

Global Home-use Hair Styling Appliances Market Growth 2026-2032

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Abstracts

The global Home-use Hair Styling Appliances market size is predicted to grow from US\$ 5674 million in 2025 to US\$ 8083 million in 2032; it is expected to grow at a CAGR of 5.2% from 2026 to 2032.

Home-use Hair Styling Appliances are electrically powered devices designed primarily for household and personal use to dry, straighten, curl, volumize, and set hair through controlled heating, airflow delivery, and/or motor-driven mechanical mechanisms. They are predominantly handheld, with some modular multi-styler systems that use interchangeable attachments. A typical structure includes an outer housing with thermal insulation, a heating system (heating wire or PTC element; ceramic/metal heating plates), a power and airflow assembly (motor, fan, ducts, and nozzles), electronic temperature control and safety protection circuits (sensors, control chips, and protective cut-offs), and functional accessories (concentrators, diffusers, brush heads, curling barrels, and styling clips). By form factor, the category mainly covers hair dryers, hair straighteners, curling irons/wands, hot air brushes, and multi-stylers; by technology level, it ranges from basic heating models to ionic/hair-care models, intelligent temperature-control models, and integrated multi-function systems. Core usage scenarios are daily at-home grooming after washing, quick styling before outings, light styling routines, and self-care, with ongoing upgrades driven by e-commerce penetration and consumer demand for performance, smart features, and hair-protection benefits.

Based on UN Comtrade/WITS trade statistics for electro-thermic hair dryers (HS 851631) and electro-thermic hairdressing apparatus other than hair dryers (HS 851632), and triangulating major manufacturing supply shares with domestic-consumption structures, global 2025 manufacturing-side shipments (as a proxy for production) of

home-use hair styling appliances are estimated at ~500–650 million units, with FOB price range of US\$7–12 per unit.

United States market for Home-use 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 Home-use 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 Home-use 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 Home-use 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 “Home-use Hair Styling Appliances Industry Forecast” looks at past sales and reviews total world Home-use Hair Styling Appliances sales in 2025, providing a comprehensive analysis by region and market sector of projected Home-use Hair Styling Appliances sales for 2026 through 2032. With Home-use 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 Home-use Hair Styling Appliances industry.

This Insight Report provides a comprehensive analysis of the global Home-use 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 Home-use 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 Home-use Hair Styling Appliances market.

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Home-use 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 Home-use Hair Styling Appliances.

This report presents a comprehensive overview, market shares, and growth opportunities of Home-use 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

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 Home-use Hair Styling Appliances market?

What factors are driving Home-use Hair Styling Appliances market growth, globally and by region?

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

How do Home-use Hair Styling Appliances market opportunities vary by end market size?

How does Home-use Hair Styling Appliances break out by Type, by Application?

Contents

1 SCOPE OF THE REPORT

- 1.1 Market Introduction
- 1.2 Years Considered
- 1.3 Research Objectives
- 1.4 Market Research Methodology
- 1.5 Research Process and Data Source
- 1.6 Economic Indicators
- 1.7 Currency Considered
- 1.8 Market Estimation Caveats

2 EXECUTIVE SUMMARY

- 2.1 World Market Overview
 - 2.1.1 Global Home-use Hair Styling Appliances Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Home-use Hair Styling Appliances by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Home-use Hair Styling Appliances by Country/Region, 2021, 2025 & 2032
- 2.2 Home-use Hair Styling Appliances Segment by Type
 - 2.2.1 Hair Dryer
 - 2.2.2 Hair Straightener
 - 2.2.3 Curling Iron or Wand
 - 2.2.4 Hot Air Styler Brush
 - 2.2.5 Others
 - 2.2.6 Home-use Hair Styling Appliances Sales by Type
 - 2.2.6.1 Global Home-use Hair Styling Appliances Sales Market Share by Type (2021-2026)
 - 2.2.6.2 Global Home-use Hair Styling Appliances Revenue and Market Share by Type (2021-2026)
 - 2.2.6.3 Global Home-use Hair Styling Appliances Sale Price by Type (2021-2026)
- 2.3 Home-use Hair Styling Appliances Segment by Power Source
 - 2.3.1 Corded Electric
 - 2.3.2 Rechargeable Battery
 - 2.3.3 Dual Power
 - 2.3.4 Home-use Hair Styling Appliances Sales by Power Source
 - 2.3.4.1 Global Home-use Hair Styling Appliances Sales Market Share by Power

Source (2021-2026)

