

Hair Dryer Market Size, Share & Trends Analysis Report By Product (Cordless, Corded), By Application (Professional, Individual), By Distribution Channel, By Region, And Segment Forecasts, 2022 - 2030

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Abstracts

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Hair Dryer Market Growth & Trends

The global hair dryer market size is anticipated to reach USD 13.64 billion by 2030, according to a new report by Grand View Research, Inc., expanding at a CAGR of 5.8% from 2022 to 2030. The market will be driven by an increasing number of professional salons across the globe. In addition, rising awareness about personal grooming is propelling product demand. Changing lifestyles due to hectic work schedules are also significantly boosting product demand. Major salon chains are investing in the developing regions of Asia Pacific for increasing their customer base. Thus, the rising number of professional hair salons, particularly in emerging regions, is also anticipated to contribute to the hair dryer market growth in the forecast period. The product manufacturers promote their brands and innovative technologies through social media campaigns. Moreover, increased investments in celebrity endorsement by cosmetics manufacturers to influence the target customers will drive the product demand. North America is the

dominant regional market; however, Asia Pacific is expected to witness the fastest growth over the forecast period at a CAGR of 5.6% from 2022 to 2030.

The global economy deteriorated rapidly in the first quarter due to the impact of lockdowns and other restrictions in various countries to counter the COVID-19

pandemic. However, economic activities around the world began to pick up in the second quarter of 2020. By the end of the third quarter and later, new waves of COVID-19 infections led to another round of restrictions and extensions of existing restrictions in various countries. Bottlenecks for semiconductors and other economic issues occurred toward the end of the fiscal year.

Several hair dryer manufacturers reported a decline in sales due to the hampered supply of electric equipment and semiconductors. Furthermore, the use of hair dryers for professional applications was reduced owing to social distancing norms imposed across the globe.

Corded dryers were the largest product segment in 2021 and accounted for a market share of more than 80%. These products are intense energy-consuming devices with high power rating labels. As a result, corded products are considered more efficient with direct home supply. On the other hand, cordless products are gaining popularity owing to their ease of use. Manufacturers are offering products with innovative technologies including ionic and tourmaline dryers with different attachments, speed, and heat settings.

Professional application is expected to be the fastest-growing segment at a CAGR of 6.0% from 2022 to 2030. Major manufacturers including Conair Corp., Dyson Ltd., Koninklijke Philips N.V., and TESCOM Co. are launching new products to cater to the increasing demand for advanced dryers.

Online distribution channel is expected to be the fastest-growing segment from 2022 to 2030. Online platforms have been an essential part of influencing consumer preferences for purchasing home electronic devices through e-commerce platforms, such as Flipkart, Walmart, and Amazon. The growing number of internet and smartphone users, especially in developing countries like India, China, Indonesia, and Vietnam, is expected to boost the segment over the forecast period. Moreover, major market participants are launching exclusive online portals and websites, which is likely to drive the segment further.

North America was the largest market in 2021 owing to the presence of the target population and the well-established fashion industry. Asia Pacific is expected to be the fastest-growing market as a result of the large customer base in China and India. These countries have a huge growth potential and lucrative market for hairdressing products including dryers. International and regional companies are launching new products to cater to the rising demand for hair-dressing products. Thus, product innovations are

expected to offer numerous growth opportunities for market participants over the forecast period.

Hair Dryer Market Report Highlights

Corded segment led the market and accounted for 82.3% share of the global revenue in 2021

Corded hair dryers are preferred for use in households and professional services unless they are being used for traveling or other purposes where portability is required

Individual segment is projected to remain at the forefront regarding market share in the forecast period.

Growing urbanization across the globe has contributed to the rising sales of hair dryers for personal use

Offline segment accounted for the largest share of more than 75% in 2021. The offline channel is the most widely used channel for purchasing a hair dryer

North America led the global market with the highest revenue share owing to the presence of a large number of players such as Conair Corp., Panasonic Corp., Dyson Ltd., and Koninklijke Philips N.V.

