

Electric Hair Brush Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

<https://marketpublishers.com/r/E870F9305286EN.html>

Date: November 2023

Pages: 149

Price: US\$ 2,499.00 (Single User License)

ID: E870F9305286EN

Abstracts

The global electric hair brush market size reached US\$ 273.1 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 363.9 Million by 2028, exhibiting a growth rate (CAGR) of 4.90% during 2022-2028.

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 report, along with forecasts at the global, regional and country level from 2023-2028. 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.

Key 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?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL ELECTRIC HAIR BRUSH MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of COVID-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY PRODUCT TYPE

- 6.1 Flat
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Round
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY GENDER

7.1 Female

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Male

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY DISTRIBUTION CHANNEL

8.1 Supermarkets and Hypermarkets

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Beauty Stores

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Online Stores

8.3.1 Market Trends

8.3.2 Market Forecast

8.4 Others

8.4.1 Market Trends

8.4.2 Market Forecast

9 MARKET BREAKUP BY END USE

9.1 Household

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Commercial

9.2.1 Market Trends

9.2.2 Market Forecast

10 MARKET BREAKUP BY REGION

10.1 North America

10.1.1 United States

10.1.1.1 Market Trends

10.1.1.2 Market Forecast

- 10.1.2 Canada
 - 10.1.2.1 Market Trends
 - 10.1.2.2 Market Forecast
- 10.2 Asia-Pacific
 - 10.2.1 China
 - 10.2.1.1 Market Trends
 - 10.2.1.2 Market Forecast
 - 10.2.2 Japan
 - 10.2.2.1 Market Trends
 - 10.2.2.2 Market Forecast
 - 10.2.3 India
 - 10.2.3.1 Market Trends
 - 10.2.3.2 Market Forecast
 - 10.2.4 South Korea
 - 10.2.4.1 Market Trends
 - 10.2.4.2 Market Forecast
 - 10.2.5 Australia
 - 10.2.5.1 Market Trends
 - 10.2.5.2 Market Forecast
 - 10.2.6 Indonesia
 - 10.2.6.1 Market Trends
 - 10.2.6.2 Market Forecast
 - 10.2.7 Others
 - 10.2.7.1 Market Trends
 - 10.2.7.2 Market Forecast
- 10.3 Europe
 - 10.3.1 Germany
 - 10.3.1.1 Market Trends
 - 10.3.1.2 Market Forecast
 - 10.3.2 France
 - 10.3.2.1 Market Trends
 - 10.3.2.2 Market Forecast
 - 10.3.3 United Kingdom
 - 10.3.3.1 Market Trends
 - 10.3.3.2 Market Forecast
 - 10.3.4 Italy
 - 10.3.4.1 Market Trends
 - 10.3.4.2 Market Forecast
 - 10.3.5 Spain

- 10.3.5.1 Market Trends
- 10.3.5.2 Market Forecast
- 10.3.6 Russia
 - 10.3.6.1 Market Trends
 - 10.3.6.2 Market Forecast
- 10.3.7 Others
 - 10.3.7.1 Market Trends
 - 10.3.7.2 Market Forecast
- 10.4 Latin America
 - 10.4.1 Brazil
 - 10.4.1.1 Market Trends
 - 10.4.1.2 Market Forecast
 - 10.4.2 Mexico
 - 10.4.2.1 Market Trends
 - 10.4.2.2 Market Forecast
 - 10.4.3 Others
 - 10.4.3.1 Market Trends
 - 10.4.3.2 Market Forecast
- 10.5 Middle East and Africa
 - 10.5.1 Market Trends
 - 10.5.2 Market Breakup by Country
 - 10.5.3 Market Forecast

11 SWOT ANALYSIS

- 11.1 Overview
- 11.2 Strengths
- 11.3 Weaknesses
- 11.4 Opportunities
- 11.5 Threats

12 VALUE CHAIN ANALYSIS

13 PORTERS FIVE FORCES ANALYSIS

- 13.1 Overview
- 13.2 Bargaining Power of Buyers
- 13.3 Bargaining Power of Suppliers
- 13.4 Degree of Competition