2.3.4.2 Global Home-use Hair Styling Appliances Revenue and Market Share by Power Source (2021-2026)

2.3.4.3 Global Home-use Hair Styling Appliances Sale Price by Power Source (2021-2026)

2.4 Home-use Hair Styling Appliances Segment by Price Tier

2.4.1 Entry Level

2.4.2 Mid Range

2.4.3 Premium

2.4.4 Home-use Hair Styling Appliances Sales by Price Tier

2.4.4.1 Global Home-use Hair Styling Appliances Sales Market Share by Price Tier (2021-2026)

2.4.4.2 Global Home-use Hair Styling Appliances Revenue and Market Share by Price Tier (2021-2026)

2.4.4.3 Global Home-use Hair Styling Appliances Sale Price by Price Tier (2021-2026)

2.5 Home-use Hair Styling Appliances Segment by Distribution Channel

2.5.1 Online Retail

2.5.2 Offline Retail

2.5.3 Home-use Hair Styling Appliances Sales by Distribution Channel

2.5.3.1 Global Home-use Hair Styling Appliances Sales Market Share by Distribution Channel (2021-2026)

2.5.3.2 Global Home-use Hair Styling Appliances Revenue and Market Share by Distribution Channel (2021-2026)

2.5.3.3 Global Home-use Hair Styling Appliances Sale Price by Distribution Channel (2021-2026)

2.6 Home-use Hair Styling Appliances Segment by Application

2.6.1 Daily Home Styling

2.6.2 Travel Use

2.6.3 Home-use Hair Styling Appliances Sales by Application

2.6.3.1 Global Home-use Hair Styling Appliances Sale Market Share by Application (2021-2026)

2.6.3.2 Global Home-use Hair Styling Appliances Revenue and Market Share by Application (2021-2026)

2.6.3.3 Global Home-use Hair Styling Appliances Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

- 3.1 Global Home-use Hair Styling Appliances Breakdown Data by Company
 - 3.1.1 Global Home-use Hair Styling Appliances Annual Sales by Company (2021-2026)
 - 3.1.2 Global Home-use Hair Styling Appliances Sales Market Share by Company (2021-2026)
- 3.2 Global Home-use Hair Styling Appliances Annual Revenue by Company (2021-2026)
 - 3.2.1 Global Home-use Hair Styling Appliances Revenue by Company (2021-2026)
 - 3.2.2 Global Home-use Hair Styling Appliances Revenue Market Share by Company (2021-2026)
- 3.3 Global Home-use Hair Styling Appliances Sale Price by Company
- 3.4 Key Manufacturers Home-use Hair Styling Appliances Producing Area Distribution, Sales Area, Product Type
 - 3.4.1 Key Manufacturers Home-use Hair Styling Appliances Product Location Distribution
 - 3.4.2 Players Home-use Hair Styling Appliances Products Offered
- 3.5 Market Concentration Rate Analysis
 - 3.5.1 Competition Landscape Analysis
 - 3.5.2 Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- 3.6 New Products and Potential Entrants
- 3.7 Market M&A Activity & Strategy

4 WORLD HISTORIC REVIEW FOR HOME-USE HAIR STYLING APPLIANCES BY GEOGRAPHIC REGION

- 4.1 World Historic Home-use Hair Styling Appliances Market Size by Geographic Region (2021-2026)
 - 4.1.1 Global Home-use Hair Styling Appliances Annual Sales by Geographic Region (2021-2026)
 - 4.1.2 Global Home-use Hair Styling Appliances Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Home-use Hair Styling Appliances Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Home-use Hair Styling Appliances Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Home-use Hair Styling Appliances Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Home-use Hair Styling Appliances Sales Growth
- 4.4 APAC Home-use Hair Styling Appliances Sales Growth

