

# Global Consumer Hair Styling Appliances Market Growth 2026-2032

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## Abstracts

The global Consumer Hair Styling Appliances market size is predicted to grow from US\$ 5772 million in 2025 to US\$ 7975 million in 2032; it is expected to grow at a CAGR of 4.7% from 2026 to 2032.

Consumer Hair Styling Appliances are consumer-oriented, primarily at-home electrical appliances designed to dry, straighten, curl, volumize, and set hair through controlled heat transfer, airflow delivery, and/or motor-driven mechanical structures. The category typically covers electro-thermic hair dryers and other electro-thermic hairdressing apparatus (e.g., straighteners, curling irons/wands, hot air brushes, and multi-stylers). Most products are handheld and commonly comprise a housing with thermal insulation, a heating system (heating wire/PTC element, ceramic or metal plates), a power/airflow system (motor, fan, ducts/nozzles), temperature and electronic control modules (sensors, control chips, safety circuits), and interchangeable attachments (concentrator nozzles, diffusers, brush heads, barrels). For market research purposes, the segment is often classified by product type, price tier, power source, technology features (ionic care, intelligent temperature control, high-speed motors), and distribution channels, serving daily household grooming, travel-friendly styling, and the “home-salon” styling trend.

Based on UN Comtrade/WITS global trade statistics for electro-thermic hair dryers (HS 851631) and electro-thermic hairdressing apparatus other than hair dryers (HS 851632), and factoring in major manufacturing supply shares and domestic sales structures, global manufacturing-side shipments of Consumer Hair Styling Appliances in 2025 (approximated as production volume) are estimated at 500–650 million units, with FOB unit prices of US\$7–12 per unit.

United States market for Consumer Hair Styling Appliances is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

China market for Consumer Hair Styling Appliances is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Europe market for Consumer Hair Styling Appliances is estimated to increase from US\$ million in 2025 to US\$ million by 2032, at a CAGR of % from 2026 through 2032.

Global key Consumer Hair Styling Appliances players cover Dyson Limited, SharkNinja, Conair LLC (Conair Corporation), Helen of Troy Limited, Spectrum Brands Holdings, Inc., etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2025.

LP Information, Inc. (LPI) ' newest research report, the "Consumer Hair Styling Appliances Industry Forecast" looks at past sales and reviews total world Consumer Hair Styling Appliances sales in 2025, providing a comprehensive analysis by region and market sector of projected Consumer Hair Styling Appliances sales for 2026 through 2032. With Consumer Hair Styling Appliances sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Consumer Hair Styling Appliances industry.

This Insight Report provides a comprehensive analysis of the global Consumer Hair Styling Appliances landscape and highlights key trends related to product segmentation, company formation, revenue, and market share, latest development, and M&A activity. This report also analyzes the strategies of leading global companies with a focus on Consumer Hair Styling Appliances portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Consumer Hair Styling Appliances market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Consumer Hair Styling Appliances and breaks down the forecast by Type, by Application, geography, and market size to highlight emerging pockets of opportunity. With a transparent methodology based on hundreds of bottom-up qualitative and quantitative market inputs, this study forecast offers a highly nuanced view of the current state and future trajectory in the global Consumer Hair Styling Appliances.

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

#### Segmentation by Type:

Hair Dryer

Hair Straightener

Curling Iron or Wand

Hot Air Styler Brush

Others

#### Segmentation by Power Source:

Corded Electric

Rechargeable Battery

Dual Power

#### Segmentation by Price Tier:

Entry Level

Mid Range

Premium

#### Segmentation by Distribution Channel:

Online Retail

Offline Retail

Segmentation by Application:

Daily Home Styling

Travel Use

Others

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

Middle East & Africa

Egypt

South Africa

Israel

Turkey

GCC Countries

The below companies that are profiled have been selected based on inputs gathered from primary experts and analysing the company's coverage, product portfolio, its market penetration.

Dyson Limited

SharkNinja

Conair LLC (Conair Corporation)

Helen of Troy Limited

Spectrum Brands Holdings, Inc.

Panasonic Holdings Corporation

Versuni (Philips brand licensee)

Xiaomi Corporation

Midea Group Co., Ltd.

Haier Smart Home Co., Ltd. / Haier Group

Shanghai Flyco Electrical Appliance Co., Ltd.

Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen)

Guangdong Huanengda Electric Co., Ltd. (CONFU)

### Key Questions Addressed in this Report

What is the 10-year outlook for the global Consumer Hair Styling Appliances market?

What factors are driving Consumer Hair Styling Appliances market growth, globally and by region?

Which technologies are poised for the fastest growth by market and region?

How do Consumer Hair Styling Appliances market opportunities vary by end market size?

How does Consumer Hair Styling Appliances break out by Type, by Application?

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