

Global Consumer Hair Styling Appliances Market 2026 by Manufacturers, Regions, Type and Application, Forecast to 2032

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Abstracts

According to our (Global Info Research) latest study, the global Consumer Hair Styling Appliances market size was valued at US\$ 6071 million in 2025 and is forecast to a readjusted size of US\$ 8257 million by 2032 with a CAGR of 4.4% during review period.

Consumer Hair Styling Appliances are consumer-oriented, primarily at-home electrical appliances designed to dry, straighten, curl, volumize, and set hair through controlled heat transfer, airflow delivery, and/or motor-driven mechanical structures. The category typically covers electro-thermic hair dryers and other electro-thermic hairdressing apparatus (e.g., straighteners, curling irons/wands, hot air brushes, and multi-stylers). Most products are handheld and commonly comprise a housing with thermal insulation, a heating system (heating wire/PTC element, ceramic or metal plates), a power/airflow system (motor, fan, ducts/nozzles), temperature and electronic control modules (sensors, control chips, safety circuits), and interchangeable attachments (concentrator nozzles, diffusers, brush heads, barrels). For market research purposes, the segment is often classified by product type, price tier, power source, technology features (ionic care, intelligent temperature control, high-speed motors), and distribution channels, serving daily household grooming, travel-friendly styling, and the “home-salon” styling trend.

Based on UN Comtrade/WITS global trade statistics for electro-thermic hair dryers (HS 851631) and electro-thermic hairdressing apparatus other than hair dryers (HS 851632), and factoring in major manufacturing supply shares and domestic sales structures, global manufacturing-side shipments of Consumer Hair Styling Appliances in 2025 (approximated as production volume) are estimated at 500–650 million units, with FOB unit prices of US\$7–12 per unit.

This report is a detailed and comprehensive analysis for global Consumer Hair Styling Appliances market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Application. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2025, are provided.

Key Features:

Global Consumer Hair Styling Appliances market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Consumer Hair Styling Appliances market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Consumer Hair Styling Appliances market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2021-2032

Global Consumer Hair Styling Appliances market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2021-2026

The Primary Objectives in This Report Are:

- To determine the size of the total market opportunity of global and key countries
- To assess the growth potential for Consumer Hair Styling Appliances
- To forecast future growth in each product and end-use market
- To assess competitive factors affecting the marketplace

This report profiles key players in the global Consumer Hair Styling Appliances market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Dyson Limited, SharkNinja, Conair LLC (Conair Corporation), Helen of Troy Limited, Spectrum Brands Holdings, Inc., Panasonic Holdings Corporation, Versuni (Philips brand licensee), Xiaomi Corporation,

Midea Group Co., Ltd., Haier Smart Home Co., Ltd. / Haier Group, etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Market Segmentation

Consumer Hair Styling Appliances market is split by Type and by Application. For the period 2021-2032, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

Hair Dryer

Hair Straightener

Curling Iron or Wand

Hot Air Styler Brush

Others

Market segment by Power Source

Corded Electric

Rechargeable Battery

Dual Power

Market segment by Price Tier

Entry Level

Mid Range

Premium

Market segment by Distribution Channel

Online Retail

Offline Retail

Market segment by Application

Daily Home Styling

Travel Use

Others

Major players covered

Dyson Limited

SharkNinja

Conair LLC (Conair Corporation)

Helen of Troy Limited

Spectrum Brands Holdings, Inc.

Panasonic Holdings Corporation

Versuni (Philips brand licensee)

Xiaomi Corporation

Midea Group Co., Ltd.

Haier Smart Home Co., Ltd. / Haier Group

Shanghai Flyco Electrical Appliance Co., Ltd.

Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen)

Guangdong Huanengda Electric Co., Ltd. (CONFU)

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

Asia-Pacific (China, Japan, Korea, India, Southeast Asia, and Australia)

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Consumer Hair Styling Appliances product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Consumer Hair Styling Appliances, with price, sales quantity, revenue, and global market share of Consumer Hair Styling Appliances from 2021 to 2026.

Chapter 3, the Consumer Hair Styling Appliances competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Consumer Hair Styling Appliances breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2021 to 2032.

Chapter 5 and 6, to segment the sales by Type and by Application, with sales market share and growth rate by Type, by Application, from 2021 to 2032.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2021 to 2026. and Consumer Hair Styling Appliances market forecast, by regions, by Type, and by Application, with sales and revenue, from 2027 to 2032.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Consumer Hair Styling Appliances.

Chapter 14 and 15, to describe Consumer Hair Styling Appliances sales channel, distributors, customers, research findings and conclusion.

