

Global Hair Styling Equipment 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 Styling Equipment market size will reach Million USD in 2025 and is projected to reach Million USD by 2032, with a CAGR of % (2025-2032). Notably, the China Hair Styling Equipment 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

Hair styling equipment refers to a diverse range of tools designed for the shaping, setting, and beautification of hair. This category includes various devices such as hairdryers, flat irons, curling irons, hairbrushes, combs, and electric clippers, among others. Hair styling equipment is utilized to achieve a multitude of hairstyles, ranging from straight and sleek to voluminous curls or intricate braids. Each tool serves a specific purpose: hairdryers for quick and efficient drying, flat irons for straightening, curling irons for creating curls or waves, and brushes and combs for detangling and styling. Professional salons and individuals alike use these tools to express personal style and experiment with diverse looks. As technology advances, hair styling equipment often incorporates innovative features such as ceramic coatings, ionic technology, and temperature control, contributing to improved performance and reduced hair damage.

The major global manufacturers of Hair Styling Equipment include Conair, Koninklijke Philips, Panasonic, TESCO, Andis, Bio Ionic, Drybar, Devacurl, Dyson, Elchim, 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 Styling Equipment. 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 Styling Equipment 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 Styling Equipment 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 Styling Equipment 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 Styling Equipment Include:

Conair

Koninklijke Philips

Panasonic

TESCOM

Andis

Bio Ionic

Drybar

Devacurl

Dyson

Elchim

Hair Styling Equipment Product Segment Include:

Hair Dryers

Hair Straighteners

Hair Stylers

Hair Styling Equipment Product Application Include:

Professional Users

Individual Users

Chapter Scope

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