

Global Smart Curling Iron Market Growth 2026-2032

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Abstracts

The global Smart Curling Iron market size is predicted to grow from US\$ 3027 million in 2025 to US\$ 5663 million in 2032; it is expected to grow at a CAGR of 9.5% from 2026 to 2032.

In 2025, global Smart Curling Iron production reached approximately 340 million units, with an average global market price of around US\$8?US\$16 per unit. In 2025, the global 's total production capacity of Smart Curling Iron reached 420 million units. The industry average gross profit margin of this product reached 30%.A smart curling iron is a handheld personal care appliance that integrates electronic control technology, precision mechanics, and hair care technology. It typically consists of a handle and a heating element, its core feature being the automation or semi-automation of the curling process through a built-in microcontroller system. Unlike manual curling irons, smart curling irons use a motor-driven mechanism to automatically wrap hair around the heating element for styling, and integrate multi-level temperature adjustment, timer functions, negative ion or steam hair care modules to reduce heat damage while styling, providing a safer, more convenient, and personalized hair styling experience.

The smart curling iron industry chain has a clear structure, which can be divided into three main segments: upstream, midstream, and downstream. The upstream mainly includes raw material and core component suppliers, involving ceramic or metal heating elements, plastic particles, lithium batteries, motors, temperature control chips, and sensors. The midstream is the core of the industry chain, including product research and development, manufacturing, and brand operation. The downstream consists of sales channels and end consumers, with products reaching home and commercial users through diverse channels such as online e-commerce platforms, large supermarkets, appliance stores, and professional hair salons.

The market prospects for smart curling irons are broad, with clear growth momentum.

The main factors driving this growth include: First, the rise of consumer upgrading and the 'appearance economy,' leading to strong consumer demand for convenient, efficient, and hair-friendly styling tools; second, technological innovation, with continuous upgrades to features such as automatic curling, precise temperature control, and intelligent hair care, enhancing product added value; and third, channel expansion and standardization, with booming online sales and the introduction of group standards such as 'Automatic Curling Irons,' which will effectively regulate the market and promote the industry towards high-quality and standardized development. In the future, products will further develop towards intelligence, portability, and personalized customization.

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

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

This Insight Report evaluates the key market trends, drivers, and affecting factors shaping the global outlook for Smart Curling Iron 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 Smart Curling Iron.

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

Segmentation by Type:

Smart Steam Curling Iron

Smart Air Curling Iron

Segmentation by Sales Channels:

Online Sales

Offline Sales

Segmentation by Curling Iron Materials:

Ceramic Curling Iron

Metal Curling Iron

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

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

BaByliss

Ocaliss

Philips

Vidal Sassoon

Ulike

TESCOM

Vivid & Vogue

T3

Conair Corporation

Remington

YAL

Key Questions Addressed in this Report

What is the 10-year outlook for the global Smart Curling Iron market?

What factors are driving Smart Curling Iron market growth, globally and by region?

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

How do Smart Curling Iron market opportunities vary by end market size?

How does Smart Curling Iron 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 Smart Curling Iron Annual Sales 2021-2032
 - 2.1.2 World Current & Future Analysis for Smart Curling Iron by Geographic Region, 2021, 2025 & 2032
 - 2.1.3 World Current & Future Analysis for Smart Curling Iron by Country/Region, 2021, 2025 & 2032
- 2.2 Smart Curling Iron Segment by Type
 - 2.2.1 Smart Steam Curling Iron
 - 2.2.2 Smart Air Curling Iron
 - 2.2.3 Smart Curling Iron Sales by Type
 - 2.2.3.1 Global Smart Curling Iron Sales Market Share by Type (2021-2026)
 - 2.2.3.2 Global Smart Curling Iron Revenue and Market Share by Type (2021-2026)
 - 2.2.3.3 Global Smart Curling Iron Sale Price by Type (2021-2026)
- 2.3 Smart Curling Iron Segment by Sales Channels
 - 2.3.1 Online Sales
 - 2.3.2 Offline Sales
 - 2.3.3 Smart Curling Iron Sales by Sales Channels
 - 2.3.3.1 Global Smart Curling Iron Sales Market Share by Sales Channels (2021-2026)
 - 2.3.3.2 Global Smart Curling Iron Revenue and Market Share by Sales Channels (2021-2026)
 - 2.3.3.3 Global Smart Curling Iron Sale Price by Sales Channels (2021-2026)
- 2.4 Smart Curling Iron Segment by Curling Iron Materials
 - 2.4.1 Ceramic Curling Iron

