

# Global At-home Use Hair Styling Tools 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 At-home Use Hair Styling Tools market size was valued at US\$ 6277 million in 2025 and is forecast to a readjusted size of US\$ 8766 million by 2032 with a CAGR of 4.9% during review period.

At-home hair styling tools are consumer-oriented, household-use electrical appliances designed to dry, shape, and style hair through electro-thermal heating and/or motor-driven airflow. Typical products include hair dryers (including high-speed models), hair straighteners (flat irons), curling irons, hot-air brushes and straightening brushes, automatic curlers, multi-stylers with interchangeable attachments, and heated rollers. Most products are handheld and generally comprise a housing and thermal insulation, a heating element (e.g., PTC or resistance heater), a motor and airflow path (for dryer/hot-air categories), temperature control and sensing (e.g., NTC/thermal cutoff), power and control modules (modes, constant-temperature control, ion/plasma options), and optional accessories (nozzles, diffusers, styling barrels/brush heads). Key performance metrics typically focus on power and thermal efficiency, temperature stability and heat uniformity, airflow, noise, ergonomics/weight, and safety protections/certifications (overheat shutoff, leakage protection, etc.).

Based on authoritative UN Comtrade/WITS trade statistics for HS 851631 (electro-thermic hair dryers) and HS 851632 (other electro-thermic hairdressing apparatus), together with mainstream long-term shipment outlooks for hair dryers, global 2025 at-home hair styling tools (covering hair dryers, straighteners, curlers, hot-air brushes/multi-stylers, etc.) are estimated at ~560?760 million units. On pricing, WITS implies a ~US\$9/unit FOB level for China?s 2024 exports to the world, and after adjusting for product mix (mass-market dominance with premium high-speed and multi-functional

tools lifting ASP), the mainstream 2025 factory-gate FOB price range is ~US\$8?16 per unit.

### Structural Growth Driven by Premiumization and At-Home Styling

The global hair styling tools market is shifting from basic drying needs to a balanced value proposition that combines efficiency with hair-care performance. At-home styling adoption, expanding male grooming demand, and the continued rise of e-commerce and content-led product education are accelerating mid-to-premium segment penetration. In parallel, the diffusion of high-speed motors and more precise thermal control is raising baseline expectations for controllable heat exposure and styling consistency. Multi-stylers and attachment ecosystems are also improving repurchase potential and average selling prices, supporting a gradual reallocation of value toward differentiated brands and platform-based product strategies.

### Key Challenges and Risks

Competitive intensity remains a primary constraint, as feature convergence and aggressive price positioning can compress margins and amplify channel and promotion costs. Compliance and safety risk is equally material: thermal protection, electrical safety, energy efficiency, and material restrictions vary by region, and any certification delay or audit failure can directly disrupt launch schedules and retail access. In addition, after-sales performance and consumer reviews strongly influence repurchase and brand equity; weak quality consistency or supply-chain instability often becomes visible during peak promotional cycles, undermining long-term brand momentum.

### Demand Trends and Market Outlook

Demand is expected to concentrate on highly perceptible performance gains and scenario-based solutions for distinct user groups, such as fast drying with lower noise, scalp-friendly heat management, and optimized airflow plus attachments for fine hair, volume styling, or naturally curly hair. Online channels will remain the primary arena for new-product diffusion and price-tier segmentation, while offline growth will depend more on hands-on experience and professional endorsement, including salon partnerships and stylist recommendations. For suppliers and brands, building a product matrix around core technologies and attachment platforms, anchored by robust compliance and quality systems, will be decisive for capturing global growth while reducing exposure to price-driven competition.

This report is a detailed and comprehensive analysis for global At-home Use Hair Styling Tools 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 At-home Use Hair Styling Tools market size and forecasts, in consumption value (\$ Million), sales quantity (Units), and average selling prices (US\$/Unit), 2021-2032

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

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

Global At-home Use Hair Styling Tools market shares of main players, shipments in revenue (\$ Million), sales quantity (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 At-home Use Hair Styling Tools

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 At-home Use Hair Styling Tools 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**

At-home Use Hair Styling Tools 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

#### 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 At-home Use Hair Styling Tools product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of At-home Use Hair Styling Tools, with price, sales quantity, revenue, and global market share of At-home Use Hair Styling Tools from 2021 to 2026.

Chapter 3, the At-home Use Hair Styling Tools competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the At-home Use Hair Styling Tools 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 At-home Use Hair Styling Tools 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 At-home Use Hair Styling Tools.

Chapter 14 and 15, to describe At-home Use Hair Styling Tools sales channel, distributors, customers, research findings and conclusion.

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