Contents

CHAPTER 1. METHODOLOGY AND SCOPE

- 1.1. Market Segmentation & Scope
- 1.2. Market Definition
- 1.3. Information Procurement
 - 1.3.1. Purchased Database
 - 1.3.2. GVR's Internal Database
 - 1.3.3. Secondary Sources & Third-Party Perspectives
 - 1.3.4. Primary Research
- 1.4. Information Analysis
 - 1.4.1. Data Analysis Models
- 1.5. Market Formulation & Data Visualization
- 1.6. Data Validation & Publishing

CHAPTER 2. EXECUTIVE SUMMARY

- 2.1. Market Outlook
- 2.2. Product Outlook
- 2.3. Application Outlook
- 2.4. Distribution Channel Outlook
- 2.5. Competitive Insights

CHAPTER 3. HAIR DRYER MARKET VARIABLES, TRENDS & SCOPE

- 3.1. Market Introduction
- 3.2. Penetration & Growth Prospect Mapping
- 3.3. Industry Value Chain Analysis
 - 3.3.1. Sales/Retail Channel Analysis
 - 3.3.2. Profit Margin Analysis
- 3.4. Market Dynamics
 - 3.4.1. Market Driver Analysis
 - 3.4.2. Market Restraint Analysis
 - 3.4.3. Industry Challenges
 - 3.4.4. Industry Opportunities
- 3.5. Business Environment Analysis
 - 3.5.1. Industry Analysis - Porter's
 - 3.5.1.1. Supplier Power

- 3.5.1.2. Buyer Power
- 3.5.1.3. Substitution Threat
- 3.5.1.4. Threat from New Entrant
- 3.5.1.5. Competitive Rivalry
- 3.6. Roadmap of Hair Dryer Market
- 3.7. Market Entry Strategies
- 3.8. Impact of COVID-19 on the hair dryer market

CHAPTER 4. CONSUMER BEHAVIOR ANALYSIS

- 4.1. Consumer Trends and Preferences
- 4.2. Factors Affecting Buying Decision
- 4.3. Consumer Product Adoption
- 4.4. Observations & Recommendations

CHAPTER 5. HAIR DRYER MARKET: PRODUCT ESTIMATES & TREND ANALYSIS

- 5.1. Product Movement Analysis & Market Share, 2021 & 2030
- 5.2. Corded
 - 5.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 5.3. Cordless
 - 5.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 6. HAIR DRYER MARKET: APPLICATION ESTIMATES & TREND ANALYSIS

- 6.1. Application Movement Analysis & Market Share, 2021 & 2030
- 6.2. Professional
 - 6.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 6.3. Individual
 - 6.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 7. HAIR DRYER MARKET: DISTRIBUTION CHANNEL ESTIMATES & TREND ANALYSIS

- 7.1. Distribution Channel Movement Analysis & Market Share, 2021 & 2030
- 7.2. Offline
 - 7.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)
- 7.3. Online

7.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

CHAPTER 8. HAIR DRYER MARKET: REGIONAL ESTIMATES & TREND ANALYSIS

8.1. Regional Movement Analysis & Market Share, 2021 & 2030

8.2. North America

8.2.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.2.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.2.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.2.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.2.5. U.S.

8.2.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.2.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.2.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.2.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3. Europe

8.3.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.3.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.5. U.K.

8.3.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.3.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.6. Germany

8.3.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.6.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.3.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.3.7. France

8.3.7.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.3.7.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.3.7.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.3.7.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4. Asia Pacific

8.4.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.4.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.5. China

8.4.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.4.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.4.6. India

8.4.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.4.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.4.6.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.4.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5. Central & South America

8.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.5.5. Brazil

8.5.5.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.5.5.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.5.5.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.5.5.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