Contents

1 MARKET OVERVIEW

1.1 Product Overview and Scope

1.2 Market Estimation Caveats and Base Year

1.3 Market Analysis by Type

1.3.1 Overview: Global Consumer Hair Styling Appliances Consumption Value by Type: 2021 Versus 2025 Versus 2032

1.3.2 Hair Dryer

1.3.3 Hair Straightener

1.3.4 Curling Iron or Wand

1.3.5 Hot Air Styler Brush

1.3.6 Others

1.4 Market Analysis by Power Source

1.4.1 Overview: Global Consumer Hair Styling Appliances Consumption Value by Power Source: 2021 Versus 2025 Versus 2032

1.4.2 Corded Electric

1.4.3 Rechargeable Battery

1.4.4 Dual Power

1.5 Market Analysis by Price Tier

1.5.1 Overview: Global Consumer Hair Styling Appliances Consumption Value by Price Tier: 2021 Versus 2025 Versus 2032

1.5.2 Entry Level

1.5.3 Mid Range

1.5.4 Premium

1.6 Market Analysis by Distribution Channel

1.6.1 Overview: Global Consumer Hair Styling Appliances Consumption Value by Distribution Channel: 2021 Versus 2025 Versus 2032

1.6.2 Online Retail

1.6.3 Offline Retail

1.7 Market Analysis by Application

1.7.1 Overview: Global Consumer Hair Styling Appliances Consumption Value by Application: 2021 Versus 2025 Versus 2032

1.7.2 Daily Home Styling

1.7.3 Travel Use

1.7.4 Others

1.8 Global Consumer Hair Styling Appliances Market Size & Forecast

1.8.1 Global Consumer Hair Styling Appliances Consumption Value (2021 & 2025 &

2032)

1.8.2 Global Consumer Hair Styling Appliances Sales Quantity (2021-2032)

1.8.3 Global Consumer Hair Styling Appliances Average Price (2021-2032)

2 MANUFACTURERS PROFILES

2.1 Dyson Limited

2.1.1 Dyson Limited Details

2.1.2 Dyson Limited Major Business

2.1.3 Dyson Limited Consumer Hair Styling Appliances Product and Services

2.1.4 Dyson Limited Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.1.5 Dyson Limited Recent Developments/Updates

2.2 SharkNinja

2.2.1 SharkNinja Details

2.2.2 SharkNinja Major Business

2.2.3 SharkNinja Consumer Hair Styling Appliances Product and Services

2.2.4 SharkNinja Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.2.5 SharkNinja Recent Developments/Updates

2.3 Conair LLC (Conair Corporation)

2.3.1 Conair LLC (Conair Corporation) Details

2.3.2 Conair LLC (Conair Corporation) Major Business

2.3.3 Conair LLC (Conair Corporation) Consumer Hair Styling Appliances Product and Services

2.3.4 Conair LLC (Conair Corporation) Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.3.5 Conair LLC (Conair Corporation) Recent Developments/Updates

2.4 Helen of Troy Limited

2.4.1 Helen of Troy Limited Details

2.4.2 Helen of Troy Limited Major Business

2.4.3 Helen of Troy Limited Consumer Hair Styling Appliances Product and Services

2.4.4 Helen of Troy Limited Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.4.5 Helen of Troy Limited Recent Developments/Updates

2.5 Spectrum Brands Holdings, Inc.

2.5.1 Spectrum Brands Holdings, Inc. Details

2.5.2 Spectrum Brands Holdings, Inc. Major Business

2.5.3 Spectrum Brands Holdings, Inc. Consumer Hair Styling Appliances Product and

Services

2.5.4 Spectrum Brands Holdings, Inc. Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.5.5 Spectrum Brands Holdings, Inc. Recent Developments/Updates

2.6 Panasonic Holdings Corporation

2.6.1 Panasonic Holdings Corporation Details

2.6.2 Panasonic Holdings Corporation Major Business

2.6.3 Panasonic Holdings Corporation Consumer Hair Styling Appliances Product and Services

2.6.4 Panasonic Holdings Corporation Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.6.5 Panasonic Holdings Corporation Recent Developments/Updates

2.7 Versuni (Philips brand licensee)

2.7.1 Versuni (Philips brand licensee) Details

2.7.2 Versuni (Philips brand licensee) Major Business

2.7.3 Versuni (Philips brand licensee) Consumer Hair Styling Appliances Product and Services

2.7.4 Versuni (Philips brand licensee) Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.7.5 Versuni (Philips brand licensee) Recent Developments/Updates

2.8 Xiaomi Corporation

2.8.1 Xiaomi Corporation Details

2.8.2 Xiaomi Corporation Major Business

2.8.3 Xiaomi Corporation Consumer Hair Styling Appliances Product and Services

2.8.4 Xiaomi Corporation Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.8.5 Xiaomi Corporation Recent Developments/Updates

2.9 Midea Group Co., Ltd.

2.9.1 Midea Group Co., Ltd. Details

2.9.2 Midea Group Co., Ltd. Major Business

2.9.3 Midea Group Co., Ltd. Consumer Hair Styling Appliances Product and Services

2.9.4 Midea Group Co., Ltd. Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.9.5 Midea Group Co., Ltd. Recent Developments/Updates