4.5 Europe Home-use Hair Styling Appliances Sales Growth

4.6 Middle East & Africa Home-use Hair Styling Appliances Sales Growth

5 AMERICAS

5.1 Americas Home-use Hair Styling Appliances Sales by Country

5.1.1 Americas Home-use Hair Styling Appliances Sales by Country (2021-2026)

5.1.2 Americas Home-use Hair Styling Appliances Revenue by Country (2021-2026)

5.2 Americas Home-use Hair Styling Appliances Sales by Type (2021-2026)

5.3 Americas Home-use Hair Styling Appliances Sales by Application (2021-2026)

5.4 United States

5.5 Canada

5.6 Mexico

5.7 Brazil

6 APAC

6.1 APAC Home-use Hair Styling Appliances Sales by Region

6.1.1 APAC Home-use Hair Styling Appliances Sales by Region (2021-2026)

6.1.2 APAC Home-use Hair Styling Appliances Revenue by Region (2021-2026)

6.2 APAC Home-use Hair Styling Appliances Sales by Type (2021-2026)

6.3 APAC Home-use Hair Styling Appliances Sales by Application (2021-2026)

6.4 China

6.5 Japan

6.6 South Korea

6.7 Southeast Asia

6.8 India

6.9 Australia

6.10 China Taiwan

7 EUROPE

7.1 Europe Home-use Hair Styling Appliances by Country

7.1.1 Europe Home-use Hair Styling Appliances Sales by Country (2021-2026)

7.1.2 Europe Home-use Hair Styling Appliances Revenue by Country (2021-2026)

7.2 Europe Home-use Hair Styling Appliances Sales by Type (2021-2026)

7.3 Europe Home-use Hair Styling Appliances Sales by Application (2021-2026)

7.4 Germany

7.5 France

- 7.6 UK
- 7.7 Italy
- 7.8 Russia

8 MIDDLE EAST & AFRICA

- 8.1 Middle East & Africa Home-use Hair Styling Appliances by Country
 - 8.1.1 Middle East & Africa Home-use Hair Styling Appliances Sales by Country (2021-2026)
 - 8.1.2 Middle East & Africa Home-use Hair Styling Appliances Revenue by Country (2021-2026)
- 8.2 Middle East & Africa Home-use Hair Styling Appliances Sales by Type (2021-2026)
- 8.3 Middle East & Africa Home-use Hair Styling Appliances Sales by Application (2021-2026)
- 8.4 Egypt
- 8.5 South Africa
- 8.6 Israel
- 8.7 Turkey
- 8.8 GCC Countries

9 MARKET DRIVERS, CHALLENGES AND TRENDS

- 9.1 Market Drivers & Growth Opportunities
- 9.2 Market Challenges & Risks
- 9.3 Industry Trends

10 MANUFACTURING COST STRUCTURE ANALYSIS

- 10.1 Raw Material and Suppliers
- 10.2 Manufacturing Cost Structure Analysis of Home-use Hair Styling Appliances
- 10.3 Manufacturing Process Analysis of Home-use Hair Styling Appliances
- 10.4 Industry Chain Structure of Home-use Hair Styling Appliances

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Home-use Hair Styling Appliances Distributors

11.3 Home-use Hair Styling Appliances Customer

12 WORLD FORECAST REVIEW FOR HOME-USE HAIR STYLING APPLIANCES BY GEOGRAPHIC REGION

12.1 Global Home-use Hair Styling Appliances Market Size Forecast by Region

12.1.1 Global Home-use Hair Styling Appliances Forecast by Region (2027-2032)

12.1.2 Global Home-use Hair Styling Appliances Annual Revenue Forecast by Region (2027-2032)

12.2 Americas Forecast by Country (2027-2032)

12.3 APAC Forecast by Region (2027-2032)

12.4 Europe Forecast by Country (2027-2032)

12.5 Middle East & Africa Forecast by Country (2027-2032)

12.6 Global Home-use Hair Styling Appliances Forecast by Type (2027-2032)

12.7 Global Home-use Hair Styling Appliances Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

13.1 Dyson Limited

13.1.1 Dyson Limited Company Information

13.1.2 Dyson Limited Home-use Hair Styling Appliances Product Portfolios and Specifications

13.1.3 Dyson Limited Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.1.4 Dyson Limited Main Business Overview

13.1.5 Dyson Limited Latest Developments

13.2 SharkNinja

13.2.1 SharkNinja Company Information

13.2.2 SharkNinja Home-use Hair Styling Appliances Product Portfolios and Specifications

13.2.3 SharkNinja Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.2.4 SharkNinja Main Business Overview

13.2.5 SharkNinja Latest Developments

13.3 Conair LLC (Conair Corporation)

13.3.1 Conair LLC (Conair Corporation) Company Information

13.3.2 Conair LLC (Conair Corporation) Home-use Hair Styling Appliances Product Portfolios and Specifications

13.3.3 Conair LLC (Conair Corporation) Home-use Hair Styling Appliances Sales,

Revenue, Price and Gross Margin (2021-2026)

13.3.4 Conair LLC (Conair Corporation) Main Business Overview

13.3.5 Conair LLC (Conair Corporation) Latest Developments

13.4 Helen of Troy Limited

13.4.1 Helen of Troy Limited Company Information

13.4.2 Helen of Troy Limited Home-use Hair Styling Appliances Product Portfolios and Specifications

13.4.3 Helen of Troy Limited Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.4.4 Helen of Troy Limited Main Business Overview

13.4.5 Helen of Troy Limited Latest Developments

13.5 Spectrum Brands Holdings, Inc.

13.5.1 Spectrum Brands Holdings, Inc. Company Information

13.5.2 Spectrum Brands Holdings, Inc. Home-use Hair Styling Appliances Product Portfolios and Specifications

13.5.3 Spectrum Brands Holdings, Inc. Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.5.4 Spectrum Brands Holdings, Inc. Main Business Overview