8.6. Middle East & Africa (MEA)

8.6.1. Market estimates and forecast, 2017 - 2030 (USD Million)

8.6.2. Market estimates and forecast, by product, 2017 - 2030 (USD Million)

8.6.3. Market estimates and forecast, by application, 2017 - 2030 (USD Million)

8.6.4. Market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

CHAPTER 9. COMPETITIVE ANALYSIS

9.1. Key Company/Competition Categorization (Key innovators, Market leaders, Emerging players)

9.2. Vendor Landscape

9.2.1. Key company market share analysis, 2018

CHAPTER 10. COMPANY PROFILES

10.1. Conair LLC

10.1.1. Company Overview

10.1.2. Product Benchmarking

10.1.3. Strategic Initiatives

10.2. Panasonic Holdings Corporation

10.2.1. Company Overview

10.2.2. Financial Performance

10.2.3. Product Benchmarking

10.2.4. Strategic Initiatives

10.3. Koninklijke Philips N.V.

10.3.1. Company Overview

10.3.2. Financial Performance

10.3.3. Product Benchmarking

10.3.4. Strategic Initiatives

10.4. Dyson Limited

10.4.1. Company Overview

10.4.2. Product Benchmarking

10.4.3. Strategic Initiatives

10.5. Tescom Co., Ltd.(Tescom Denki Co., Ltd)

10.5.1. Company Overview

10.5.2. Product Benchmarking

10.6. Spectrum Brands, Inc.

10.6.1. Company Overview

10.6.2. Financial Performance

10.6.3. Product Benchmarking

10.6.4. Strategic Initiatives

10.7. Revlon Inc.

10.7.1. Company Overview

10.7.2. Financial Performance

10.7.3. Strategic Initiatives

- 10.8. Ghd Hair (Jemella Ltd)
 - 10.8.1. Company Overview
 - 10.8.2. Financial Performance
 - 10.8.3. Product Benchmarking
 - 10.8.4. Strategic Initiatives
- 10.9. Harry Josh® Pro Tools
 - 10.9.1. Company Overview
 - 10.9.2. Product Benchmarking
 - 10.9.3. Strategic Initiatives
- 10.10. Braun GmbH (A brand of Procter & Gamble)
 - 10.10.1. Company Overview
 - 10.10.2. Financial Performance
 - 10.10.3. Product Benchmarking
 - 10.10.4. Strategic Initiatives

List Of Tables

LIST OF TABLES

Table 1 Hair dryer market - Driving factor market analysis

Table 2 Hair dryer market - Restraint factor market analysis

Table 3 Corded hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 4 Cordless hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 5 Professional hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 6 Individual hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 7 Offline hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 8 Online hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 9 North America hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 10 North America hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 11 North America hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 12 North America hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 13 U.S. hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 14 U.S. hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 15 U.S. hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 16 U.S. hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 17 Europe hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 18 Europe hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 19 Europe hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 20 Europe hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 21 Germany hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 22 Germany hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 23 Germany hair dryer market estimates and forecast, by application, 2017 -

2030 (USD Million)

Table 24 Germany hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 25 France hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 26 France hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 27 France hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 28 France hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 29 U.K. hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 30 U.K. hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 31 U.K. hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 32 U.K. hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 33 Asia Pacific hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 34 Asia Pacific hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 35 Asia Pacific hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 36 Asia Pacific hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 37 China hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 38 China hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 39 China hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 40 China hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 41 India hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 42 India hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 43 India hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 44 India hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 45 Central & South America hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 46 Central & South America hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 47 Central & South America hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 48 Central & South America hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 49 Brazil hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 50 Brazil hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 51 Brazil hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 52 Brazil hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 53 Middle East & Africa hair dryer market estimates and forecast, 2017 - 2030 (USD Million)

Table 54 Middle East & Africa hair dryer market estimates and forecast, by product, 2017 - 2030 (USD Million)

Table 55 Middle East & Africa hair dryer market estimates and forecast, by application, 2017 - 2030 (USD Million)

Table 56 Middle East & Africa hair dryer market estimates and forecast, by distribution channel, 2017 - 2030 (USD Million)

Table 57 Company categorization

Table 58 Key hair dryer company market share analysis, 2021

List Of Figures

LIST OF FIGURES

- Fig. 1 Hair dryer market snapshot
- Fig. 2 Hair dryer market segmentation & scope
- Fig. 3 Hair dryer market penetration & growth prospect mapping
- Fig. 4 Hair dryer value chain analysis
- Fig. 5 Hair dryer market dynamics
- Fig. 6 Hair dryer market Porter's analysis
- Fig. 7 Hair dryer market: Product movement analysis
- Fig. 8 Hair dryer market: Application movement analysis
- Fig. 9 Hair dryer market: Distribution Channel movement analysis
- Fig. 10 Hair dryer market: Regional movement analysis

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