2.10 Haier Smart Home Co., Ltd. / Haier Group

2.10.1 Haier Smart Home Co., Ltd. / Haier Group Details

2.10.2 Haier Smart Home Co., Ltd. / Haier Group Major Business

2.10.3 Haier Smart Home Co., Ltd. / Haier Group Consumer Hair Styling Appliances Product and Services

2.10.4 Haier Smart Home Co., Ltd. / Haier Group Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.10.5 Haier Smart Home Co., Ltd. / Haier Group Recent Developments/Updates

2.11 Shanghai Flyco Electrical Appliance Co., Ltd.

2.11.1 Shanghai Flyco Electrical Appliance Co., Ltd. Details

2.11.2 Shanghai Flyco Electrical Appliance Co., Ltd. Major Business

2.11.3 Shanghai Flyco Electrical Appliance Co., Ltd. Consumer Hair Styling Appliances Product and Services

2.11.4 Shanghai Flyco Electrical Appliance Co., Ltd. Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.11.5 Shanghai Flyco Electrical Appliance Co., Ltd. Recent Developments/Updates

2.12 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen)

2.12.1 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Details

2.12.2 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Major Business

2.12.3 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Consumer Hair Styling Appliances Product and Services

2.12.4 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.12.5 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Recent Developments/Updates

2.13 Guangdong Huanengda Electric Co., Ltd. (CONFU)

2.13.1 Guangdong Huanengda Electric Co., Ltd. (CONFU) Details

2.13.2 Guangdong Huanengda Electric Co., Ltd. (CONFU) Major Business

2.13.3 Guangdong Huanengda Electric Co., Ltd. (CONFU) Consumer Hair Styling Appliances Product and Services

2.13.4 Guangdong Huanengda Electric Co., Ltd. (CONFU) Consumer Hair Styling Appliances Sales Quantity, Average Price, Revenue, Gross Margin and Market Share (2021-2026)

