

# Automatic Hair Curler Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 to 2032

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## Abstracts

The Global Automatic Hair Curler Market was worth USD 3.1 billion in 2023 and will expand at a 5.1% CAGR between 2024 and 2032. Automatic hair curlers are gaining popularity due to their ease of use and time-saving features, making them a favorite among busy individuals. With rising disposable incomes globally, consumers are increasingly investing in high-quality personal care products. The growing emphasis on personal grooming and beauty trends further drives the demand for innovative hair styling products. Increased consumer spending on premium hair care and grooming products is significantly contributing to the growth of the automatic hair curler market. Additionally, the trend of at-home beauty treatments and the influence of social media on beauty standards are further boosting this demand. Based on product type, the market is segmented into corded and cordless hair curlers. In 2023, cordless hair curlers generated approximately USD 2.4 billion and are projected to grow at 5.5% CAGR over 2024-2032. Their popularity is driven by convenience and portability, as they eliminate the need for power outlets, allowing users to style their hair anywhere. This portability makes them particularly ideal for travel and on-the-go touch-ups. Moreover, cordless curlers offer enhanced safety, further contributing to their increasing demand. In terms of materials, the automatic hair curler market is divided into ceramic, tourmaline, titanium, and others. The ceramic segment accounted for 47% share in 2023 and is expected to grow at 5.4% CAGR during 2024-2032. Ceramic is highly favored for curling wand barrels as it provides excellent control and suits all hair types. It emits negatively charged ions that interact with hair's positive ions, protecting it from heat damage.

Technological advancements in ceramic materials, such as dual ceramic or 3D ceramic coatings, further protect the hair, making ceramic a popular choice for consumers. North America held around 34% of the global automatic hair curler market share in 2023 and

is expected to grow at a CAGR of around 4.9% during the forecast period. The growth in this region is fueled by technological advancements, rising disposable incomes, and increased consumer demand for convenient and easy-to-use styling tools. With a growing focus on personal grooming and self-care, consumers are looking for advanced hair styling devices that offer both efficiency and customization for at-home use.

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