

Global Hair Tie Market Growth 2025-2031

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Abstracts

The global Hair Tie market size is predicted to grow from US\$ million in 2025 to US\$ million in 2031; it is expected to grow at a CAGR of % from 2025 to 2031.

The impact of the latest U.S. tariff measures and the corresponding policy responses from countries worldwide on market competitiveness, regional economic performance, and supply chain configurations will be comprehensively evaluated in this report.

A ponytail holder (also called a hair tie, hair band, or bobble) is an item used to fasten hair, particularly long hair, away from areas such as the face. This is usually done as part of a hairstyle such as pigtails, bunches, or ponytails for straight, wavy and loosely curled hair, and referred to as afro puffs, bunny tails and 'pineapples' for highly curled and highly textured natural hair. Two common types of ponytail holders are the scrunchie and the elastic. The term can also include a fixed tie which is placed through strands to hold specific parts of hair together, rather than tie it or clasp together like a hair clip.

United States market for Hair Tie is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

China market for Hair Tie is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Europe market for Hair Tie is estimated to increase from US\$ million in 2024 to US\$ million by 2031, at a CAGR of % from 2025 through 2031.

Global key Hair Tie players cover Goody, Snappees, Silke London, Burlybands, Kitsch, etc. In terms of revenue, the global two largest companies occupied for a share nearly % in 2024.

LP Information, Inc. (LPI) ' newest research report, the “Hair Tie Industry Forecast” looks at past sales and reviews total world Hair Tie sales in 2024, providing a comprehensive analysis by region and market sector of projected Hair Tie sales for 2025 through 2031. With Hair Tie sales broken down by region, market sector and sub-sector, this report provides a detailed analysis in US\$ millions of the world Hair Tie industry.

This Insight Report provides a comprehensive analysis of the global Hair Tie 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 Hair Tie portfolios and capabilities, market entry strategies, market positions, and geographic footprints, to better understand these firms' unique position in an accelerating global Hair Tie market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Hair Tie 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 Hair Tie.

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

Segmentation by Type:

Sports Hair Tie

Decorative Hair Tie

Others

Segmentation by Application:

Men

Women

Children

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.

Goody

Snappees

Silke London

Burlybands

Kitsch

Gimme Beauty(Durham Brands)

Cyndibands

MariaShireen

Tiebandz

Kooshoo

Elastic Band Co.

The Longhairs

Kini Bands

Lady Jayne

Popband London

Key Questions Addressed in this Report

What is the 10-year outlook for the global Hair Tie market?

What factors are driving Hair Tie market growth, globally and by region?

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

How do Hair Tie market opportunities vary by end market size?

How does Hair Tie break out by Type, by Application?

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