2.13.5 Guangdong Huanengda Electric Co., Ltd. (CONFU) Recent Developments/Updates

3 COMPETITIVE ENVIRONMENT: CONSUMER HAIR STYLING APPLIANCES BY MANUFACTURER

3.1 Global Consumer Hair Styling Appliances Sales Quantity by Manufacturer (2021-2026)

3.2 Global Consumer Hair Styling Appliances Revenue by Manufacturer (2021-2026)

3.3 Global Consumer Hair Styling Appliances Average Price by Manufacturer (2021-2026)

3.4 Market Share Analysis (2025)

3.4.1 Producer Shipments of Consumer Hair Styling Appliances by Manufacturer Revenue (\$MM) and Market Share (%): 2025

3.4.2 Top 3 Consumer Hair Styling Appliances Manufacturer Market Share in 2025

3.4.3 Top 6 Consumer Hair Styling Appliances Manufacturer Market Share in 2025

3.5 Consumer Hair Styling Appliances Market: Overall Company Footprint Analysis

3.5.1 Consumer Hair Styling Appliances Market: Region Footprint

3.5.2 Consumer Hair Styling Appliances Market: Company Product Type Footprint

3.5.3 Consumer Hair Styling Appliances Market: Company Product Application Footprint

3.6 New Market Entrants and Barriers to Market Entry

3.7 Mergers, Acquisition, Agreements, and Collaborations

4 CONSUMPTION ANALYSIS BY REGION

4.1 Global Consumer Hair Styling Appliances Market Size by Region

4.1.1 Global Consumer Hair Styling Appliances Sales Quantity by Region (2021-2032)

4.1.2 Global Consumer Hair Styling Appliances Consumption Value by Region (2021-2032)

4.1.3 Global Consumer Hair Styling Appliances Average Price by Region (2021-2032)

4.2 North America Consumer Hair Styling Appliances Consumption Value (2021-2032)

4.3 Europe Consumer Hair Styling Appliances Consumption Value (2021-2032)

4.4 Asia-Pacific Consumer Hair Styling Appliances Consumption Value (2021-2032)

4.5 South America Consumer Hair Styling Appliances Consumption Value (2021-2032)

4.6 Middle East & Africa Consumer Hair Styling Appliances Consumption Value (2021-2032)

5 MARKET SEGMENT BY TYPE

5.1 Global Consumer Hair Styling Appliances Sales Quantity by Type (2021-2032)

5.2 Global Consumer Hair Styling Appliances Consumption Value by Type (2021-2032)

5.3 Global Consumer Hair Styling Appliances Average Price by Type (2021-2032)

6 MARKET SEGMENT BY APPLICATION

6.1 Global Consumer Hair Styling Appliances Sales Quantity by Application (2021-2032)

6.2 Global Consumer Hair Styling Appliances Consumption Value by Application (2021-2032)

6.3 Global Consumer Hair Styling Appliances Average Price by Application (2021-2032)

7 NORTH AMERICA

7.1 North America Consumer Hair Styling Appliances Sales Quantity by Type (2021-2032)

7.2 North America Consumer Hair Styling Appliances Sales Quantity by Application (2021-2032)

7.3 North America Consumer Hair Styling Appliances Market Size by Country

7.3.1 North America Consumer Hair Styling Appliances Sales Quantity by Country (2021-2032)

7.3.2 North America Consumer Hair Styling Appliances Consumption Value by Country (2021-2032)

7.3.3 United States Market Size and Forecast (2021-2032)

7.3.4 Canada Market Size and Forecast (2021-2032)

7.3.5 Mexico Market Size and Forecast (2021-2032)

8 EUROPE

8.1 Europe Consumer Hair Styling Appliances Sales Quantity by Type (2021-2032)

8.2 Europe Consumer Hair Styling Appliances Sales Quantity by Application (2021-2032)

8.3 Europe Consumer Hair Styling Appliances Market Size by Country

8.3.1 Europe Consumer Hair Styling Appliances Sales Quantity by Country (2021-2032)

8.3.2 Europe Consumer Hair Styling Appliances Consumption Value by Country (2021-2032)

8.3.3 Germany Market Size and Forecast (2021-2032)

8.3.4 France Market Size and Forecast (2021-2032)

8.3.5 United Kingdom Market Size and Forecast (2021-2032)

8.3.6 Russia Market Size and Forecast (2021-2032)

8.3.7 Italy Market Size and Forecast (2021-2032)

9 ASIA-PACIFIC

9.1 Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Type (2021-2032)

9.2 Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Application

(2021-2032)

9.3 Asia-Pacific Consumer Hair Styling Appliances Market Size by Region

9.3.1 Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Region

(2021-2032)

9.3.2 Asia-Pacific Consumer Hair Styling Appliances Consumption Value by Region

(2021-2032)

9.3.3 China Market Size and Forecast (2021-2032)

9.3.4 Japan Market Size and Forecast (2021-2032)

9.3.5 South Korea Market Size and Forecast (2021-2032)

9.3.6 India Market Size and Forecast (2021-2032)

9.3.7 Southeast Asia Market Size and Forecast (2021-2032)

9.3.8 Australia Market Size and Forecast (2021-2032)

10 SOUTH AMERICA

10.1 South America Consumer Hair Styling Appliances Sales Quantity by Type

(2021-2032)

10.2 South America Consumer Hair Styling Appliances Sales Quantity by Application

(2021-2032)

10.3 South America Consumer Hair Styling Appliances Market Size by Country

10.3.1 South America Consumer Hair Styling Appliances Sales Quantity by Country

(2021-2032)

10.3.2 South America Consumer Hair Styling Appliances Consumption Value by Country (2021-2032)

10.3.3 Brazil Market Size and Forecast (2021-2032)

10.3.4 Argentina Market Size and Forecast (2021-2032)

11 MIDDLE EAST & AFRICA

11.1 Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Type

(2021-2032)

11.2 Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Application

(2021-2032)

11.3 Middle East & Africa Consumer Hair Styling Appliances Market Size by Country

11.3.1 Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Country

(2021-2032)

11.3.2 Middle East & Africa Consumer Hair Styling Appliances Consumption Value by Country (2021-2032)

11.3.3 Turkey Market Size and Forecast (2021-2032)

- 11.3.4 Egypt Market Size and Forecast (2021-2032)
- 11.3.5 Saudi Arabia Market Size and Forecast (2021-2032)
- 11.3.6 South Africa Market Size and Forecast (2021-2032)

12 MARKET DYNAMICS

- 12.1 Consumer Hair Styling Appliances Market Drivers
- 12.2 Consumer Hair Styling Appliances Market Restraints
- 12.3 Consumer Hair Styling Appliances Trends Analysis
- 12.4 Porters Five Forces Analysis
 - 12.4.1 Threat of New Entrants
 - 12.4.2 Bargaining Power of Suppliers
 - 12.4.3 Bargaining Power of Buyers
 - 12.4.4 Threat of Substitutes
 - 12.4.5 Competitive Rivalry

13 RAW MATERIAL AND INDUSTRY CHAIN

- 13.1 Raw Material of Consumer Hair Styling Appliances and Key Manufacturers
- 13.2 Manufacturing Costs Percentage of Consumer Hair Styling Appliances
- 13.3 Consumer Hair Styling Appliances Production Process
- 13.4 Industry Value Chain Analysis

14 SHIPMENTS BY DISTRIBUTION CHANNEL

- 14.1 Sales Channel
 - 14.1.1 Direct to End-User
 - 14.1.2 Distributors
- 14.2 Consumer Hair Styling Appliances Typical Distributors
- 14.3 Consumer Hair Styling Appliances Typical Customers

15 RESEARCH FINDINGS AND CONCLUSION

16 APPENDIX

- 16.1 Methodology
- 16.2 Research Process and Data Source
- 16.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. Global Consumer Hair Styling Appliances Consumption Value by Type, (USD Million), 2021 & 2025 & 2032

Table 2. Global Consumer Hair Styling Appliances Consumption Value by Power Source, (USD Million), 2021 & 2025 & 2032

