

# The World Market for Electrothermic Hairdressing or Hand-Drying Apparatus: A 2024 Global Trade Perspective

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## Abstracts

This report was created for strategic planners, international executives, and import/export managers who are concerned with the market for electrothermic hairdressing or hand-drying apparatus. With the globalization of this market, managers can no longer be contented with a local view. Nor can managers be contented with out-of-date statistics that appear several years after the fact. Professor Philip M. Parker, the Chair Professor of Management Science at INSEAD, has developed a methodology, based on macroeconomic and trade models, to estimate the market for electrothermic hairdressing or hand-drying apparatus for those countries serving the world market via exports or supplying from various countries via imports. He does so for the current year based on a variety of key historical indicators and econometric models.

'Electrothermic hairdressing or hand-drying apparatus' as a category is defined in this report following the definition given by the United Nations Statistics Division Classification Registry using the Standard International Trade Classification, Revision 3 (SITC, Rev. 3). The SITC code that defines 'electrothermic hairdressing or hand-drying apparatus' is 77583.

## Contents

### 1 METHODOLOGY

#### 1.1 OUR APPROACH

### 2 THE WORLD MARKET

#### 2.1 EXPORTS

2.1.1 THE WORLD MARKET: ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS EXPORT SUPPLIES IN 2024

#### 2.2 IMPORTS

2.2.1 THE WORLD MARKET: IMPORTED ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IN 2024

### 3 EXPORTS

3.1 AFRICA: EXPORT SUPPLIES OF ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IN 2024

3.1.1 EXECUTIVE SUMMARY

3.1.2 CAMEROON

3.1.3 KENYA

3.1.4 SOUTH AFRICA

3.2 ASIA: EXPORT SUPPLIES OF ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IN 2024

3.2.1 EXECUTIVE SUMMARY

3.2.2 CHINA

3.2.3 HONG KONG

3.2.4 INDONESIA

3.2.5 JAPAN

3.2.6 MALAYSIA

3.2.7 SINGAPORE

3.2.8 SOUTH KOREA

3.2.9 TAIWAN

3.2.10 THAILAND

3.3 EUROPE: EXPORT SUPPLIES OF ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IN 2024

3.3.1 EXECUTIVE SUMMARY

3.3.2 AUSTRIA

- 3.3.3 BELARUS
- 3.3.4 BELGIUM
- 3.3.5 BOSNIA AND HERZEGOVINA
- 3.3.6 BULGARIA
- 3.3.7 DENMARK
- 3.3.8 ESTONIA
- 3.3.9 FINLAND
- 3.3.10 FRANCE
- 3.3.11 GERMANY
- 3.3.12 GREECE
- 3.3.13 HUNGARY
- 3.3.14 IRELAND
- 3.3.15 ITALY
- 3.3.16 LATVIA
- 3.3.17 LITHUANIA
- 3.3.18 LUXEMBOURG
- 3.3.19 NORWAY
- 3.3.20 POLAND
- 3.3.21 PORTUGAL
- 3.3.22 ROMANIA
- 3.3.23 RUSSIA
- 3.3.24 SLOVAKIA
- 3.3.25 SLOVENIA
- 3.3.26 SPAIN
- 3.3.27 SWEDEN
- 3.3.28 SWITZERLAND
- 3.3.29 THE CZECH REPUBLIC
- 3.3.30 THE NETHERLANDS
- 3.3.31 THE UNITED KINGDOM
- 3.3.32 UKRAINE

### 3.4 LATIN AMERICA: EXPORT SUPPLIES OF ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IN 2024

- 3.4.1 EXECUTIVE SUMMARY
- 3.4.2 ARGENTINA
- 3.4.3 BRAZIL
- 3.4.4 COLOMBIA
- 3.4.5 COSTA RICA
- 3.4.6 EL SALVADOR
- 3.4.7 MEXICO

3.4.8 PANAMA

3.4.9 PERU

3.4.10 URUGUAY

3.4.11 VENEZUELA

### 3.5 NORTH AMERICA & THE CARIBBEAN: EXPORT SUPPLIES OF ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IN 2024

3.5.1 EXECUTIVE SUMMARY

3.5.2 CANADA

3.5.3 THE UNITED STATES

### 3.6 OCEANIA: EXPORT SUPPLIES OF ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IN 2024

3.6.1 EXECUTIVE SUMMARY

3.6.2 AUSTRALIA

3.6.3 NEW ZEALAND

### 3.7 THE MIDDLE EAST: EXPORT SUPPLIES OF ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IN 2024

3.7.1 EXECUTIVE SUMMARY

3.7.2 ISRAEL

3.7.3 LEBANON

3.7.4 SAUDI ARABIA

3.7.5 THE UNITED ARAB EMIRATES

3.7.6 TURKEY

## 4 IMPORTS

### 4.1 AFRICA: ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IMPORTS IN 2024

4.1.1 EXECUTIVE SUMMARY

4.1.2 ALGERIA

4.1.3 BOTSWANA

4.1.4 CAMEROON

4.1.5 CAPE VERDE

4.1.6 COTE D'IVOIRE

4.1.7 EGYPT

4.1.8 ETHIOPIA

4.1.9 MADAGASCAR

4.1.10 MALAWI

4.1.11 MAURITANIA

4.1.12 MAURITIUS

- 4.1.13 MOROCCO
- 4.1.14 MOZAMBIQUE
- 4.1.15 NAMIBIA
- 4.1.16 NIGERIA
- 4.1.17 SENEGAL
- 4.1.18 SOUTH AFRICA
- 4.1.19 TANZANIA
- 4.1.20 UGANDA
- 4.1.21 ZAMBIA
- 4.1.22 ZIMBABWE