13.5.5 Spectrum Brands Holdings, Inc. Latest Developments

13.6 Panasonic Holdings Corporation

13.6.1 Panasonic Holdings Corporation Company Information

13.6.2 Panasonic Holdings Corporation Home-use Hair Styling Appliances Product Portfolios and Specifications

13.6.3 Panasonic Holdings Corporation Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.6.4 Panasonic Holdings Corporation Main Business Overview

13.6.5 Panasonic Holdings Corporation Latest Developments

13.7 Versuni (Philips brand licensee)

13.7.1 Versuni (Philips brand licensee) Company Information

13.7.2 Versuni (Philips brand licensee) Home-use Hair Styling Appliances Product Portfolios and Specifications

13.7.3 Versuni (Philips brand licensee) Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.7.4 Versuni (Philips brand licensee) Main Business Overview

13.7.5 Versuni (Philips brand licensee) Latest Developments

13.8 Xiaomi Corporation

13.8.1 Xiaomi Corporation Company Information

13.8.2 Xiaomi Corporation Home-use Hair Styling Appliances Product Portfolios and Specifications

13.8.3 Xiaomi Corporation Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.8.4 Xiaomi Corporation Main Business Overview

13.8.5 Xiaomi Corporation Latest Developments

13.9 Midea Group Co., Ltd.

13.9.1 Midea Group Co., Ltd. Company Information

13.9.2 Midea Group Co., Ltd. Home-use Hair Styling Appliances Product Portfolios and Specifications

13.9.3 Midea Group Co., Ltd. Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.9.4 Midea Group Co., Ltd. Main Business Overview

13.9.5 Midea Group Co., Ltd. Latest Developments

13.10 Haier Smart Home Co., Ltd. / Haier Group

13.10.1 Haier Smart Home Co., Ltd. / Haier Group Company Information

13.10.2 Haier Smart Home Co., Ltd. / Haier Group Home-use Hair Styling Appliances Product Portfolios and Specifications

13.10.3 Haier Smart Home Co., Ltd. / Haier Group Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.10.4 Haier Smart Home Co., Ltd. / Haier Group Main Business Overview

13.10.5 Haier Smart Home Co., Ltd. / Haier Group Latest Developments

13.11 Shanghai Flyco Electrical Appliance Co., Ltd.

13.11.1 Shanghai Flyco Electrical Appliance Co., Ltd. Company Information

13.11.2 Shanghai Flyco Electrical Appliance Co., Ltd. Home-use Hair Styling Appliances Product Portfolios and Specifications

13.11.3 Shanghai Flyco Electrical Appliance Co., Ltd. Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.11.4 Shanghai Flyco Electrical Appliance Co., Ltd. Main Business Overview

13.11.5 Shanghai Flyco Electrical Appliance Co., Ltd. Latest Developments

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

13.12.1 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Company Information

13.12.2 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Home-use Hair Styling Appliances Product Portfolios and Specifications

13.12.3 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.12.4 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Main Business Overview

13.12.5 Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Latest Developments

13.13 Guangdong Huanengda Electric Co., Ltd. (CONFU)

13.13.1 Guangdong Huanengda Electric Co., Ltd. (CONFU) Company Information

13.13.2 Guangdong Huanengda Electric Co., Ltd. (CONFU) Home-use Hair Styling Appliances Product Portfolios and Specifications

13.13.3 Guangdong Huanengda Electric Co., Ltd. (CONFU) Home-use Hair Styling Appliances Sales, Revenue, Price and Gross Margin (2021-2026)

13.13.4 Guangdong Huanengda Electric Co., Ltd. (CONFU) Main Business Overview

13.13.5 Guangdong Huanengda Electric Co., Ltd. (CONFU) Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

Table 1. Home-use Hair Styling Appliances Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)

Table 2. Home-use Hair Styling Appliances Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)

Table 3. Major Players of Hair Dryer

Table 4. Major Players of Hair Straightener

Table 5. Major Players of Curling Iron or Wand

Table 6. Major Players of Hot Air Styler Brush

Table 7. Major Players of Others

Table 8. Global Home-use Hair Styling Appliances Sales by Type (2021-2026) & (K Units)

Table 9. Global Home-use Hair Styling Appliances Sales Market Share by Type (2021-2026)

Table 10. Global Home-use Hair Styling Appliances Revenue by Type (2021-2026) & (\$ million)

Table 11. Global Home-use Hair Styling Appliances Revenue Market Share by Type (2021-2026)

Table 12. Global Home-use Hair Styling Appliances Sale Price by Type (2021-2026) & (US\$/Unit)

Table 13. Major Players of Corded Electric

Table 14. Major Players of Rechargeable Battery

Table 15. Major Players of Dual Power

Table 16. Global Home-use Hair Styling Appliances Sales by Power Source (2021-2026) & (K Units)

