

# Electric Hairbrush Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

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## Abstracts

The Global Electric Hairbrush Market was valued at USD 1.7 billion in 2023 and is projected to grow at 6.9% CAGR from 2024 to 2032. A significant driver of this growth is the increasing trend of at-home hair care, as consumers prioritize self-care and seek convenient beauty routines. As people become more invested in their grooming, there is a rising demand for professional-grade tools that can be used at home. Electric hairbrushes address this need by offering cutting-edge features such as ionization, adjustable heat settings, and multifunctionality, enabling users to achieve salon-quality results without leaving their homes. The influence of online tutorials and beauty influencers help promote at-home hair care.

These platforms showcase the effectiveness of electric hairbrushes, guiding consumers on various hairstyles and treatments. This trend is further fueled by the growing desire for personalized grooming routines, making electric hairbrushes popular among beauty enthusiasts. The market is segmented based on type, with flat and round electric hairbrushes being the primary categories. The flat segment led the market in 2023, accounting for approximately USD 1.1 billion in revenue and anticipated to grow at a CAGR of 7.2% during the forecast period. These brushes, characterized by their paddle-like design, are particularly effective for detangling and smoothing hair. Their large surface area allows for efficient straightening and frizz control, making them especially appealing to individuals with longer or thicker hair. In terms of power source, the market is divided into corded and cordless electric hairbrushes. The cordless segment held a share of about 51.4% in 2023 and is projected to grow at a CAGR of 6% in the coming years.

The increasing popularity of cordless models is attributed to their convenience and portability. These hairbrushes, powered by rechargeable batteries, offer users the flexibility to style their hair without the limitations of power outlets, making them ideal for

those who travel frequently or prefer on-the-go styling options. The Asia-Pacific region emerged as the leading market, capturing approximately 35.2% of the total market share in 2023. This region is experiencing commendable growth in the electric hairbrush market, attributed to the rising disposable incomes, urbanization, and an increasing emphasis on personal grooming. As consumers in this region seek advanced hair care solutions that combine convenience with professional results, the demand for electric hairbrushes continues to soar.

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