

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

<https://marketpublishers.com/r/H730B4A84379EN.html>

Date: August 2022

Pages: 143

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

ID: H730B4A84379EN

Abstracts

The global hair straightener market reached a value of US\$ 556.16 Million in 2021. Looking forward, IMARC Group expects the market to reach a value of US\$ 728.85 Million by 2027, exhibiting a CAGR of 4.40% 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.

A hair straightener is an indispensable hair styling tool used to straighten frizzy, curly or unmanageable hair while providing a glossy texture for a longer duration. It comprises the cord, power button, temperature control systems, heating elements, and straightening plates manufactured from ceramics and diverse coatings as some standard components. Hair straighteners are safe, reliable, easy to use, and formaldehyde-free. They moisturize and condition hair naturally while evenly distributing the heat and prevent the drying of hair by breaking the hydrogen bonds. On account of these properties, hair straighteners are extensively used in salons and residential spaces. At present, it is commercially available in wide, medium, narrow, and mini plate product types.

Hair Straightener Market Trends:

The global hair straightener market is primarily driven by the increasing consumer consciousness regarding the significance of personal grooming and the growing concerns about maintaining the hair quality to enhance their overall physical appearance. This can be further attributed to the rising salon chains across the globe, rapid urbanization, evolving preferences, and rising disposable incomes. In line with this, the escalating awareness regarding the detrimental effects of chemical hair

treatments caused by several active ingredients has further facilitated the widespread adoption of hair straighteners, which is acting as another growth-inducing factor. Additionally, the introduction of modern energy-efficient electronic hair styling products with light-emitting diode (LED) indicators, smartphone connectivity, and built-in sensors to automatically control dryer heat and hair moisture levels in real-time is contributing to the market growth. Other factors, such as extensive celebrity endorsements, deployment of aggressive marketing tactics, strategic collaborations amongst key players to engineer hair straighteners with advanced features, and their availability on different distribution channels, are creating a positive outlook for the market.

Key Market Segmentation:

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

Breakup by Plate Type:

- Ceramic
- Titanium
- Tourmaline
- Others

Breakup by Distribution Channel:

- Offline
- Online

Breakup by End User:

- 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 Beurer GmbH, Bio Ionic Inc. (Beauty By Imagination), Cloud Nine Hair, Conair Corporation, Cortex Beauty, Dyson Limited, FHI Heat (Luxury Brands LLC), Geloan Electronic Technology Limited, Izutech, John Paul Mitchell Systems, Koninklijke Philips N.V., Panasonic Holdings Corporation and Revlon Inc.

Key Questions Answered in This Report:

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

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

What are the key regional markets?

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

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

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

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 hair straightener 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 HAIR STRAIGHTENER MARKET

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

6 MARKET BREAKUP BY PLATE TYPE

- 6.1 Ceramic
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Titanium
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast
- 6.3 Tourmaline

- 6.3.1 Market Trends
- 6.3.2 Market Forecast
- 6.4 Others
 - 6.4.1 Market Trends
 - 6.4.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

- 7.1 Offline
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Online
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY END USER

- 8.1 Household
 - 8.1.1 Market Trends
 - 8.1.2 Market Forecast
- 8.2 Commercial
 - 8.2.1 Market Trends
 - 8.2.2 Market Forecast

9 MARKET BREAKUP BY REGION

- 9.1 North America
 - 9.1.1 United States
 - 9.1.1.1 Market Trends
 - 9.1.1.2 Market Forecast
 - 9.1.2 Canada
 - 9.1.2.1 Market Trends
 - 9.1.2.2 Market Forecast
- 9.2 Asia-Pacific
 - 9.2.1 China
 - 9.2.1.1 Market Trends
 - 9.2.1.2 Market Forecast
 - 9.2.2 Japan
 - 9.2.2.1 Market Trends