Table 3. Global Consumer Hair Styling Appliances Consumption Value by Price Tier, (USD Million), 2021 & 2025 & 2032

Table 4. Global Consumer Hair Styling Appliances Consumption Value by Distribution Channel, (USD Million), 2021 & 2025 & 2032

Table 5. Global Consumer Hair Styling Appliances Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Table 6. Dyson Limited Basic Information, Manufacturing Base and Competitors

Table 7. Dyson Limited Major Business

Table 8. Dyson Limited Consumer Hair Styling Appliances Product and Services

Table 9. Dyson Limited Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 10. Dyson Limited Recent Developments/Updates

Table 11. SharkNinja Basic Information, Manufacturing Base and Competitors

Table 12. SharkNinja Major Business

Table 13. SharkNinja Consumer Hair Styling Appliances Product and Services

Table 14. SharkNinja Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 15. SharkNinja Recent Developments/Updates

Table 16. Conair LLC (Conair Corporation) Basic Information, Manufacturing Base and Competitors

Table 17. Conair LLC (Conair Corporation) Major Business

Table 18. Conair LLC (Conair Corporation) Consumer Hair Styling Appliances Product and Services

Table 19. Conair LLC (Conair Corporation) Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 20. Conair LLC (Conair Corporation) Recent Developments/Updates

Table 21. Helen of Troy Limited Basic Information, Manufacturing Base and Competitors

Table 22. Helen of Troy Limited Major Business

Table 23. Helen of Troy Limited Consumer Hair Styling Appliances Product and Services

Table 24. Helen of Troy Limited Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 25. Helen of Troy Limited Recent Developments/Updates

Table 26. Spectrum Brands Holdings, Inc. Basic Information, Manufacturing Base and Competitors

Table 27. Spectrum Brands Holdings, Inc. Major Business

Table 28. Spectrum Brands Holdings, Inc. Consumer Hair Styling Appliances Product and Services

Table 29. Spectrum Brands Holdings, Inc. Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 30. Spectrum Brands Holdings, Inc. Recent Developments/Updates

Table 31. Panasonic Holdings Corporation Basic Information, Manufacturing Base and Competitors

Table 32. Panasonic Holdings Corporation Major Business

Table 33. Panasonic Holdings Corporation Consumer Hair Styling Appliances Product and Services

Table 34. Panasonic Holdings Corporation Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 35. Panasonic Holdings Corporation Recent Developments/Updates

Table 36. Versuni (Philips brand licensee) Basic Information, Manufacturing Base and Competitors

Table 37. Versuni (Philips brand licensee) Major Business

Table 38. Versuni (Philips brand licensee) Consumer Hair Styling Appliances Product and Services

Table 39. Versuni (Philips brand licensee) Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 40. Versuni (Philips brand licensee) Recent Developments/Updates

Table 41. Xiaomi Corporation Basic Information, Manufacturing Base and Competitors

Table 42. Xiaomi Corporation Major Business

Table 43. Xiaomi Corporation Consumer Hair Styling Appliances Product and Services

Table 44. Xiaomi Corporation Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market

Share (2021-2026)

Table 45. Xiaomi Corporation Recent Developments/Updates

Table 46. Midea Group Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 47. Midea Group Co., Ltd. Major Business

Table 48. Midea Group Co., Ltd. Consumer Hair Styling Appliances Product and Services

Table 49. Midea Group Co., Ltd. Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 50. Midea Group Co., Ltd. Recent Developments/Updates

Table 51. Haier Smart Home Co., Ltd. / Haier Group Basic Information, Manufacturing Base and Competitors

Table 52. Haier Smart Home Co., Ltd. / Haier Group Major Business

Table 53. Haier Smart Home Co., Ltd. / Haier Group Consumer Hair Styling Appliances Product and Services

Table 54. Haier Smart Home Co., Ltd. / Haier Group Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 55. Haier Smart Home Co., Ltd. / Haier Group Recent Developments/Updates

Table 56. Shanghai Flyco Electrical Appliance Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 57. Shanghai Flyco Electrical Appliance Co., Ltd. Major Business

Table 58. Shanghai Flyco Electrical Appliance Co., Ltd. Consumer Hair Styling Appliances Product and Services

Table 59. Shanghai Flyco Electrical Appliance Co., Ltd. Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 60. Shanghai Flyco Electrical Appliance Co., Ltd. Recent Developments/Updates

Table 61. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Basic Information, Manufacturing Base and Competitors

Table 62. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Major Business

Table 63. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Consumer Hair Styling Appliances Product and Services

Table 64. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 65. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Recent Developments/Updates

Table 66. Guangdong Huanengda Electric Co., Ltd. (CONFU) Basic Information, Manufacturing Base and Competitors

Table 67. Guangdong Huanengda Electric Co., Ltd. (CONFU) Major Business

Table 68. Guangdong Huanengda Electric Co., Ltd. (CONFU) Consumer Hair Styling Appliances Product and Services

