

North America Electric Hair Clipper And Trimmer Market Size, Share & Trends Analysis Report By Product (Blades, Hair Clipper), By Type, By Distribution Channel, By Country, And Segment Forecasts, 2024 - 2030

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Abstracts

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North America Electric Hair Clipper And Trimmer Market Growth & Trends

The North America electric hair clipper and trimmer market size is expected to reach USD 1.53 billion by 2030, registering a CAGR of 3.8% from 2024 to 2030, according to a new report by Grand View Research, Inc. Increasing technological advancements have significantly impacted the hair clipper and trimmer market for both pets and humans. The integration of cutting-edge technologies has revolutionized the grooming industry, enhancing the performance, efficiency, and user experience of these grooming tools.

One key market driver is the advent of precision engineering in blade technology. Advanced materials and manufacturing processes have led to sharper and more durable blades, ensuring a smoother and more precise cutting experience. This technological improvement is particularly crucial in the grooming industry, where precision is paramount for achieving desired hairstyles or fur trims.

Moreover, the introduction of innovative features such as adjustable length settings, self-sharpening blades, and wireless connectivity has contributed to the growing popularity of high-tech grooming tools. Adjustable length settings allow users to customize their grooming preferences easily, catering to a diverse range of styles and lengths for both

human hair and pet fur. Self-sharpening blades ensure longevity and consistent cutting performance, reducing the need for frequent maintenance.

Wireless connectivity features, such as Bluetooth or app integration, enable users to control and monitor their grooming devices through smartphones or other smart devices. This connectivity not only adds convenience but also provides insights into usage patterns and maintenance reminders, enhancing the overall user experience.

For instance, in October 2023, Andis Company announced the launch of the professional grade eMERGE clipper. Engineered for efficient cutting in high-volume settings, this stylish clipper boasts a precision-engineered, high-speed rotary motor capable of delivering 4,500 strokes per minute, facilitating swift and impeccable grooming.

North America Electric Hair Clipper And Trimmer Market Report Highlights

Based on product, the electric hair clippers segment held a revenue share of around 54.6% in 2023. The compact design of these clippers makes them easy to carry and store, contributing to their appeal among consumers. As technology continues to evolve, we can expect further innovations in battery-operated hair clippers, catering to individuals seeking convenience and efficiency in their grooming routines

The hair trimmer market is expected to witness a CAGR of 4.2% from 2024 to 2030. Several companies are offering hair trimmers with advanced features to cater to the rising demand for technologically advanced trimmers. In October 2023, U.S.-based men's grooming company MANSCAPED launched The Lawn Mower 5.0 Ultra, an electric groin and body hair trimmer

Based on type, the human electric hair clipper & trimmer accounted for a share of 82.6% of the overall revenue in 2023. Manufacturers are continually innovating to improve the performance, efficiency, and user experience of these devices. Modern electric trimmers and clippers include longer battery life, rapid charging capabilities, quieter operation, and ergonomic designs that reduce hand fatigue during extended use

The pet electric hair clipper & trimmer are anticipated to have a CAGR of 5.1% from 2024 to 2030. Several companies offer trimmers and clippers for pets. For instance, U.S.-based Wahl Clipper offers the Deluxe Pro Series Cordless

Rechargeable Pet Clipper. The kit is ideal for full-body clippings of all breeds of cats and dogs. Lithium-ion power offers excellent cutting performance and flexibility to groom anywhere

Sales of electric trimmers and clippers through retail dominated the market with a share of 79.1% in 2023. Several wholesale stores offer major brands and products known for their quality and durability. Businesses can rely on these sources to provide electric clippers and trimmers that meet industry standards and deliver consistent performance

Sales of electric trimmers and clippers through wholesale sector are anticipated to have a CAGR of 3.3% from 2024 to 2030. Retail channels frequently offer promotional offers and discounts during peak shopping seasons or holidays. These promotions incentivize consumers to purchase electric clippers and trimmers as standalone products or as part of bundled deals, further stimulating demand

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