- 9.2.2.2 Market Forecast
- 9.2.3 India
 - 9.2.3.1 Market Trends
 - 9.2.3.2 Market Forecast
- 9.2.4 South Korea
 - 9.2.4.1 Market Trends
 - 9.2.4.2 Market Forecast
- 9.2.5 Australia
 - 9.2.5.1 Market Trends
 - 9.2.5.2 Market Forecast
- 9.2.6 Indonesia
 - 9.2.6.1 Market Trends
 - 9.2.6.2 Market Forecast
- 9.2.7 Others
 - 9.2.7.1 Market Trends
 - 9.2.7.2 Market Forecast
- 9.3 Europe
 - 9.3.1 Germany
 - 9.3.1.1 Market Trends
 - 9.3.1.2 Market Forecast
 - 9.3.2 France
 - 9.3.2.1 Market Trends
 - 9.3.2.2 Market Forecast
 - 9.3.3 United Kingdom
 - 9.3.3.1 Market Trends
 - 9.3.3.2 Market Forecast
 - 9.3.4 Italy
 - 9.3.4.1 Market Trends
 - 9.3.4.2 Market Forecast
 - 9.3.5 Spain
 - 9.3.5.1 Market Trends
 - 9.3.5.2 Market Forecast
 - 9.3.6 Russia
 - 9.3.6.1 Market Trends
 - 9.3.6.2 Market Forecast
 - 9.3.7 Others
 - 9.3.7.1 Market Trends
 - 9.3.7.2 Market Forecast
- 9.4 Latin America

9.4.1 Brazil

9.4.1.1 Market Trends

9.4.1.2 Market Forecast

9.4.2 Mexico

9.4.2.1 Market Trends

9.4.2.2 Market Forecast

9.4.3 Others

9.4.3.1 Market Trends

9.4.3.2 Market Forecast

9.5 Middle East and Africa

9.5.1 Market Trends

9.5.2 Market Breakup by Country

9.5.3 Market Forecast

10 SWOT ANALYSIS

10.1 Overview

10.2 Strengths

10.3 Weaknesses

10.4 Opportunities

10.5 Threats

11 VALUE CHAIN ANALYSIS

12 PORTERS FIVE FORCES ANALYSIS

12.1 Overview

12.2 Bargaining Power of Buyers

12.3 Bargaining Power of Suppliers

12.4 Degree of Competition

12.5 Threat of New Entrants

12.6 Threat of Substitutes

13 PRICE ANALYSIS

14 COMPETITIVE LANDSCAPE

14.1 Market Structure

14.2 Key Players

14.3 Profiles of Key Players

14.3.1 Beurer GmbH

14.3.1.1 Company Overview

14.3.1.2 Product Portfolio

14.3.2 Bio Ionic Inc. (Beauty By Imagination)

14.3.2.1 Company Overview

14.3.2.2 Product Portfolio

14.3.3 Cloud Nine Hair

14.3.3.1 Company Overview

14.3.3.2 Product Portfolio

14.3.4 Conair Corporation

14.3.4.1 Company Overview

14.3.4.2 Product Portfolio

14.3.5 Cortex Beauty

14.3.5.1 Company Overview

14.3.5.2 Product Portfolio

14.3.6 Dyson Limited

14.3.6.1 Company Overview

14.3.6.2 Product Portfolio

14.3.7 FHI Heat (Luxury Brands LLC)

14.3.7.1 Company Overview

14.3.7.2 Product Portfolio

14.3.8 Geloon Electronic Technology Limited

14.3.8.1 Company Overview

14.3.8.2 Product Portfolio

14.3.9 Izutech

14.3.9.1 Company Overview

14.3.9.2 Product Portfolio

14.3.10 John Paul Mitchell Systems

14.3.10.1 Company Overview

14.3.10.2 Product Portfolio

14.3.11 Koninklijke Philips N.V.

14.3.11.1 Company Overview

14.3.11.2 Product Portfolio

14.3.11.3 Financials

14.3.11.4 SWOT Analysis

14.3.12 Panasonic Holdings Corporation

14.3.12.1 Company Overview

14.3.12.2 Product Portfolio

14.3.12.3 Financials

14.3.12.4 SWOT Analysis

14.3.13 Revlon Inc.

14.3.13.1 Company Overview

14.3.13.2 Product Portfolio

14.3.13.3 Financials

14.3.13.4 SWOT Analysis

List Of Tables

LIST OF TABLES

Table 1: Global: Hair Straightener Market: Key Industry Highlights, 2021 and 2027