Table 69. Guangdong Huanengda Electric Co., Ltd. (CONFU) Consumer Hair Styling Appliances Sales Quantity (K Units), Average Price (US\$/Unit), Revenue (USD Million), Gross Margin and Market Share (2021-2026)

Table 70. Guangdong Huanengda Electric Co., Ltd. (CONFU) Recent Developments/Updates

Table 71. Global Consumer Hair Styling Appliances Sales Quantity by Manufacturer (2021-2026) & (K Units)

Table 72. Global Consumer Hair Styling Appliances Revenue by Manufacturer (2021-2026) & (USD Million)

Table 73. Global Consumer Hair Styling Appliances Average Price by Manufacturer (2021-2026) & (US\$/Unit)

Table 74. Market Position of Manufacturers in Consumer Hair Styling Appliances, (Tier 1, Tier 2, and Tier 3), Based on Revenue in 2025

Table 75. Head Office and Consumer Hair Styling Appliances Production Site of Key Manufacturer

Table 76. Consumer Hair Styling Appliances Market: Company Product Type Footprint

Table 77. Consumer Hair Styling Appliances Market: Company Product Application Footprint

Table 78. Consumer Hair Styling Appliances New Market Entrants and Barriers to Market Entry

Table 79. Consumer Hair Styling Appliances Mergers, Acquisition, Agreements, and Collaborations

Table 80. Global Consumer Hair Styling Appliances Consumption Value by Region (2021-2025-2032) & (USD Million) & CAGR

Table 81. Global Consumer Hair Styling Appliances Sales Quantity by Region (2021-2026) & (K Units)

Table 82. Global Consumer Hair Styling Appliances Sales Quantity by Region (2027-2032) & (K Units)

Table 83. Global Consumer Hair Styling Appliances Consumption Value by Region (2021-2026) & (USD Million)

Table 84. Global Consumer Hair Styling Appliances Consumption Value by Region (2027-2032) & (USD Million)

Table 85. Global Consumer Hair Styling Appliances Average Price by Region (2021-2026) & (US\$/Unit)

- Table 86. Global Consumer Hair Styling Appliances Average Price by Region (2027-2032) & (US\$/Unit)
- Table 87. Global Consumer Hair Styling Appliances Sales Quantity by Type (2021-2026) & (K Units)
- Table 88. Global Consumer Hair Styling Appliances Sales Quantity by Type (2027-2032) & (K Units)
- Table 89. Global Consumer Hair Styling Appliances Consumption Value by Type (2021-2026) & (USD Million)
- Table 90. Global Consumer Hair Styling Appliances Consumption Value by Type (2027-2032) & (USD Million)
- Table 91. Global Consumer Hair Styling Appliances Average Price by Type (2021-2026) & (US\$/Unit)
- Table 92. Global Consumer Hair Styling Appliances Average Price by Type (2027-2032) & (US\$/Unit)
- Table 93. Global Consumer Hair Styling Appliances Sales Quantity by Application (2021-2026) & (K Units)
- Table 94. Global Consumer Hair Styling Appliances Sales Quantity by Application (2027-2032) & (K Units)
- Table 95. Global Consumer Hair Styling Appliances Consumption Value by Application (2021-2026) & (USD Million)
- Table 96. Global Consumer Hair Styling Appliances Consumption Value by Application (2027-2032) & (USD Million)
- Table 97. Global Consumer Hair Styling Appliances Average Price by Application (2021-2026) & (US\$/Unit)
- Table 98. Global Consumer Hair Styling Appliances Average Price by Application (2027-2032) & (US\$/Unit)
- Table 99. North America Consumer Hair Styling Appliances Sales Quantity by Type (2021-2026) & (K Units)
- Table 100. North America Consumer Hair Styling Appliances Sales Quantity by Type (2027-2032) & (K Units)
- Table 101. North America Consumer Hair Styling Appliances Sales Quantity by Application (2021-2026) & (K Units)
- Table 102. North America Consumer Hair Styling Appliances Sales Quantity by Application (2027-2032) & (K Units)
- Table 103. North America Consumer Hair Styling Appliances Sales Quantity by Country (2021-2026) & (K Units)
- Table 104. North America Consumer Hair Styling Appliances Sales Quantity by Country (2027-2032) & (K Units)
- Table 105. North America Consumer Hair Styling Appliances Consumption Value by

Country (2021-2026) & (USD Million)

Table 106. North America Consumer Hair Styling Appliances Consumption Value by Country (2027-2032) & (USD Million)

Table 107. Europe Consumer Hair Styling Appliances Sales Quantity by Type (2021-2026) & (K Units)

Table 108. Europe Consumer Hair Styling Appliances Sales Quantity by Type (2027-2032) & (K Units)

Table 109. Europe Consumer Hair Styling Appliances Sales Quantity by Application (2021-2026) & (K Units)

Table 110. Europe Consumer Hair Styling Appliances Sales Quantity by Application (2027-2032) & (K Units)

Table 111. Europe Consumer Hair Styling Appliances Sales Quantity by Country (2021-2026) & (K Units)