Table 17. Global Home-use Hair Styling Appliances Sales Market Share by Power Source (2021-2026)

Table 18. Global Home-use Hair Styling Appliances Revenue by Power Source (2021-2026) & (\$ million)

Table 19. Global Home-use Hair Styling Appliances Revenue Market Share by Power Source (2021-2026)

Table 20. Global Home-use Hair Styling Appliances Sale Price by Power Source (2021-2026) & (US\$/Unit)

Table 21. Major Players of Entry Level

Table 22. Major Players of Mid Range

Table 23. Major Players of Premium

Table 24. Global Home-use Hair Styling Appliances Sales by Price Tier (2021-2026) & (K Units)

Table 25. Global Home-use Hair Styling Appliances Sales Market Share by Price Tier (2021-2026)

Table 26. Global Home-use Hair Styling Appliances Revenue by Price Tier (2021-2026) & (\$ million)

Table 27. Global Home-use Hair Styling Appliances Revenue Market Share by Price Tier (2021-2026)

Table 28. Global Home-use Hair Styling Appliances Sale Price by Price Tier (2021-2026) & (US\$/Unit)

Table 29. Major Players of Online Retail

Table 30. Major Players of Offline Retail

Table 31. Global Home-use Hair Styling Appliances Sales by Distribution Channel (2021-2026) & (K Units)

Table 32. Global Home-use Hair Styling Appliances Sales Market Share by Distribution Channel (2021-2026)

Table 33. Global Home-use Hair Styling Appliances Revenue by Distribution Channel (2021-2026) & (\$ million)

Table 34. Global Home-use Hair Styling Appliances Revenue Market Share by Distribution Channel (2021-2026)

Table 35. Global Home-use Hair Styling Appliances Sale Price by Distribution Channel (2021-2026) & (US\$/Unit)

Table 36. Global Home-use Hair Styling Appliances Sale by Application (2021-2026) & (K Units)

Table 37. Global Home-use Hair Styling Appliances Sale Market Share by Application (2021-2026)

Table 38. Global Home-use Hair Styling Appliances Revenue by Application (2021-2026) & (\$ million)

Table 39. Global Home-use Hair Styling Appliances Revenue Market Share by Application (2021-2026)

Table 40. Global Home-use Hair Styling Appliances Sale Price by Application (2021-2026) & (US\$/Unit)

Table 41. Global Home-use Hair Styling Appliances Sales by Company (2021-2026) & (K Units)

Table 42. Global Home-use Hair Styling Appliances Sales Market Share by Company (2021-2026)

Table 43. Global Home-use Hair Styling Appliances Revenue by Company (2021-2026) & (\$ millions)

Table 44. Global Home-use Hair Styling Appliances Revenue Market Share by

Company (2021-2026)

Table 45. Global Home-use Hair Styling Appliances Sale Price by Company (2021-2026) & (US\$/Unit)

Table 46. Key Manufacturers Home-use Hair Styling Appliances Producing Area Distribution and Sales Area

Table 47. Players Home-use Hair Styling Appliances Products Offered

Table 48. Home-use Hair Styling Appliances Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)

Table 49. New Products and Potential Entrants

Table 50. Market M&A Activity & Strategy

Table 51. Global Home-use Hair Styling Appliances Sales by Geographic Region (2021-2026) & (K Units)

Table 52. Global Home-use Hair Styling Appliances Sales Market Share Geographic Region (2021-2026)

Table 53. Global Home-use Hair Styling Appliances Revenue by Geographic Region (2021-2026) & (\$ millions)

Table 54. Global Home-use Hair Styling Appliances Revenue Market Share by Geographic Region (2021-2026)

Table 55. Global Home-use Hair Styling Appliances Sales by Country/Region (2021-2026) & (K Units)

Table 56. Global Home-use Hair Styling Appliances Sales Market Share by Country/Region (2021-2026)

Table 57. Global Home-use Hair Styling Appliances Revenue by Country/Region (2021-2026) & (\$ millions)

Table 58. Global Home-use Hair Styling Appliances Revenue Market Share by Country/Region (2021-2026)

Table 59. Americas Home-use Hair Styling Appliances Sales by Country (2021-2026) & (K Units)

Table 60. Americas Home-use Hair Styling Appliances Sales Market Share by Country (2021-2026)

Table 61. Americas Home-use Hair Styling Appliances Revenue by Country (2021-2026) & (\$ millions)

Table 62. Americas Home-use Hair Styling Appliances Sales by Type (2021-2026) & (K Units)

Table 63. Americas Home-use Hair Styling Appliances Sales by Application (2021-2026) & (K Units)

Table 64. APAC Home-use Hair Styling Appliances Sales by Region (2021-2026) & (K Units)

