

Curling Irons Market Size, Share & Trends Analysis Report By Product (Curling Tongs, Curling Wands), By Application, By Distribution Channel (Hypermarket/Supermarket, Online), And Segment Forecasts, 2019 - 2025

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Abstracts

The global curling irons market size is anticipated to reach USD 4.77 billion by 2025, exhibiting a 5.8% CAGR over the forecast period, according to a new report published by Grand View Research, Inc. Availability of hair styling tools offering digitally precise heat and speed adjustments along with vitamin coatings for better protection from heat is contributing to the growth. In addition, rising preference for affordable grooming products and hair appliances is projected to witness growth of the product over forecast period.

Rapid technological advancements are anticipated to drive the demand for curling irons. Introduction of digitally-controlled appliances with faster heating times and 360 degree curling option has advanced the product features is expected to attract consumers. For instance, T3 Micro Inc. offers TWIRL 360, which is an auto-rotating curling iron incorporating Digital T3 SinglePass technology to maintain even temperature and to form flawless curls.

Innovation and introduction of additional product features are also expected to fuel the growth. For instance, it's the Nutrifusion line by Revlon, Inc. offers three curling irons and one straighteners to help hair conditioning with moringa and macadamia to protect the natural luster of hair. In October 2018, Dyson launched a new hair styling product, the Airwrap Styler. The product can be used to easily curl, wave, smooth, and dry hair with the help of air currents and low amount of heat. Rising popularity of fashion influencers and online hair styling tutorials is anticipated to further propel the demand

for curling irons. Beauty brands are focusing on engaging consumers through beauty bloggers, fashion influencers, and celebrities.

In terms of product, curling tongs led the market in 2018. Advanced features, such as manual heat adjustments are expected to drive the product demand in the forthcoming years. Different materials, such as ceramic, simple metal, and tourmaline are used in the heating plate to protect hair strands and to eliminate the damage. This factor is expected to boost the acceptance of curling irons among the professionals as well as regular consumers.

Residential application segment is projected to expand at the fastest CAGR of 6.0% from 2019 to 2025. Rising preference for low cost self-grooming appliances for at-home styling is expected to drive the growth. Also, increased travel and tourism activities encourage consumers to buy portable appliances, which in turn is projected to boost the segment growth over the forecast period. For instance, Conair Corporation provides Conair MiniPRO Cordless 3/4-Inch Ceramic Curling Iron compatible for travelling.

North America dominated the global curling irons market, accounting for 36.0% revenue share in 2018. Presence of a high number of hair stylists in the region is also expected to drive the demand for curling irons from the commercial application segment. To put this into perspective, over 45000 people in Texas were employed in the hair stylist industry in 2017. Thus, the regional market is poised to witness significant growth during the forecast period.

Further key findings from the report suggest:

Curling wands is expected to register a CAGR of 6.1% from 2019 to 2025

Commercial segment is expected to reach USD 3.5 billion by 2025, owing to increased number of professional hair stylists

Asia Pacific is anticipated to witness the fastest CAGR of 6.3% over the forecast period

Top players operating in the curling irons market are Koninklijke Philips N.V.; Conair Corporation; Helen of Troy; Curlingiron.org.; Spectrum Brands, Inc.; Lunata Beauty; Dyson; Revlon, Inc.; Andis Company; and Geloon

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