Table 2: Global: Hair Straightener Market Forecast: Breakup by Plate Type (in Million US\$), 2022-2027

Table 3: Global: Hair Straightener Market Forecast: Breakup by Distribution Channel (in Million US\$), 2022-2027

Table 4: Global: Hair Straightener Market Forecast: Breakup by End User (in Million US\$), 2022-2027

Table 5: Global: Hair Straightener Market Forecast: Breakup by Region (in Million US\$), 2022-2027

Table 6: Global: Hair Straightener Market: Competitive Structure

Table 7: Global: Hair Straightener Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Hair Straightener Market: Major Drivers and Challenges

Figure 2: Global: Hair Straightener Market: Sales Value (in Million US\$), 2016-2021

Figure 3: Global: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 4: Global: Hair Straightener Market: Breakup by Plate Type (in %), 2021

Figure 5: Global: Hair Straightener Market: Breakup by Distribution Channel (in %), 2021

Figure 6: Global: Hair Straightener Market: Breakup by End User (in %), 2021

Figure 7: Global: Hair Straightener Market: Breakup by Region (in %), 2021

Figure 8: Global: Hair Straightener (Ceramic) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 9: Global: Hair Straightener (Ceramic) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 10: Global: Hair Straightener (Titanium) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 11: Global: Hair Straightener (Titanium) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 12: Global: Hair Straightener (Tourmaline) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 13: Global: Hair Straightener (Tourmaline) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 14: Global: Hair Straightener (Other Plate Types) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 15: Global: Hair Straightener (Other Plate Types) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 16: Global: Hair Straightener (Offline) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 17: Global: Hair Straightener (Offline) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 18: Global: Hair Straightener (Online) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 19: Global: Hair Straightener (Online) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 20: Global: Hair Straightener (Household) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 21: Global: Hair Straightener (Household) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 22: Global: Hair Straightener (Commercial) Market: Sales Value (in Million US\$), 2016 & 2021

Figure 23: Global: Hair Straightener (Commercial) Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 24: North America: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 25: North America: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 26: United States: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 27: United States: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 28: Canada: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 29: Canada: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 30: Asia-Pacific: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 31: Asia-Pacific: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 32: China: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 33: China: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 34: Japan: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 35: Japan: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 36: India: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 37: India: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 38: South Korea: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 39: South Korea: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 40: Australia: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 41: Australia: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 42: Indonesia: Hair Straightener Market: Sales Value (in Million US\$), 2016 &

2021

Figure 43: Indonesia: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 44: Others: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 45: Others: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 46: Europe: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 47: Europe: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 48: Germany: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 49: Germany: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 50: France: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 51: France: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 52: United Kingdom: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 53: United Kingdom: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 54: Italy: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 55: Italy: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 56: Spain: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 57: Spain: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 58: Russia: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 59: Russia: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 60: Others: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 61: Others: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 62: Latin America: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 63: Latin America: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 64: Brazil: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 65: Brazil: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 66: Mexico: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 67: Mexico: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 68: Others: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 69: Others: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 70: Middle East and Africa: Hair Straightener Market: Sales Value (in Million US\$), 2016 & 2021

Figure 71: Middle East and Africa: Hair Straightener Market: Breakup by Country (in %), 2021

Figure 72: Middle East and Africa: Hair Straightener Market Forecast: Sales Value (in Million US\$), 2022-2027

Figure 73: Global: Hair Straightener Industry: SWOT Analysis

Figure 74: Global: Hair Straightener Industry: Value Chain Analysis

Figure 75: Global: Hair Straightener Industry: Porter's Five Forces Analysis

I would like to order

Product name: Hair Straightener Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

Product link: <https://marketpublishers.com/r/H730B4A84379EN.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/H730B4A84379EN.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

