

# Global Home-use 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 Home-use Hair Styling Appliances market size was valued at US\$ 5968 million in 2025 and is forecast to a readjusted size of US\$ 8355 million by 2032 with a CAGR of 4.9% during review period.

Home-use Hair Styling Appliances are electrically powered devices designed primarily for household and personal use to dry, straighten, curl, volumize, and set hair through controlled heating, airflow delivery, and/or motor-driven mechanical mechanisms. They are predominantly handheld, with some modular multi-styler systems that use interchangeable attachments. A typical structure includes an outer housing with thermal insulation, a heating system (heating wire or PTC element; ceramic/metal heating plates), a power and airflow assembly (motor, fan, ducts, and nozzles), electronic temperature control and safety protection circuits (sensors, control chips, and protective cut-offs), and functional accessories (concentrators, diffusers, brush heads, curling barrels, and styling clips). By form factor, the category mainly covers hair dryers, hair straighteners, curling irons/wands, hot air brushes, and multi-stylers; by technology level, it ranges from basic heating models to ionic/hair-care models, intelligent temperature-control models, and integrated multi-function systems. Core usage scenarios are daily at-home grooming after washing, quick styling before outings, light styling routines, and self-care, with ongoing upgrades driven by e-commerce penetration and consumer demand for performance, smart features, and hair-protection benefits.

Based on UN Comtrade/WITS trade statistics for electro-thermic hair dryers (HS 851631) and electro-thermic hairdressing apparatus other than hair dryers (HS 851632), and triangulating major manufacturing supply shares with domestic-consumption

structures, global 2025 manufacturing-side shipments (as a proxy for production) of home-use hair styling appliances are estimated at ~500–650 million units, with FOB price range of US\$7–12 per unit.

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

Global Home-use 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 Home-use 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 Home-use 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 Home-use 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 Home-use 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**

Home-use 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

#### 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 Home-use Hair Styling Appliances product scope, market overview, market estimation caveats and base year.

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

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

Chapter 4, the Home-use 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 Home-use 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 Home-use Hair Styling Appliances.

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

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