Table 112. Europe Consumer Hair Styling Appliances Sales Quantity by Country (2027-2032) & (K Units)

Table 113. Europe Consumer Hair Styling Appliances Consumption Value by Country (2021-2026) & (USD Million)

Table 114. Europe Consumer Hair Styling Appliances Consumption Value by Country (2027-2032) & (USD Million)

Table 115. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Type (2021-2026) & (K Units)

Table 116. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Type (2027-2032) & (K Units)

Table 117. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Application (2021-2026) & (K Units)

Table 118. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Application (2027-2032) & (K Units)

Table 119. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Region (2021-2026) & (K Units)

Table 120. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity by Region (2027-2032) & (K Units)

Table 121. Asia-Pacific Consumer Hair Styling Appliances Consumption Value by Region (2021-2026) & (USD Million)

Table 122. Asia-Pacific Consumer Hair Styling Appliances Consumption Value by Region (2027-2032) & (USD Million)

Table 123. South America Consumer Hair Styling Appliances Sales Quantity by Type (2021-2026) & (K Units)

Table 124. South America Consumer Hair Styling Appliances Sales Quantity by Type (2027-2032) & (K Units)

Table 125. South America Consumer Hair Styling Appliances Sales Quantity by Application (2021-2026) & (K Units)

Table 126. South America Consumer Hair Styling Appliances Sales Quantity by Application (2027-2032) & (K Units)

Table 127. South America Consumer Hair Styling Appliances Sales Quantity by Country (2021-2026) & (K Units)

Table 128. South America Consumer Hair Styling Appliances Sales Quantity by Country (2027-2032) & (K Units)

Table 129. South America Consumer Hair Styling Appliances Consumption Value by Country (2021-2026) & (USD Million)

Table 130. South America Consumer Hair Styling Appliances Consumption Value by Country (2027-2032) & (USD Million)

Table 131. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Type (2021-2026) & (K Units)

Table 132. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Type (2027-2032) & (K Units)

Table 133. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Application (2021-2026) & (K Units)

Table 134. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Application (2027-2032) & (K Units)

Table 135. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Country (2021-2026) & (K Units)

Table 136. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity by Country (2027-2032) & (K Units)

Table 137. Middle East & Africa Consumer Hair Styling Appliances Consumption Value by Country (2021-2026) & (USD Million)

Table 138. Middle East & Africa Consumer Hair Styling Appliances Consumption Value by Country (2027-2032) & (USD Million)

Table 139. Consumer Hair Styling Appliances Raw Material

Table 140. Key Manufacturers of Consumer Hair Styling Appliances Raw Materials

Table 141. Consumer Hair Styling Appliances Typical Distributors

Table 142. Consumer Hair Styling Appliances Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Consumer Hair Styling Appliances Picture

Figure 2. Global Consumer Hair Styling Appliances Revenue by Type, (USD Million), 2021 & 2025 & 2032

Figure 3. Global Consumer Hair Styling Appliances Revenue Market Share by Type in 2025

Figure 4. Hair Dryer Examples

Figure 5. Hair Straightener Examples

Figure 6. Curling Iron or Wand Examples

Figure 7. Hot Air Styler Brush Examples

Figure 8. Others Examples

Figure 9. Global Consumer Hair Styling Appliances Revenue by Power Source, (USD Million), 2021 & 2025 & 2032

Figure 10. Global Consumer Hair Styling Appliances Revenue Market Share by Power Source in 2025

Figure 11. Corded Electric Examples

Figure 12. Rechargeable Battery Examples

Figure 13. Dual Power Examples

Figure 14. Global Consumer Hair Styling Appliances Revenue by Price Tier, (USD Million), 2021 & 2025 & 2032

Figure 15. Global Consumer Hair Styling Appliances Revenue Market Share by Price Tier in 2025

Figure 16. Entry Level Examples

Figure 17. Mid Range Examples

Figure 18. Premium Examples

Figure 19. Global Consumer Hair Styling Appliances Revenue by Distribution Channel, (USD Million), 2021 & 2025 & 2032

Figure 20. Global Consumer Hair Styling Appliances Revenue Market Share by Distribution Channel in 2025

Figure 21. Online Retail Examples

Figure 22. Offline Retail Examples

Figure 23. Global Consumer Hair Styling Appliances Consumption Value by Application, (USD Million), 2021 & 2025 & 2032

Figure 24. Global Consumer Hair Styling Appliances Revenue Market Share by Application in 2025

Figure 25. Daily Home Styling Examples

Figure 26. Travel Use Examples

Figure 27. Others Examples

Figure 28. Global Consumer Hair Styling Appliances Consumption Value, (USD Million): 2021 & 2025 & 2032

Figure 29. Global Consumer Hair Styling Appliances Consumption Value and Forecast (2021-2032) & (USD Million)

Figure 30. Global Consumer Hair Styling Appliances Sales Quantity (2021-2032) & (K Units)