13.5 Threat of New Entrants

13.6 Threat of Substitutes

14 PRICE ANALYSIS

15 COMPETITIVE LANDSCAPE

15.1 Market Structure

15.2 Key Players

15.3 Profiles of Key Players

15.3.1 Apalus Inc

15.3.1.1 Company Overview

15.3.1.2 Product Portfolio

15.3.2 Dafni

15.3.2.1 Company Overview

15.3.2.2 Product Portfolio

15.3.3 Drybar LLC (Helen of Troy Limited)

15.3.3.1 Company Overview

15.3.3.2 Product Portfolio

15.3.4 Glamfields

15.3.4.1 Company Overview

15.3.4.2 Product Portfolio

15.3.5 Koninklijke Philips N.V.

15.3.5.1 Company Overview

15.3.5.2 Product Portfolio

15.3.5.3 Financials

15.3.5.4 SWOT Analysis

15.3.6 L'Oréal S.A.

15.3.6.1 Company Overview

15.3.6.2 Product Portfolio

15.3.6.3 Financials

15.3.6.4 SWOT Analysis

15.3.7 Panasonic Corporation

15.3.7.1 Company Overview

15.3.7.2 Product Portfolio

15.3.7.3 Financials

15.3.7.4 SWOT Analysis

15.3.8 Revlon Inc.

15.3.8.1 Company Overview

- 15.3.8.2 Product Portfolio
- 15.3.8.3 Financials
- 15.3.8.4 SWOT Analysis
- 15.3.9 Spectrum Brands Inc.
 - 15.3.9.1 Company Overview
 - 15.3.9.2 Product Portfolio
 - 15.3.9.3 Financials
 - 15.3.9.4 SWOT Analysis
- 15.3.10 The Conair Group Ltd.
 - 15.3.10.1 Company Overview
 - 15.3.10.2 Product Portfolio
- 15.3.11 Vega Industries Pvt. Limited
 - 15.3.11.1 Company Overview
 - 15.3.11.2 Product Portfolio

List Of Tables

LIST OF TABLES

Table 1: Global: Electric Hair Brush Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Electric Hair Brush Market Forecast: Breakup by Product Type (in Million US\$), 2023-2028

Table 3: Global: Electric Hair Brush Market Forecast: Breakup by Gender (in Million US\$), 2023-2028

Table 4: Global: Electric Hair Brush Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 5: Global: Electric Hair Brush Market Forecast: Breakup by End Use (in Million US\$), 2023-2028

Table 6: Global: Electric Hair Brush Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 7: Global: Electric Hair Brush Market: Competitive Structure

Table 8: Global: Electric Hair Brush Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Electric Hair Brush Market: Major Drivers and Challenges

Figure 2: Global: Electric Hair Brush Market: Sales Value (in Million US\$), 2017-2022

Figure 3: Global: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 4: Global: Electric Hair Brush Market: Breakup by Product Type (in %), 2022

Figure 5: Global: Electric Hair Brush Market: Breakup by Gender (in %), 2022

Figure 6: Global: Electric Hair Brush Market: Breakup by Distribution Channel (in %), 2022

Figure 7: Global: Electric Hair Brush Market: Breakup by End Use (in %), 2022

Figure 8: Global: Electric Hair Brush Market: Breakup by Region (in %), 2022

Figure 9: Global: Electric Hair Brush (Flat) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 10: Global: Electric Hair Brush (Flat) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 11: Global: Electric Hair Brush (Round) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 12: Global: Electric Hair Brush (Round) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 13: Global: Electric Hair Brush (Female) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 14: Global: Electric Hair Brush (Female) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 15: Global: Electric Hair Brush (Male) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 16: Global: Electric Hair Brush (Male) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 17: Global: Electric Hair Brush (Supermarkets and Hypermarkets) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 18: Global: Electric Hair Brush (Supermarkets and Hypermarkets) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 19: Global: Electric Hair Brush (Beauty Stores) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 20: Global: Electric Hair Brush (Beauty Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 21: Global: Electric Hair Brush (Online Stores) Market: Sales Value (in Million

US\$), 2017 & 2022

Figure 22: Global: Electric Hair Brush (Online Stores) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 23: Global: Electric Hair Brush (Other Distribution Channels) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 24: Global: Electric Hair Brush (Other Distribution Channels) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 25: Global: Electric Hair Brush (Household) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 26: Global: Electric Hair Brush (Household) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 27: Global: Electric Hair Brush (Commercial) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 28: Global: Electric Hair Brush (Commercial) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 29: North America: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 30: North America: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 31: United States: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 32: United States: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 33: Canada: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 34: Canada: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 35: Asia-Pacific: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 36: Asia-Pacific: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 37: China: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 38: China: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 39: Japan: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 40: Japan: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 41: India: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 42: India: Electric Hair Brush Market Forecast: Sales Value (in Million US\$),

2023-2028

Figure 43: South Korea: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 44: South Korea: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 45: Australia: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 46: Australia: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 47: Indonesia: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 48: Indonesia: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 49: Others: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 50: Others: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 51: Europe: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 52: Europe: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 53: Germany: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 54: Germany: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 55: France: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 56: France: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 57: United Kingdom: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 58: United Kingdom: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 59: Italy: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 60: Italy: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 61: Spain: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 62: Spain: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 63: Russia: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 64: Russia: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 65: Others: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 66: Others: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 67: Latin America: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 68: Latin America: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 69: Brazil: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 70: Brazil: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 71: Mexico: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 72: Mexico: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 73: Others: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 74: Others: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 75: Middle East and Africa: Electric Hair Brush Market: Sales Value (in Million US\$), 2017 & 2022

Figure 76: Middle East and Africa: Electric Hair Brush Market: Breakup by Country (in %), 2022

Figure 77: Middle East and Africa: Electric Hair Brush Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Global: Electric Hair Brush Industry: SWOT Analysis

Figure 79: Global: Electric Hair Brush Industry: Value Chain Analysis

Figure 80: Global: Electric Hair Brush Industry: Porter's Five Forces Analysis

I would like to order

Product name: Electric Hair Brush Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Product link: <https://marketpublishers.com/r/E870F9305286EN.html>

Price: US\$ 2,499.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/E870F9305286EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

