

# Global Hair Styling Equipment Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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## Abstracts

According to our (Global Info Research) latest study, the global Hair Styling Equipment market size was valued at USD million in 2023 and is forecast to a readjusted size of USD million by 2030 with a CAGR of % during review period.

Hair styling equipment are electric-operated. They are segmented into corded and non-corded hair styling equipment. Manufacturers distribute their products through online and offline distribution channels. Specialty stores offer a significant contribution to the market. Manufacturers are now positioning and selling their products through online shopping portals as consumers prefer a convenient shopping experience.

The evolving fashion trends in hair styling as one of the primary growth factors for the hair styling equipment market. The evolving trends in hairstyling is increasingly influencing manufacturers to develop hair styling equipment for varying hairstyles as per the demand of hair salon professionals and consumers. The growing trend for personal grooming and fashion consciousness is influencing the sales for this market. The vendors in the hair styling equipment market are innovating and launching easy to use products that do not harm the consumers' hair.

The Global Info Research report includes an overview of the development of the Hair Styling Equipment industry chain, the market status of Professional Users (Hair Dryers, Hair Straighteners), Individual Users (Hair Dryers, Hair Straighteners), and key enterprises in developed and developing market, and analysed the cutting-edge technology, patent, hot applications and market trends of Hair Styling Equipment.

Regionally, the report analyzes the Hair Styling Equipment markets in key regions.

North America and Europe are experiencing steady growth, driven by government initiatives and increasing consumer awareness. Asia-Pacific, particularly China, leads the global Hair Styling Equipment market, with robust domestic demand, supportive policies, and a strong manufacturing base.

#### Key Features:

The report presents comprehensive understanding of the Hair Styling Equipment market. It provides a holistic view of the industry, as well as detailed insights into individual components and stakeholders. The report analysis market dynamics, trends, challenges, and opportunities within the Hair Styling Equipment industry.

The report involves analyzing the market at a macro level:

**Market Sizing and Segmentation:** Report collect data on the overall market size, including the sales quantity (K Units), revenue generated, and market share of different by Type (e.g., Hair Dryers, Hair Straighteners).

**Industry Analysis:** Report analyse the broader industry trends, such as government policies and regulations, technological advancements, consumer preferences, and market dynamics. This analysis helps in understanding the key drivers and challenges influencing the Hair Styling Equipment market.

**Regional Analysis:** The report involves examining the Hair Styling Equipment market at a regional or national level. Report analyses regional factors such as government incentives, infrastructure development, economic conditions, and consumer behaviour to identify variations and opportunities within different markets.

**Market Projections:** Report covers the gathered data and analysis to make future projections and forecasts for the Hair Styling Equipment market. This may include estimating market growth rates, predicting market demand, and identifying emerging trends.

The report also involves a more granular approach to Hair Styling Equipment:

**Company Analysis:** Report covers individual Hair Styling Equipment manufacturers, suppliers, and other relevant industry players. This analysis includes studying their financial performance, market positioning, product portfolios, partnerships, and strategies.

**Consumer Analysis:** Report covers data on consumer behaviour, preferences, and attitudes towards Hair Styling Equipment. This may involve surveys, interviews, and analysis of consumer reviews and feedback from different by Application (Professional Users, Individual Users).

**Technology Analysis:** Report covers specific technologies relevant to Hair Styling Equipment. It assesses the current state, advancements, and potential future developments in Hair Styling Equipment areas.

**Competitive Landscape:** By analyzing individual companies, suppliers, and consumers, the report presents insights into the competitive landscape of the Hair Styling Equipment market. This analysis helps understand market share, competitive advantages, and potential areas for differentiation among industry players.

**Market Validation:** The report involves validating findings and projections through primary research, such as surveys, interviews, and focus groups.

## Market Segmentation

Hair Styling Equipment market is split by Type and by Application. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Application in terms of volume and value.

### Market segment by Type

Hair Dryers

Hair Straighteners

Hair Stylers

### Market segment by Application

Professional Users

Individual Users

## Major players covered

Conair

Koninklijke Philips

Panasonic

TESCOM

Andis

Bio Ionic

Devacurl

Drybar

Dyson

Elchim

## 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 Hair Styling Equipment product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Hair Styling Equipment, with price, sales, revenue and global market share of Hair Styling Equipment from 2019 to 2024.

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

Chapter 4, the Hair Styling Equipment breakdown data are shown at the regional level, to show the sales quantity, consumption value and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and application, with sales market share and growth rate by type, application, from 2019 to 2030.

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 2017 to 2023. and Hair Styling Equipment market forecast, by regions, type and application, with sales and revenue, from 2025 to 2030.

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 Hair Styling Equipment.

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

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