

Global Hair Brush Straighteners 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 Brush Straighteners market size was valued at US\$ 722 million in 2023 and is forecast to a readjusted size of USD 1232 million by 2030 with a CAGR of 8.0% during review period.

Hair brush straighteners are good at straightening damp hair, they work with lower heat by applying a mechanical action through the rotating mechanism. There are many women for whom a flat iron simply isn't the right choice; their sensitive or thin hair is quickly turned to toast by the high temperatures produced by flat irons. Hair brush straighteners can overcome these problems. That's why hair brush straighteners became more and more popular in recent years.

North America close to 30% of the world sales. Europe attributes close to 27%. As the first order of developed countries, people have more fond and altitude towards lifestyles. Thus people cost more on hair care than other countries. The following markets are China and Japan. The key manufacturers are Conair, Revlon, Braun, Panasonic, Apalus, Philips, Instyler, TESCO, POVOS, Create Ion, Scalpmaster, Paiter, Remington, DAFNI etc. Top 3 companies occupied about 27% market share.

Consumer Focus on Personal Grooming: Increasing consumer awareness of personal grooming and appearance, particularly among millennials and Gen Z, is fueling the demand for hair styling tools like hair brush straighteners. These tools provide a quick and effective way to achieve smooth and sleek hair, which aligns with current beauty trends.

Convenience and Time-Saving: With busy lifestyles, consumers are increasingly seeking quick and easy beauty solutions. Hair brush straighteners offer a faster, more convenient alternative to traditional flat irons, reducing styling time and effort, which appeals to people with limited time for hair care.

DIY Hair Care Trends: With the rise of DIY beauty treatments, particularly during the COVID-19 pandemic, many consumers shifted towards at-home hair care routines. Hair brush straighteners, which are easy to use and more accessible than professional salon tools, gained popularity as part of this trend.

Cost-Effectiveness: Consumers are opting for at-home styling solutions to avoid the recurring costs of salon visits. Hair brush straighteners offer professional-level results at a fraction of the price, making them attractive for consumers looking to save money while still achieving salon-quality hair.

This report is a detailed and comprehensive analysis for global Hair Brush Straighteners 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 2024, are provided.

Key Features:

Global Hair Brush Straighteners market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Hair Brush Straighteners market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Hair Brush Straighteners market size and forecasts, by Type and by Application, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Hair Brush Straighteners market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2019-2024

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 Hair Brush Straighteners

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 Hair Brush Straighteners 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 Conair, Revlon, Braun, Panasonic, Apalus, Philips, Instyler, TESCOM, POVOS, Create Ion, etc.

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

Market Segmentation

Hair Brush Straighteners 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. This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Flat Hair Brush Straighteners
- Rotating Hair Brush Straighteners

Market segment by Application

- Household
- Commercial

Major players covered

- Conair
- Revlon
- Braun
- Panasonic
- Apalus
- Philips
- Instyler
- TESCOM
- POVOS
- Create Ion
- Scalpmaster
- Paiter
- Remington
- DAFNI
- FLYCO

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 Brush Straighteners product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Hair Brush Straighteners 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 by Application, with sales market share and growth rate by Type, by 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 2019 to 2024. and Hair Brush Straighteners market forecast, by regions, by Type, and by 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 Brush Straighteners.

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

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