Table 65. APAC Home-use Hair Styling Appliances Sales Market Share by Region

(2021-2026)

Table 66. APAC Home-use Hair Styling Appliances Revenue by Region (2021-2026) & (\$ millions)

Table 67. APAC Home-use Hair Styling Appliances Sales by Type (2021-2026) & (K Units)

Table 68. APAC Home-use Hair Styling Appliances Sales by Application (2021-2026) & (K Units)

Table 69. Europe Home-use Hair Styling Appliances Sales by Country (2021-2026) & (K Units)

Table 70. Europe Home-use Hair Styling Appliances Revenue by Country (2021-2026) & (\$ millions)

Table 71. Europe Home-use Hair Styling Appliances Sales by Type (2021-2026) & (K Units)

Table 72. Europe Home-use Hair Styling Appliances Sales by Application (2021-2026) & (K Units)

Table 73. Middle East & Africa Home-use Hair Styling Appliances Sales by Country (2021-2026) & (K Units)

Table 74. Middle East & Africa Home-use Hair Styling Appliances Revenue Market Share by Country (2021-2026)

Table 75. Middle East & Africa Home-use Hair Styling Appliances Sales by Type (2021-2026) & (K Units)

Table 76. Middle East & Africa Home-use Hair Styling Appliances Sales by Application (2021-2026) & (K Units)

Table 77. Key Market Drivers & Growth Opportunities of Home-use Hair Styling Appliances

Table 78. Key Market Challenges & Risks of Home-use Hair Styling Appliances

Table 79. Key Industry Trends of Home-use Hair Styling Appliances

Table 80. Home-use Hair Styling Appliances Raw Material

Table 81. Key Suppliers of Raw Materials

Table 82. Home-use Hair Styling Appliances Distributors List

Table 83. Home-use Hair Styling Appliances Customer List

Table 84. Global Home-use Hair Styling Appliances Sales Forecast by Region (2027-2032) & (K Units)

Table 85. Global Home-use Hair Styling Appliances Revenue Forecast by Region (2027-2032) & (\$ millions)

Table 86. Americas Home-use Hair Styling Appliances Sales Forecast by Country (2027-2032) & (K Units)

Table 87. Americas Home-use Hair Styling Appliances Annual Revenue Forecast by Country (2027-2032) & (\$ millions)

- Table 88. APAC Home-use Hair Styling Appliances Sales Forecast by Region (2027-2032) & (K Units)
- Table 89. APAC Home-use Hair Styling Appliances Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 90. Europe Home-use Hair Styling Appliances Sales Forecast by Country (2027-2032) & (K Units)
- Table 91. Europe Home-use Hair Styling Appliances Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 92. Middle East & Africa Home-use Hair Styling Appliances Sales Forecast by Country (2027-2032) & (K Units)
- Table 93. Middle East & Africa Home-use Hair Styling Appliances Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 94. Global Home-use Hair Styling Appliances Sales Forecast by Type (2027-2032) & (K Units)
- Table 95. Global Home-use Hair Styling Appliances Revenue Forecast by Type (2027-2032) & (\$ millions)
- Table 96. Global Home-use Hair Styling Appliances Sales Forecast by Application (2027-2032) & (K Units)
- Table 97. Global Home-use Hair Styling Appliances Revenue Forecast by Application (2027-2032) & (\$ millions)
- Table 98. Dyson Limited Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors
- Table 99. Dyson Limited Home-use Hair Styling Appliances Product Portfolios and Specifications
- Table 100. Dyson Limited Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 101. Dyson Limited Main Business
- Table 102. Dyson Limited Latest Developments
- Table 103. SharkNinja Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors
- Table 104. SharkNinja Home-use Hair Styling Appliances Product Portfolios and Specifications
- Table 105. SharkNinja Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 106. SharkNinja Main Business
- Table 107. SharkNinja Latest Developments
- Table 108. Conair LLC (Conair Corporation) Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors
- Table 109. Conair LLC (Conair Corporation) Home-use Hair Styling Appliances Product

Portfolios and Specifications

Table 110. Conair LLC (Conair Corporation) Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 111. Conair LLC (Conair Corporation) Main Business

Table 112. Conair LLC (Conair Corporation) Latest Developments

Table 113. Helen of Troy Limited Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 114. Helen of Troy Limited Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 115. Helen of Troy Limited Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 116. Helen of Troy Limited Main Business

Table 117. Helen of Troy Limited Latest Developments

Table 118. Spectrum Brands Holdings, Inc. Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 119. Spectrum Brands Holdings, Inc. Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 120. Spectrum Brands Holdings, Inc. Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 121. Spectrum Brands Holdings, Inc. Main Business

