (K Unit)

Table 85: Middle East & Africa Hair Brush Straighteners Sales by Type (2026-2032) & (K Unit)

Table 86: Middle East & Africa Hair Brush Straighteners Revenue by Type (2020-2025) & (US\$ Million)

Table 87: Middle East & Africa Hair Brush Straighteners Revenue by Type (2026-2032) & (US\$ Million)

Table 88: Middle East & Africa Hair Brush Straighteners Sales by Application (2020-2025) & (K Unit)

Table 89: Middle East & Africa Hair Brush Straighteners Sales by Application (2026-2032) & (K Unit)

Table 90: Middle East & Africa Hair Brush Straighteners Revenue by Application (2020-2025) & (US\$ Million)

Table 91: Middle East & Africa Hair Brush Straighteners Revenue by Application (2026-2032) & (US\$ Million)

Table 92: Middle East & Africa Hair Brush Straighteners Revenue Market Size by Country (2020-2025) & (US\$ Million)

Table 93: Middle East & Africa Hair Brush Straighteners Revenue Market Size Forecast by Country (2026-2032) & (US\$ Million)

Table 94: Middle East & Africa Hair Brush Straighteners Sales Market Size by Country (2020-2025) & (K Unit)

Table 95: Middle East & Africa Hair Brush Straighteners Sales Market Size Forecast by Country (2026-2032) & (K Unit)

Table 96: Global Hair Brush Straighteners Market Sales by Key Manufacturers (2021-2025) & (K Unit)

Table 97: Global Hair Brush Straighteners Sales Market Share by Key Manufacturers (2021-2025)

Table 98: Global Hair Brush Straighteners Market Revenue by Key Manufacturers (2021-2025) & (US\$ Million)

Table 99: Global Hair Brush Straighteners Revenue Market Share by Key Manufacturers (2021-2025)

Table 100: Global Average Sales Price by Manufacturers (2021-2025) & (USD/Unit)

Table 101: Global Key Manufacturers Headquarter Location and Key Area Sales

Table 102: Market Mergers & Acquisitions, Expansion

Table 103: Conair Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 104: Conair Hair Brush Straighteners Product Portfolio

Table 105: Conair Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 106: Revlon Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 107: Revlon Hair Brush Straighteners Product Portfolio

Table 108: Revlon Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

- Table 109: Braun Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 110: Braun Hair Brush Straighteners Product Portfolio
- Table 111: Braun Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 112: Panasonic Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 113: Panasonic Hair Brush Straighteners Product Portfolio
- Table 114: Panasonic Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 115: Apalus Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 116: Apalus Hair Brush Straighteners Product Portfolio
- Table 117: Apalus Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 118: Philips Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 119: Philips Hair Brush Straighteners Product Portfolio
- Table 120: Philips Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 121: Instyler Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 122: Instyler Hair Brush Straighteners Product Portfolio
- Table 123: Instyler Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 124: TESCO Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 125: TESCO Hair Brush Straighteners Product Portfolio
- Table 126: TESCO Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 127: POVOS Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 128: POVOS Hair Brush Straighteners Product Portfolio
- Table 129: POVOS Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)
- Table 130: Scalpmaster Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)
- Table 131: Scalpmaster Hair Brush Straighteners Product Portfolio
- Table 132: Scalpmaster Hair Brush Straighteners Revenue (US\$ Million), Sales (K

Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 133: Create Ion Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 134: Create Ion Hair Brush Straighteners Product Portfolio

Table 135: Create Ion Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 136: Paiter Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 137: Paiter Hair Brush Straighteners Product Portfolio

Table 138: Paiter Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 139: Remington Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 140: Remington Hair Brush Straighteners Product Portfolio

Table 141: Remington Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 142: DAFNI Basic Company Profile (Employees, Areas Service, Competitors and Contact Information)

Table 143: DAFNI Hair Brush Straighteners Product Portfolio

Table 144: DAFNI Hair Brush Straighteners Revenue (US\$ Million), Sales (K Unit), Price (USD/Unit), Gross Margin and Market Share (2021-2025)

Table 145: Upstream Key Raw Material Price List

Table 146: Hair Brush Straighteners Raw Material Suppliers and Contact Information

Table 147: Hair Brush Straighteners Typical Customer List

Table 148: Hair Brush Straighteners Distributors List

List Of Figures

LIST OF FIGURES

Figure 1: Hair Brush Straighteners Product Pictures

Figure 2: Flat Hair Brush Straighteners Picture Scope

Figure 3: Rotating Hair Brush Straighteners Picture Scope

Figure 4: Household Picture Scope

Figure 5: Commercial Picture Scope

Figure 6: Global Hair Brush Straighteners Market Size Analysis: 2024 VS 2025 VS 2032 (US\$ Million)

Figure 7: Global Hair Brush Straighteners Market Revenue and Growth Rate Analysis: (2020-2032) & (US\$ Million)

Figure 8: Global Hair Brush Straighteners Market Sales and Growth Rate Analysis (2020-2032) & (K Unit)

