

Electric Hair Brush Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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Abstracts

The global electric hair brush market reached a value of US\$ 260.1 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 352 Million by 2027, exhibiting a CAGR of 5.4% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic on different end use sectors. These insights are included in the report as a major market contributor.

Conventional straightening tools, such as flat irons, take a reasonably long time to provide shiny, sleek, and desired hair results. As a result, leading industry players have introduced electric hair brushes that comb, dry and straighten the hair simultaneously. These hair brushes are currently available in the paddle and flat variants with bristles built on a ceramic or tourmaline plate, which generates heat that releases negative ions to make hair shiny and smooth. Moreover, as they can provide faster and easier straightening without leaving the hair flat or devoid of volume, their demand is escalating around the world.

Electric Hair Brush Market Trends:

There is a rise in the demand for shiny and straightened hair, especially among the millennial population, which can be accredited to increasing awareness about personal grooming and the growing number of fashion campaigns on social media forums, such as Facebook, Instagram, YouTube, and Pinterest. This, coupled with the rising utilization of electric hair brushes in salons and other hair care spaces, represents one of the key factors creating a positive outlook for the market. Apart from this, unhealthy dietary habits and the increasing geriatric population are resulting in the growing occurrence of dryness, frizzy hair, and hair loss. This is propelling people to invest in

advanced hair products, such as electric hair brushes, to maintain good hair health. Furthermore, numerous manufacturers are considerably spending on collaborations and the development of technologically advanced product variants to expand their overall market reach. In line with this, they are also introducing electric hair brushes with time-saving and temperature controller features. These innovations are projected to influence the market positively.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global electric hair brush market, along with forecasts at the global, regional and country level from 2022-2027. Our report has categorized the market based on product type, gender, distribution channel and end use.

Breakup by Product Type:

Flat

Round

Breakup by Gender:

Female

Male

Breakup by Distribution Channel:

Supermarkets and Hypermarkets

Beauty Stores

Online Stores

Others

Breakup by End Use:

Household

Commercial

Breakup by Region:

North America

United States

Canada
Asia-Pacific
China
Japan
India
South Korea
Australia
Indonesia
Others
Europe
Germany
France
United Kingdom
Italy
Spain
Russia
Others
Latin America
Brazil
Mexico
Others
Middle East and Africa

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players being Apalus Inc, Dafni, Drybar LLC (Helen of Troy Limited), Glamfields, Koninklijke Philips N.V., L'Oréal S.A., Panasonic Corporation, Revlon Inc., Spectrum Brands Inc., The Conair Group Ltd. and Vega Industries Pvt. Limited.

Questions Answered in This Report:

How has the global electric hair brush market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the global electric hair brush market?

What are the key regional markets?

What is the breakup of the market based on the product type?

What is the breakup of the market based on the gender?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the end use?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the industry?

What is the structure of the global electric hair brush market and who are the key players?

What is the degree of competition in the industry?

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