

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

<https://marketpublishers.com/r/H3BA200FFF76EN.html>

Date: September 2024

Pages: 161

Price: US\$ 4,850.00 (Single User License)

ID: H3BA200FFF76EN

Abstracts

The Global Hair Straightener Market was estimated at USD 6.37 billion in 2023 and is expected to grow at 5.7% CAGR from 2024 to 2032, favored by the rising demand for personal grooming products. As more individuals focus on their appearance, hair styling devices like straighteners have become essential in daily routines. This trend is especially strong among millennials and Generation Z, who place significant importance on their aesthetics. The growing impact of beauty and fashion trends, along with increasing grooming awareness across all genders, is pushing consumers to invest in high-quality hair care tools.

With more people seeking to achieve salon-quality results at home, the demand for efficient hair straighteners continues to rise, fueling market growth. The market is segmented based on product types, including hot air brushes, curling irons, flat irons & brushes, straightening brushes, and others. In 2023, flat irons and straightening brushes led the market, generating USD 2.18 billion in revenue. These tools are favored for their versatility and ease of use, allowing users to create various hairstyles, from sleek straight looks to curls and waves, making them suitable for both home use and professional salons.

In terms of power sources, the market is divided into corded and cordless models. Corded hair straighteners held a significant 53% share of the market in 2023 and are expected to grow at a 5.5% CAGR over the forecast period. Corded devices remain popular due to their reliable power supply, crucial for extended use, particularly in professional settings. Stylists prefer corded straighteners for their consistent performance, as they don't require recharging like cordless options, making them ideal for styling thicker or longer hair, which takes more time.

Regionally, North America dominated the hair straightener market in 2023, generating USD 2.25 billion in revenue. The market is expected to reach USD 3.77 billion by 2032, driven by a strong beauty culture that emphasizes personal grooming and appearance.

Hair straighteners are commonly used to achieve sleek, polished looks, and the diverse beauty trends in the region demand versatile, high-quality styling tools suited for different hair types and styles. Media and celebrity endorsements further boost consumer interest in these products, contributing to the region's market leadership.

Contents

Report Content

CHAPTER 1 METHODOLOGY & SCOPE

- 1.1 Market scope & definition
- 1.2 Base estimates & calculations
- 1.3 Forecast calculation
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

CHAPTER 2 EXECUTIVE SUMMARY

- 2.1 Market 360° synopsis, 2021 - 2032
- 2.2 Business trends
- 2.3 Regional trends
- 2.4 Product type trends
- 2.5 Distribution channel trends

CHAPTER 3 MARKET INSIGHTS

- 3.1 Industry ecosystem analysis
- 3.2 Key news and initiatives
 - 3.2.1 Partnership/collaboration
 - 3.2.2 Merger/acquisition
 - 3.2.3 Investment
 - 3.2.4 Product launch & innovation
- 3.3 Consumer buying behavior analysis
 - 3.3.1 Demographic trends
 - 3.3.2 Factors affecting buying decision
 - 3.3.3 Consumer product adoption
 - 3.3.4 Preferred distribution channel
 - 3.3.5 Preferred price range
- 3.4 Regulatory landscape
- 3.5 Technological overview

3.6 Growth drivers

3.6.1 Surge in demand for personal grooming products

3.6.2 Influence of social media and beauty trends

3.7 Industry pitfalls & challenges

3.7.1 Risks of counterfeit products

3.8 Growth potential analysis

3.9 Porter's analysis

3.10 PESTEL analysis

CHAPTER 4 COMPETITIVE LANDSCAPE, 2023

4.1 Introduction

4.2 Company market share

4.3 Competitive analysis of major market players

4.4 Competitive positioning matrix

4.5 Strategic outlook matrix

CHAPTER 5 MARKET ESTIMATES & FORECAST, BY PRODUCT TYPE 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

5.1 Key trends

5.2 Hot air brushes

5.3 Curling irons

5.4 Flat irons & brushes

5.5 Straightening brushes

5.6 Others (waver, wands)

CHAPTER 6 MARKET ESTIMATES & FORECAST, BY MATERIAL 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

6.1 Key trends

6.2 Ceramic

6.3 Tourmaline

6.4 Titanium

6.5 Teflon

6.6 Others (combined, luxury, heat shea butter)

CHAPTER 7 MARKET ESTIMATES & FORECAST, BY SHAPE 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 7.1 Key trends
- 7.2 Flat
- 7.3 Rounded
- 7.4 Crimped hair iron
- 7.5 Others (hot brush)

CHAPTER 8 MARKET ESTIMATES & FORECAST, BY POWER SOURCE 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 8.1 Key trends
- 8.2 Corded
- 8.3 Cordless

CHAPTER 9 MARKET ESTIMATES & FORECAST, BY TECHNOLOGY 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 9.1 Key trends
- 9.2 Ionization
- 9.3 Steam technology
- 9.4 Infrared heat
- 9.5 Others (dual voltage, temp control)

CHAPTER 10 MARKET ESTIMATES & FORECAST, BY END USE 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 10.1 Key trends
- 10.2 Individuals
- 10.3 Commercial
 - 10.3.1 Beauty centers
 - 10.3.2 Salons
 - 10.3.3 Others (dermatological center, etc.)

CHAPTER 11 MARKET ESTIMATES & FORECAST, BY DISTRIBUTION CHANNEL 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 11.1 Key trends
- 11.2 Online
 - 11.2.1 E-commerce website

- 11.2.2 Company websites
- 11.3 Offline
 - 11.3.1 Supermarkets & hypermarkets
 - 11.3.2 Specialty stores
 - 11.3.3 Others (individual stores, etc.)

CHAPTER 12 MARKET ESTIMATES & FORECAST, BY REGION 2021 – 2032, (USD BILLION) (THOUSAND UNITS)

- 12.1 Key trends
- 12.2 North America
 - 12.2.1 U.S.
 - 12.2.2 Canada
- 12.3 Europe
 - 12.3.1 UK
 - 12.3.2 Germany
 - 12.3.3 France
 - 12.3.4 Italy
 - 12.3.5 Spain
- 12.4 Asia Pacific
 - 12.4.1 China
 - 12.4.2 India
 - 12.4.3 Japan
 - 12.4.4 South Korea
 - 12.4.5 Australia
- 12.5 Latin America
 - 12.5.1 Brazil
 - 12.5.2 Mexico
- 12.6 MEA
 - 12.6.1 Saudi Arabia
 - 12.6.2 UAE
 - 12.6.3 South Africa

CHAPTER 13 COMPANY PROFILES

- 13.1 Bay Bliss Pro
- 13.2 Braun
- 13.3 Conair
- 13.4 Dry Bar Products

- 13.5 Dyson Technology India
- 13.6 Hot Tools Professional
- 13.7 Ikonic World
- 13.8 Jemella
- 13.9 John Paul Mitchell Systems
- 13.10 Moe Hair USA
- 13.11 Panasonic Holdings
- 13.12 Philips Electronics
- 13.13 Revlon
- 13.14 RUSK Professional
- 13.15 T3 Micro Technologies

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