Figure 9: Global Hair Brush Straighteners Market Price Trend Analysis (2020-2032) & (USD/Unit)

Figure 10: Global Hair Brush Straighteners Market Size by Region (2020-2032) & (US\$ Million)

Figure 11: Global Hair Brush Straighteners Market Share Scenario by Region in Percentage: 2025 Versus 2032

Figure 12: Global Hair Brush Straighteners Sales Price by Region (2020-2032) & (K Unit)

Figure 13: North America Hair Brush Straighteners Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 14: North America Hair Brush Straighteners Revenue Market Share by Players in 2024

Figure 15: North America Hair Brush Straighteners Sales Market Share by Type (2020-2032)

Figure 16: North America Hair Brush Straighteners Revenue Market Share by Type (2020-2032)

Figure 17: North America Hair Brush Straighteners Sales Market Share by Application (2020-2032)

Figure 18: North America Hair Brush Straighteners Revenue Market Share by Application (2020-2032)

Figure 19: US Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 20: Canada Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 21: Europe Hair Brush Straighteners Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 22:Europe Hair Brush Straighteners Revenue Market Share by Players in 2024

Figure 23:Europe Hair Brush Straighteners Sales Market Share by Type (2020-2032)

Figure 24:Europe Hair Brush Straighteners Revenue Market Share by Type
(2020-2032)

Figure 25:Europe Hair Brush Straighteners Sales Market Share by Application
(2020-2032)

Figure 26:Europe Hair Brush Straighteners Revenue Market Share by Application
(2020-2032)

Figure 27:Germany Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 28:France Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 29:United Kingdom Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 30:Italy Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 31:Spain Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 32:Benelux Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 33:China Hair Brush Straighteners Market Size and Growth Rate (2020-2032) &
(US\$ Million)

Figure 34:China Hair Brush Straighteners Revenue Market Share by Players in 2024

Figure 35:China Hair Brush Straighteners Sales Market Share by Type (2020-2032)

Figure 36:China Hair Brush Straighteners Revenue Market Share by Type (2020-2032)

Figure 37:China Hair Brush Straighteners Sales Market Share by Application
(2020-2032)

Figure 38:China Hair Brush Straighteners Revenue Market Share by Application
(2020-2032)

Figure 39:APAC (excl. China) Hair Brush Straighteners Market Size and Growth Rate
(2020-2032) & (US\$ Million)

Figure 40:APAC (excl. China) Hair Brush Straighteners Revenue Market Share by
Players in 2024

Figure 41:APAC (excl. China) Hair Brush Straighteners Sales Market Share by Type
(2020-2032)

Figure 42:APAC (excl. China) Hair Brush Straighteners Revenue Market Share by Type
(2020-2032)

Figure 43:APAC (excl. China) Hair Brush Straighteners Sales Market Share by
Application (2020-2032)

Figure 44:APAC (excl. China) Hair Brush Straighteners Revenue Market Share by
Application (2020-2032)

Figure 45:Japan Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 46:South Korea Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 47:India Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 48:Australia Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 49:Southeast Asia Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 50:Latin America Hair Brush Straighteners Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 51:Latin America Hair Brush Straighteners Revenue Market Share by Players in 2024

Figure 52:Latin America Hair Brush Straighteners Sales Market Share by Type (2020-2032)

Figure 53:Latin America Hair Brush Straighteners Revenue Market Share by Type (2020-2032)

Figure 54:Latin America Hair Brush Straighteners Sales Market Share by Application (2020-2032)

Figure 55:Latin America Hair Brush Straighteners Revenue Market Share by Application (2020-2032)

Figure 56:Mexico Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 57:Brazil Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 58:Middle East & Africa Hair Brush Straighteners Market Size and Growth Rate (2020-2032) & (US\$ Million)

Figure 59:Middle East & Africa Hair Brush Straighteners Revenue Market Share by Players in 2024

Figure 60:Middle East & Africa Hair Brush Straighteners Sales Market Share by Type (2020-2032)

Figure 61:Middle East & Africa Hair Brush Straighteners Revenue Market Share by Type (2020-2032)

Figure 62:Middle East & Africa Hair Brush Straighteners Sales Market Share by Application (2020-2032)

Figure 63:Middle East & Africa Hair Brush Straighteners Revenue Market Share by Application (2020-2032)

Figure 64:Saudi Arabia Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 65:South Africa Hair Brush Straighteners Revenue (2020-2032) & (US\$ Million)

Figure 66:Global Hair Brush Straighteners Sales Market Share by Key Manufacturers in 2024

Figure 67:Global Hair Brush Straighteners Revenue Market Share by Key Manufacturers in 2024

Figure 68:Global Hair Brush Straighteners Industry Competition Landscape

Figure 69:Hair Brush Straighteners Industry Chain Analysis

Figure 70:Bottom-Up and Top-Down Research Methods

Figure 71:Key Interview Objectives

Figure 72: Data Cross Validation

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