

# **Mannequin Head Market Size, Share & Trends Analysis Report By End Use (Men, Women, Infant & Toddlers), By Application (Hairstyling & Barbering, Makeup Artistry, Wig & Hairpiece Design, Hat & Accessories), By Region, And Segment Forecasts, 2025 - 2030**

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## **Abstracts**

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### **Mannequin Head Market Growth & Trends**

The global mannequin head market size is expected to reach USD 1,428.0 million in 2030 and is expected to grow at a CAGR of 5.4% from 2025 to 2030. The growth of the market is primarily driven by the increasing demand for realistic and technologically advanced mannequins that enhance visual merchandising, improve training in the beauty and hairstyling industry, and cater to the evolving needs of the retail, entertainment, and educational sectors. The rising demand for diverse mannequin heads that represent various ethnicities and hair types is also driving the market growth. As the beauty industry emphasizes inclusivity and diversity, there's a growing need for mannequin heads that reflect a range of sizes, shapes, and facial expressions.

The mannequin industry is experiencing a boom in customization, offering a wide range of options, from 3D models to personalized mannequins and props. This trend caters to the diverse needs of businesses and individuals, enabling them to craft distinctive displays and presentations. Consumers with eco-conscious values are increasingly choosing sustainable mannequin heads made from recyclable or biodegradable materials that align with their environmental concerns. Consumers are showing a growing preference for

sustainable mannequin heads crafted from recyclable materials like coconut and hemp fibers. Leading companies are actively adopting recycling practices by integrating scrap plastic into their mannequin production processes.

This shift toward eco-friendly options aligns with consumer demand for environmentally responsible choices. The men's category of mannequin heads is expected to experience a significant growth rate during the forecast period. This growth is driven by the increasing demand for male mannequin heads, driven by their importance in visually appealing retail displays, and evolving grooming trends. These mannequin heads are now integral to fashion brands' strategies, allowing for greater control over brand impressions. In hairstyling and barbering, they serve as essential tools for professionals to stay updated with trends and refine their skills. The demand for mannequin heads is growing in makeup artistry applications due to the growth of makeup schools and evolving makeup trends.

With a growing beauty industry, more makeup artists are needed, leading to a rise in the number of makeup schools and training programs. Head mannequins offer students a controlled environment to practice makeup techniques before working on actual clients, enhancing their skills and confidence. Europe's diverse fashion and retail landscape, including luxury boutiques and budget-friendly stores, is driving the product demand. These mannequins are used to showcase the latest styles, accessories, and makeup in various retail settings and fashion events. Mannequin heads are used in stores to reflect diverse ethnic backgrounds in the European market, driven by multiculturalism and cultural events. Mannequin heads are crucial in cosmetology schools and beauty training centers, supporting the need for skilled beauty professionals in the region. The market is fragmented with the presence of key established and local players.

## Mannequin Head Market Report Highlights

The women's mannequin head segment accounted for the largest share in 2024 owing to the high emphasis on cosmetology education and the growing number of hairstyling and makeup schools catering to women. Women's head mannequins are essential tools that offer students a realistic and versatile platform to practice various beauty techniques, including makeup application and hairstyling.

## Revenue from mannequin heads for hairstyling and barbering

applications is projected to witness the fastest growth rate during the forecast period

As hairstyling and barbering techniques continue to advance and diversify, professionals and students require mannequin heads to practice and master these new skills

In addition, the growing number of beauty & cosmetology schools fuels the product demand

The Asia Pacific mannequin head market is expected to grow at a CAGR of 6.5% from 2025 to 2030. The growth of the fashion industry, high number of beauty salons, and increased awareness about personal grooming are driving the market growth in the region

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