

# 2018-2023 Global Hair Dryer Consumption Market Report

<https://marketpublishers.com/r/24AEFEC04DDEN.html>

Date: August 2018

Pages: 162

Price: US\$ 4,660.00 (Single User License)

ID: 24AEFEC04DDEN

## Abstracts

The report requires updating with new data and is sent in 48 hours after order is placed.

In this report, LP Information covers the present scenario (with the base year being 2017) and the growth prospects of global Hair Dryer market for 2018-2023.

Hair Dryer is an electromechanical device designed to dry the hair. Most people are familiar with the daily routine of washing, drying, and styling their hair. Although hair will eventually dry on its own if given enough time, most people reach for a hair dryer to speed up the process.

The global average price of Hair Dryer is in the increasing trend, from 10.17 USD/Unit in 2013 to 11.55 USD/Unit in 2017. With the introduction of expensive Supersonic hair dryer, the price is growing faster.

The classification of Hair Dryer includes handheld dryer and wall-mounted dryer, and the latter is generally used in the hotel. The proportion of handheld dryer in 2017 is about 92.19%, and the proportion is in increasing trend from 2013 to 2017.

With a huge population base and fast growing economy, China region is the largest consumption market of Hair Dryer, with a Sales market share nearly 33.19% in 2017. Europe is the second largest consumption market of Hair Dryer, enjoying Sales market share nearly 22.7% in 2017.

Market competition is not intense. Conair, Panasonic, Dyson, Philips, etc. are the leaders of the industry, and they hold key technologies and patents, with high-end customers; have been formed in the monopoly position in the industry.

Over the next five years, LPI(LP Information) projects that Hair Dryer will register a 6.9% CAGR in terms of revenue, reach US\$ 2500 million by 2023, from US\$ 1680 million in 2017.

This report presents a comprehensive overview, market shares, and growth opportunities of Hair Dryer market by product type, application, key manufacturers and key regions.

To calculate the market size, LP Information considers value and volume generated from the sales of the following segments:

Segmentation by product type:

Handhold Dryer

Wall-mounted Dryer

Segmentation by application:

Household

Commercial

This report also splits the market by region:

Americas

United States

Canada

Mexico

Brazil

APAC

China

Japan

Korea

Southeast Asia

India

Australia

Europe

Germany

France

UK

Italy

Russia

Spain

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The report also presents the market competition landscape and a corresponding detailed analysis of the major vendor/manufacturers in the market. The key manufacturers covered in this report:

Conair

Panasonic

Dyson

Philips

Flyco

Tescom

Revlon

Vidal Sassoon

Braun

Drybar

Remington

GHD

VALERA

CONFU

POVOS

SID

T3 Micro

Elchim

In addition, this report discusses the key drivers influencing market growth, opportunities, the challenges and the risks faced by key manufacturers and the market as a whole. It also analyzes key emerging trends and their impact on present and future development.

### Research objectives

To study and analyze the global Hair Dryer consumption (value & volume) by key regions/countries, product type and application, history data from 2013 to 2017, and forecast to 2023.

To understand the structure of Hair Dryer market by identifying its various subsegments.

Focuses on the key global Hair Dryer manufacturers, to define, describe and analyze the sales volume, value, market share, market competition landscape, SWOT analysis and development plans in next few years.

To analyze the Hair Dryer with respect to individual growth trends, future prospects, and their contribution to the total market.

To share detailed information about the key factors influencing the growth of the market (growth potential, opportunities, drivers, industry-specific challenges and risks).

To project the consumption of Hair Dryer submarkets, with respect to key regions (along with their respective key countries).

To analyze competitive developments such as expansions, agreements, new product launches, and acquisitions in the market.

To strategically profile the key players and comprehensively analyze their growth strategies.

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