

# Global Hair Straighteners & Flat Irons Supply, Demand and Key Producers, 2026-2032

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## Abstracts

The global Hair Straighteners & Flat Irons market size is expected to reach \$ 4383 million by 2032, rising at a market growth of 4.9% CAGR during the forecast period (2026-2032).

Hair straighteners and flat irons are electrically heated hair-styling appliances designed to temporarily straighten and smooth hair by clamping a section between two heated plates and drawing it along the hair shaft under controlled temperature and pressure. A typical unit consists of paired heating plates, a hinge and clamping mechanism, a heating element, temperature sensing and regulation components, an insulated housing, and a power module. Major product classes commonly include mainstream consumer models, travel-friendly portable models, and professional salon-grade tools, with form-factor variants such as wide-plate, narrow-plate, and straighten-and-curl designs. Manufacturing is heavily concentrated in Asia with China as the primary production base, while specialized and premium supply also exists in Europe and parts of Asia. Key use cases span daily personal grooming, salon styling services, and appearance-ready styling for events and media, where the core value proposition is fast and repeatable results enabled by stable heating and temperature control, alongside plate-material engineering and safety design to reduce heat damage and burn risk.

In 2025, global shipments of hair straighteners and flat irons reached approximately 180–240 million units, with mainstream factory FOB pricing typically in the range of about USD 10–18 per unit (lower for entry models and meaningfully higher for premium and professional tools).

As personal-care appliances shift from purely functional purchases toward experience-driven consumption, hair straighteners and flat irons are evolving from single-purpose

styling tools into daily hair solutions enabled by materials engineering and more precise temperature control. Rising expectations for styling speed, smooth finish, and lower perceived damage are accelerating upgrades in plate materials and coatings, stable thermal regulation, fast heat-up performance, and ergonomics, expanding demand from basic replacement cycles toward mid-to-premium upgrades. Meanwhile, content-led commerce and tutorial-driven discovery amplify the value of visible results and repeatability, encouraging brands to invest in product performance and portfolio breadth, including travel-oriented models, dual-purpose designs, and professional-grade lines that lift average selling prices and strengthen user stickiness.

However, the category also faces the dual pressure of safety compliance and intensifying competition. As high-heat electrical products, burn and thermal-control risks raise the bar for insulation, auto shut-off, temperature stability, and consistent quality, all of which are becoming long-term differentiators. On the supply side, manufacturing concentration coexists with sharper price-tier segmentation, with entry markets becoming more crowded while premium and professional growth relies increasingly on technology-driven differentiation and brand equity. Looking ahead, downstream demand will place greater emphasis on consistent performance and safety credibility, with home users prioritizing portability and hair protection, and professional users prioritizing durability and thermal consistency, driving the market toward premiumization, smarter control, and safety-focused upgrades.

This report studies the global Hair Straighteners & Flat Irons production, demand, key manufacturers, and key regions.

This report is a detailed and comprehensive analysis of the world market for Hair Straighteners & Flat Irons and provides market size (US\$ million) and Year-over-Year (YoY) Growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Hair Straighteners & Flat Irons that contribute to its increasing demand across many markets.

### **Highlights and key features of the study**

Global Hair Straighteners & Flat Irons total production and demand, 2021-2032, (Units)

Global Hair Straighteners & Flat Irons total production value, 2021-2032, (USD Million)

Global Hair Straighteners & Flat Irons production by region & country, production, value, CAGR, 2021-2032, (USD Million) & (Units), (based on production site)

Global Hair Straighteners & Flat Irons consumption by region & country, CAGR, 2021-2032 & (Units)

U.S. VS China: Hair Straighteners & Flat Irons domestic production, consumption, key domestic manufacturers and share

Global Hair Straighteners & Flat Irons production by manufacturer, production, price, value and market share 2021-2026, (USD Million) & (Units)

Global Hair Straighteners & Flat Irons production by Type, production, value, CAGR, 2021-2032, (USD Million) & (Units)

Global Hair Straighteners & Flat Irons production by Application, production, value, CAGR, 2021-2032, (USD Million) & (Units)

This report profiles key players in the global Hair Straighteners & Flat Irons market based on the following parameters - company overview, production, value, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Shanghai Flyco Electrical Appliance Co., Ltd., YUELI Group Co., Ltd., Ningbo Taili Electric Appliance Co., Ltd., Ningbo Ryaca Electrical Co., Ltd., Shenzhen Mesky Technology Co., Ltd., Zhejiang Starway Electric Co., Ltd., Conair LLC, Helen of Troy Limited, Farouk Systems, Inc., Dyson Limited, etc.

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

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the World Hair Straighteners & Flat Irons market

### **Detailed Segmentation:**

Each section contains quantitative market data including market by value (US\$ Millions), volume (production, consumption) & (Units) and average price (US\$/Unit) by manufacturer, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

## Global Hair Straighteners & Flat Irons Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

## Global Hair Straighteners & Flat Irons Market, Segmentation by Type:

Classic Clamp Design

Cordless Compact Design

## Global Hair Straighteners & Flat Irons Market, Segmentation by Plate Surface Material:

Ceramic Coated

Titanium Coated

Tourmaline Coated

Others

## Global Hair Straighteners & Flat Irons Market, Segmentation by Plate Width:

Standard Plate

Wide Plate

Narrow Plate

#### Global Hair Straighteners & Flat Irons Market, Segmentation by Sales Channel:

E Commerce

Offline

#### Global Hair Straighteners & Flat Irons Market, Segmentation by Application:

Consumer Home Use

Professional Salon Use

Others

#### Companies Profiled:

Shanghai Flyco Electrical Appliance Co., Ltd.

YUELI Group Co., Ltd.

Ningbo Taili Electric Appliance Co., Ltd.

Ningbo Ryaca Electrical Co., Ltd.

Shenzhen Mesky Technology Co., Ltd.

Zhejiang Starway Electric Co., Ltd.

Conair LLC

Helen of Troy Limited

Farouk Systems, Inc.

Dyson Limited

Panasonic Holdings Corporation

Koninklijke Philips N.V.

Havells India Limited

Spectrum Brands, Inc.

Goody Products, Inc.

**Key Questions Answered:**

1. How big is the global Hair Straighteners & Flat Irons market?
2. What is the demand of the global Hair Straighteners & Flat Irons market?
3. What is the year over year growth of the global Hair Straighteners & Flat Irons market?
4. What is the production and production value of the global Hair Straighteners & Flat Irons market?
5. Who are the key producers in the global Hair Straighteners & Flat Irons market?
6. What are the growth factors driving the market demand?

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