#### 4.2 ASIA: ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IMPORTS IN 2024

- 4.2.1 EXECUTIVE SUMMARY
- 4.2.2 BRUNEI
- 4.2.3 CHINA
- 4.2.4 HONG KONG
- 4.2.5 INDIA
- 4.2.6 INDONESIA
- 4.2.7 JAPAN
- 4.2.8 MACAU
- 4.2.9 MALAYSIA
- 4.2.10 MONGOLIA
- 4.2.11 NEPAL
- 4.2.12 SINGAPORE
- 4.2.13 SOUTH KOREA
- 4.2.14 SRI LANKA
- 4.2.15 TAIWAN
- 4.2.16 THAILAND
- 4.2.17 THE MALDIVES
- 4.2.18 THE PHILIPPINES
- 4.2.19 VIETNAM

#### 4.3 EUROPE: ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IMPORTS IN 2024

- 4.3.1 EXECUTIVE SUMMARY
- 4.3.2 ALBANIA
- 4.3.3 ANDORRA
- 4.3.4 AUSTRIA
- 4.3.5 BELARUS
- 4.3.6 BELGIUM

- 4.3.7 BOSNIA AND HERZEGOVINA
- 4.3.8 BULGARIA
- 4.3.9 CROATIA
- 4.3.10 CYPRUS
- 4.3.11 DENMARK
- 4.3.12 ESTONIA
- 4.3.13 FINLAND
- 4.3.14 FRANCE
- 4.3.15 GEORGIA
- 4.3.16 GERMANY
- 4.3.17 GREECE
- 4.3.18 HUNGARY
- 4.3.19 ICELAND
- 4.3.20 IRELAND
- 4.3.21 ITALY
- 4.3.22 KAZAKHSTAN
- 4.3.23 LATVIA
- 4.3.24 LITHUANIA
- 4.3.25 LUXEMBOURG
- 4.3.26 MACEDONIA
- 4.3.27 MALTA
- 4.3.28 MOLDOVA
- 4.3.29 NORWAY
- 4.3.30 POLAND
- 4.3.31 PORTUGAL
- 4.3.32 ROMANIA
- 4.3.33 RUSSIA
- 4.3.34 SLOVAKIA
- 4.3.35 SLOVENIA
- 4.3.36 SPAIN
- 4.3.37 SWEDEN
- 4.3.38 SWITZERLAND
- 4.3.39 THE CZECH REPUBLIC
- 4.3.40 THE NETHERLANDS
- 4.3.41 THE UNITED KINGDOM
- 4.3.42 UKRAINE
- 4.4 LATIN AMERICA: ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IMPORTS IN 2024
  - 4.4.1 EXECUTIVE SUMMARY

- 4.4.2 ARGENTINA
- 4.4.3 BOLIVIA
- 4.4.4 BRAZIL
- 4.4.5 CHILE
- 4.4.6 COLOMBIA
- 4.4.7 ECUADOR
- 4.4.8 EL SALVADOR
- 4.4.9 GUATEMALA
- 4.4.10 HONDURAS
- 4.4.11 MEXICO
- 4.4.12 NICARAGUA
- 4.4.13 PANAMA
- 4.4.14 PARAGUAY
- 4.4.15 PERU
- 4.4.16 SURINAME
- 4.4.17 URUGUAY

#### 4.5 NORTH AMERICA & THE CARIBBEAN: ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IMPORTS IN 2024

- 4.5.1 EXECUTIVE SUMMARY
- 4.5.2 ANTIGUA AND BARBUDA
- 4.5.3 ARUBA
- 4.5.4 BARBADOS
- 4.5.5 BERMUDA
- 4.5.6 CANADA
- 4.5.7 JAMAICA
- 4.5.8 ST. LUCIA
- 4.5.9 THE BAHAMAS
- 4.5.10 THE DOMINICAN REPUBLIC
- 4.5.11 THE UNITED STATES

#### 4.6 OCEANIA: ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IMPORTS IN 2024

- 4.6.1 EXECUTIVE SUMMARY
- 4.6.2 AUSTRALIA
- 4.6.3 FIJI
- 4.6.4 FRENCH POLYNESIA
- 4.6.5 NEW CALEDONIA
- 4.6.6 NEW ZEALAND

#### 4.7 THE MIDDLE EAST: ELECTROTHERMIC HAIRDRESSING OR HAND-DRYING APPARATUS IMPORTS IN 2024

#### 4.7.1 EXECUTIVE SUMMARY

#### 4.7.2 ARMENIA

#### 4.7.3 AZERBAIJAN

#### 4.7.4 BAHRAIN

#### 4.7.5 ISRAEL

#### 4.7.6 JORDAN

#### 4.7.7 KUWAIT

#### 4.7.8 LEBANON

#### 4.7.9 OMAN

#### 4.7.10 PAKISTAN

#### 4.7.11 QATAR

#### 4.7.12 TURKEY

#### 4.7.13 YEMEN

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