Figure 31. Global Consumer Hair Styling Appliances Price (2021-2032) & (US\$/Unit)

Figure 32. Global Consumer Hair Styling Appliances Sales Quantity Market Share by Manufacturer in 2025

Figure 33. Global Consumer Hair Styling Appliances Revenue Market Share by Manufacturer in 2025

Figure 34. Producer Shipments of Consumer Hair Styling Appliances by Manufacturer Sales (\$MM) and Market Share (%): 2025

Figure 35. Top 3 Consumer Hair Styling Appliances Manufacturer (Revenue) Market Share in 2025

Figure 36. Top 6 Consumer Hair Styling Appliances Manufacturer (Revenue) Market Share in 2025

Figure 37. Global Consumer Hair Styling Appliances Sales Quantity Market Share by Region (2021-2032)

Figure 38. Global Consumer Hair Styling Appliances Consumption Value Market Share by Region (2021-2032)

Figure 39. North America Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 40. Europe Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 41. Asia-Pacific Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 42. South America Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 43. Middle East & Africa Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 44. Global Consumer Hair Styling Appliances Sales Quantity Market Share by Type (2021-2032)

Figure 45. Global Consumer Hair Styling Appliances Consumption Value Market Share by Type (2021-2032)

Figure 46. Global Consumer Hair Styling Appliances Average Price by Type (2021-2032) & (US\$/Unit)

Figure 47. Global Consumer Hair Styling Appliances Sales Quantity Market Share by Application (2021-2032)

Figure 48. Global Consumer Hair Styling Appliances Revenue Market Share by Application (2021-2032)

Figure 49. Global Consumer Hair Styling Appliances Average Price by Application (2021-2032) & (US\$/Unit)

Figure 50. North America Consumer Hair Styling Appliances Sales Quantity Market Share by Type (2021-2032)

Figure 51. North America Consumer Hair Styling Appliances Sales Quantity Market Share by Application (2021-2032)

Figure 52. North America Consumer Hair Styling Appliances Sales Quantity Market Share by Country (2021-2032)

Figure 53. North America Consumer Hair Styling Appliances Consumption Value Market Share by Country (2021-2032)

Figure 54. United States Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 55. Canada Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 56. Mexico Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 57. Europe Consumer Hair Styling Appliances Sales Quantity Market Share by Type (2021-2032)

Figure 58. Europe Consumer Hair Styling Appliances Sales Quantity Market Share by Application (2021-2032)

Figure 59. Europe Consumer Hair Styling Appliances Sales Quantity Market Share by Country (2021-2032)

Figure 60. Europe Consumer Hair Styling Appliances Consumption Value Market Share by Country (2021-2032)

Figure 61. Germany Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 62. France Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 63. United Kingdom Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 64. Russia Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 65. Italy Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 66. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity Market Share

by Type (2021-2032)

Figure 67. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity Market Share by Application (2021-2032)

Figure 68. Asia-Pacific Consumer Hair Styling Appliances Sales Quantity Market Share by Region (2021-2032)

Figure 69. Asia-Pacific Consumer Hair Styling Appliances Consumption Value Market Share by Region (2021-2032)

Figure 70. China Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 71. Japan Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 72. South Korea Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 73. India Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 74. Southeast Asia Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 75. Australia Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 76. South America Consumer Hair Styling Appliances Sales Quantity Market Share by Type (2021-2032)

Figure 77. South America Consumer Hair Styling Appliances Sales Quantity Market Share by Application (2021-2032)

Figure 78. South America Consumer Hair Styling Appliances Sales Quantity Market Share by Country (2021-2032)

Figure 79. South America Consumer Hair Styling Appliances Consumption Value Market Share by Country (2021-2032)

Figure 80. Brazil Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 81. Argentina Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 82. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity Market Share by Type (2021-2032)

Figure 83. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity Market Share by Application (2021-2032)

Figure 84. Middle East & Africa Consumer Hair Styling Appliances Sales Quantity Market Share by Country (2021-2032)

Figure 85. Middle East & Africa Consumer Hair Styling Appliances Consumption Value Market Share by Country (2021-2032)

Figure 86. Turkey Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 87. Egypt Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 88. Saudi Arabia Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 89. South Africa Consumer Hair Styling Appliances Consumption Value (2021-2032) & (USD Million)

Figure 90. Consumer Hair Styling Appliances Market Drivers

Figure 91. Consumer Hair Styling Appliances Market Restraints

Figure 92. Consumer Hair Styling Appliances Market Trends

Figure 93. Porters Five Forces Analysis

Figure 94. Manufacturing Cost Structure Analysis of Consumer Hair Styling Appliances in 2025

Figure 95. Manufacturing Process Analysis of Consumer Hair Styling Appliances

Figure 96. Consumer Hair Styling Appliances Industrial Chain

Figure 97. Sales Channel: Direct to End-User vs Distributors

Figure 98. Direct Channel Pros & Cons

Figure 99. Indirect Channel Pros & Cons

Figure 100. Methodology

Figure 101. Research Process and Data Source

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