

Hair Scrunchies Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024-2032

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Abstracts

The Global Hair Scrunchies Market was valued at USD 27 million in 2023 and is projected to expand at a CAGR of 5.4% between 2024 and 2032. Hair scrunchies have evolved from a simple hair accessory to a fashion statement, available in various sizes, shapes, and materials to complement different outfits. Their ability to stretch easily and provide a softer hold without pulling or causing breakage makes them a preferred alternative to traditional hair ties. Consumers appreciate their comfort and versatility, as they secure hairstyles without causing damage.

Growing influence from social media promotions has contributed to increased demand, with many consumers making purchases after seeing endorsements from influencers. The broad age appeal of scrunchies has also fueled market growth, with a significant percentage of adult buyers opting for these stylish and functional accessories.

The fabric segment dominated the market in 2023, generating over USD 17.2 million in revenue, and is anticipated to reach USD 28.1 million by 2032. Consumers prefer fabric scrunchies for their softness and breathability, making them ideal for everyday use. Satin scrunchies, with their smooth texture, are widely used for their aesthetic appeal, while crystal-embellished and rhinestone scrunchies add a decorative touch to hairstyles, making them popular for events and parties. Seasonal preferences also drive demand, with velvet scrunchies being favored during colder months for their warmth and unconventional materials like leather and silk attracting consumers seeking unique styles.

The low-priced scrunchies segment accounted for approximately 44.4% of the market in 2023 and is set to grow further by 2032. Budget-conscious buyers gravitate toward affordable scrunchies, often purchasing them in bulk to have a variety of colors and

designs at minimal cost. These options cater to consumers who prioritize function over fashion and need a simple yet effective hair accessory.

Scrunchies in the mid-range category strike a balance between affordability and quality, making them a popular choice among consumers looking for durability. High-end scrunchies featuring premium materials like silk and leather serve as statement pieces and appeal to those seeking luxury accessories.

The U.S. hair scrunchies market is expanding at a CAGR of 5.5% through 2032. Scrunchies remain an accessible and cost-effective choice for a broad consumer base, offering longevity and multiple styling options. Increased visibility across social media platforms continues to play a crucial role in boosting their popularity, with users showcasing diverse ways to wear them. The combination of affordability, style, and comfort ensures sustained demand in the coming years.

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