Table 122. Spectrum Brands Holdings, Inc. Latest Developments

Table 123. Panasonic Holdings Corporation Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 124. Panasonic Holdings Corporation Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 125. Panasonic Holdings Corporation Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 126. Panasonic Holdings Corporation Main Business

Table 127. Panasonic Holdings Corporation Latest Developments

Table 128. Versuni (Philips brand licensee) Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 129. Versuni (Philips brand licensee) Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 130. Versuni (Philips brand licensee) Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 131. Versuni (Philips brand licensee) Main Business

Table 132. Versuni (Philips brand licensee) Latest Developments

Table 133. Xiaomi Corporation Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 134. Xiaomi Corporation Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 135. Xiaomi Corporation Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 136. Xiaomi Corporation Main Business

Table 137. Xiaomi Corporation Latest Developments

Table 138. Midea Group Co., Ltd. Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 139. Midea Group Co., Ltd. Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 140. Midea Group Co., Ltd. Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 141. Midea Group Co., Ltd. Main Business

Table 142. Midea Group Co., Ltd. Latest Developments

Table 143. Haier Smart Home Co., Ltd. / Haier Group Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 144. Haier Smart Home Co., Ltd. / Haier Group Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 145. Haier Smart Home Co., Ltd. / Haier Group Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 146. Haier Smart Home Co., Ltd. / Haier Group Main Business

Table 147. Haier Smart Home Co., Ltd. / Haier Group Latest Developments

Table 148. Shanghai Flyco Electrical Appliance Co., Ltd. Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 149. Shanghai Flyco Electrical Appliance Co., Ltd. Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 150. Shanghai Flyco Electrical Appliance Co., Ltd. Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 151. Shanghai Flyco Electrical Appliance Co., Ltd. Main Business

Table 152. Shanghai Flyco Electrical Appliance Co., Ltd. Latest Developments

Table 153. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 154. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 155. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross

Margin (2021-2026)

Table 156. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Main Business

Table 157. Shenzhen ShuYe Innovation Technology Co., Ltd. (Laifen) Latest Developments

Table 158. Guangdong Huanengda Electric Co., Ltd. (CONFU) Basic Information, Home-use Hair Styling Appliances Manufacturing Base, Sales Area and Its Competitors

Table 159. Guangdong Huanengda Electric Co., Ltd. (CONFU) Home-use Hair Styling Appliances Product Portfolios and Specifications

Table 160. Guangdong Huanengda Electric Co., Ltd. (CONFU) Home-use Hair Styling Appliances Sales (K Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 161. Guangdong Huanengda Electric Co., Ltd. (CONFU) Main Business

Table 162. Guangdong Huanengda Electric Co., Ltd. (CONFU) Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Home-use Hair Styling Appliances
- Figure 2. Home-use Hair Styling Appliances Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Home-use Hair Styling Appliances Sales Growth Rate 2021-2032 (K Units)
- Figure 7. Global Home-use Hair Styling Appliances Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Home-use Hair Styling Appliances Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Home-use Hair Styling Appliances Sales Market Share by Country/Region (2025)
- Figure 10. Home-use Hair Styling Appliances Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Hair Dryer
- Figure 12. Product Picture of Hair Straightener
- Figure 13. Product Picture of Curling Iron or Wand
- Figure 14. Product Picture of Hot Air Styler Brush
- Figure 15. Product Picture of Others
- Figure 16. Global Home-use Hair Styling Appliances Sales Market Share by Type in 2026
- Figure 17. Global Home-use Hair Styling Appliances Revenue Market Share by Type (2021-2026)
- Figure 18. Product Picture of Corded Electric
- Figure 19. Product Picture of Rechargeable Battery
- Figure 20. Product Picture of Dual Power
- Figure 21. Global Home-use Hair Styling Appliances Sales Market Share by Power Source in 2026
- Figure 22. Global Home-use Hair Styling Appliances Revenue Market Share by Power Source (2021-2026)
- Figure 23. Product Picture of Entry Level
- Figure 24. Product Picture of Mid Range
- Figure 25. Product Picture of Premium
- Figure 26. Global Home-use Hair Styling Appliances Sales Market Share by Price Tier

in 2026

Figure 27. Global Home-use Hair Styling Appliances Revenue Market Share by Price Tier (2021-2026)

Figure 28. Product Picture of Online Retail

Figure 29. Product Picture of Offline Retail

Figure 30. Global Home-use Hair Styling Appliances Sales Market Share by Distribution Channel in 2026

Figure 31. Global Home-use Hair Styling Appliances Revenue Market Share by Distribution Channel (2021-2026)

Figure 32. Home-use Hair Styling Appliances Consumed in Daily Home Styling

Figure 33. Global Home-use Hair Styling Appliances Market: Daily Home Styling (2021-2026) & (K Units)

Figure 34. Home-use Hair Styling Appliances Consumed in Travel Use

Figure 35. Global Home-use Hair Styling Appliances Market: Travel Use (2021-2026) & (K Units)

Figure 36. Global Home-use Hair Styling Appliances Sale Market Share by Application (2025)

Figure 37. Global Home-use Hair Styling Appliances Revenue Market Share by Application in 2026

Figure 38. Home-use Hair Styling Appliances Sales by Company in 2026 (K Units)

Figure 39. Global Home-use Hair Styling Appliances Sales Market Share by Company in 2026

Figure 40. Home-use Hair Styling Appliances Revenue by Company in 2026 (\$ millions)

Figure 41. Global Home-use Hair Styling Appliances Revenue Market Share by Company in 2026

Figure 42. Global Home-use Hair Styling Appliances Sales Market Share by Geographic Region (2021-2026)

Figure 43. Global Home-use Hair Styling Appliances Revenue Market Share by Geographic Region in 2026

Figure 44. Americas Home-use Hair Styling Appliances Sales 2021-2026 (K Units)

Figure 45. Americas Home-use Hair Styling Appliances Revenue 2021-2026 (\$ millions)

Figure 46. APAC Home-use Hair Styling Appliances Sales 2021-2026 (K Units)

Figure 47. APAC Home-use Hair Styling Appliances Revenue 2021-2026 (\$ millions)

Figure 48. Europe Home-use Hair Styling Appliances Sales 2021-2026 (K Units)

Figure 49. Europe Home-use Hair Styling Appliances Revenue 2021-2026 (\$ millions)

Figure 50. Middle East & Africa Home-use Hair Styling Appliances Sales 2021-2026 (K Units)

Figure 51. Middle East & Africa Home-use Hair Styling Appliances Revenue 2021-2026 (\$ millions)

Figure 52. Americas Home-use Hair Styling Appliances Sales Market Share by Country in 2026

Figure 53. Americas Home-use Hair Styling Appliances Revenue Market Share by Country (2021-2026)

Figure 54. Americas Home-use Hair Styling Appliances Sales Market Share by Type (2021-2026)

Figure 55. Americas Home-use Hair Styling Appliances Sales Market Share by Application (2021-2026)

Figure 56. United States Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 57. Canada Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 58. Mexico Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 59. Brazil Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 60. APAC Home-use Hair Styling Appliances Sales Market Share by Region in 2026

Figure 61. APAC Home-use Hair Styling Appliances Revenue Market Share by Region (2021-2026)

Figure 62. APAC Home-use Hair Styling Appliances Sales Market Share by Type (2021-2026)

Figure 63. APAC Home-use Hair Styling Appliances Sales Market Share by Application (2021-2026)

Figure 64. China Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 65. Japan Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 66. South Korea Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 67. Southeast Asia Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 68. India Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 69. Australia Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 70. China Taiwan Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 71. Europe Home-use Hair Styling Appliances Sales Market Share by Country in

2026

Figure 72. Europe Home-use Hair Styling Appliances Revenue Market Share by Country (2021-2026)

Figure 73. Europe Home-use Hair Styling Appliances Sales Market Share by Type (2021-2026)

Figure 74. Europe Home-use Hair Styling Appliances Sales Market Share by Application (2021-2026)

Figure 75. Germany Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 76. France Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 77. UK Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 78. Italy Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 79. Russia Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 80. Middle East & Africa Home-use Hair Styling Appliances Sales Market Share by Country (2021-2026)

Figure 81. Middle East & Africa Home-use Hair Styling Appliances Sales Market Share by Type (2021-2026)

Figure 82. Middle East & Africa Home-use Hair Styling Appliances Sales Market Share by Application (2021-2026)

Figure 83. Egypt Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 84. South Africa Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 85. Israel Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 86. Turkey Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 87. GCC Countries Home-use Hair Styling Appliances Revenue Growth 2021-2026 (\$ millions)

Figure 88. Manufacturing Cost Structure Analysis of Home-use Hair Styling Appliances in 2026

Figure 89. Manufacturing Process Analysis of Home-use Hair Styling Appliances

Figure 90. Industry Chain Structure of Home-use Hair Styling Appliances

Figure 91. Channels of Distribution

Figure 92. Global Home-use Hair Styling Appliances Sales Market Forecast by Region

(2027-2032)

Figure 93. Global Home-use Hair Styling Appliances Revenue Market Share Forecast by Region (2027-2032)

Figure 94. Global Home-use Hair Styling Appliances Sales Market Share Forecast by Type (2027-2032)

Figure 95. Global Home-use Hair Styling Appliances Revenue Market Share Forecast by Type (2027-2032)

Figure 96. Global Home-use Hair Styling Appliances Sales Market Share Forecast by Application (2027-2032)

Figure 97. Global Home-use Hair Styling Appliances Revenue Market Share Forecast by Application (2027-2032)

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