2.4.2 Metal Curling Iron

2.4.3 Smart Curling Iron Sales by Curling Iron Materials

2.4.3.1 Global Smart Curling Iron Sales Market Share by Curling Iron Materials (2021-2026)

2.4.3.2 Global Smart Curling Iron Revenue and Market Share by Curling Iron Materials (2021-2026)

2.4.3.3 Global Smart Curling Iron Sale Price by Curling Iron Materials (2021-2026)

2.5 Smart Curling Iron Segment by Application

2.5.1 Household

2.5.2 Commercial

2.5.3 Smart Curling Iron Sales by Application

2.5.3.1 Global Smart Curling Iron Sale Market Share by Application (2021-2026)

2.5.3.2 Global Smart Curling Iron Revenue and Market Share by Application (2021-2026)

2.5.3.3 Global Smart Curling Iron Sale Price by Application (2021-2026)

3 GLOBAL BY COMPANY

3.1 Global Smart Curling Iron Breakdown Data by Company

3.1.1 Global Smart Curling Iron Annual Sales by Company (2021-2026)

3.1.2 Global Smart Curling Iron Sales Market Share by Company (2021-2026)

3.2 Global Smart Curling Iron Annual Revenue by Company (2021-2026)

3.2.1 Global Smart Curling Iron Revenue by Company (2021-2026)

3.2.2 Global Smart Curling Iron Revenue Market Share by Company (2021-2026)

3.3 Global Smart Curling Iron Sale Price by Company

3.4 Key Manufacturers Smart Curling Iron Producing Area Distribution, Sales Area, Product Type

3.4.1 Key Manufacturers Smart Curling Iron Product Location Distribution

3.4.2 Players Smart Curling Iron 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 SMART CURLING IRON BY GEOGRAPHIC REGION

4.1 World Historic Smart Curling Iron Market Size by Geographic Region (2021-2026)

- 4.1.1 Global Smart Curling Iron Annual Sales by Geographic Region (2021-2026)
- 4.1.2 Global Smart Curling Iron Annual Revenue by Geographic Region (2021-2026)
- 4.2 World Historic Smart Curling Iron Market Size by Country/Region (2021-2026)
 - 4.2.1 Global Smart Curling Iron Annual Sales by Country/Region (2021-2026)
 - 4.2.2 Global Smart Curling Iron Annual Revenue by Country/Region (2021-2026)
- 4.3 Americas Smart Curling Iron Sales Growth
- 4.4 APAC Smart Curling Iron Sales Growth
- 4.5 Europe Smart Curling Iron Sales Growth
- 4.6 Middle East & Africa Smart Curling Iron Sales Growth

5 AMERICAS

- 5.1 Americas Smart Curling Iron Sales by Country
 - 5.1.1 Americas Smart Curling Iron Sales by Country (2021-2026)
 - 5.1.2 Americas Smart Curling Iron Revenue by Country (2021-2026)
- 5.2 Americas Smart Curling Iron Sales by Type (2021-2026)
- 5.3 Americas Smart Curling Iron Sales by Application (2021-2026)
- 5.4 United States
- 5.5 Canada
- 5.6 Mexico
- 5.7 Brazil

6 APAC

- 6.1 APAC Smart Curling Iron Sales by Region
 - 6.1.1 APAC Smart Curling Iron Sales by Region (2021-2026)
 - 6.1.2 APAC Smart Curling Iron Revenue by Region (2021-2026)
- 6.2 APAC Smart Curling Iron Sales by Type (2021-2026)
- 6.3 APAC Smart Curling Iron 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 Smart Curling Iron by Country

7.1.1 Europe Smart Curling Iron Sales by Country (2021-2026)

7.1.2 Europe Smart Curling Iron Revenue by Country (2021-2026)

7.2 Europe Smart Curling Iron Sales by Type (2021-2026)

7.3 Europe Smart Curling Iron 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 Smart Curling Iron by Country

8.1.1 Middle East & Africa Smart Curling Iron Sales by Country (2021-2026)

8.1.2 Middle East & Africa Smart Curling Iron Revenue by Country (2021-2026)

8.2 Middle East & Africa Smart Curling Iron Sales by Type (2021-2026)

8.3 Middle East & Africa Smart Curling Iron 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 Smart Curling Iron

10.3 Manufacturing Process Analysis of Smart Curling Iron

10.4 Industry Chain Structure of Smart Curling Iron

11 MARKETING, DISTRIBUTORS AND CUSTOMER

- 11.1 Sales Channel
 - 11.1.1 Direct Channels
 - 11.1.2 Indirect Channels
- 11.2 Smart Curling Iron Distributors
- 11.3 Smart Curling Iron Customer

12 WORLD FORECAST REVIEW FOR SMART CURLING IRON BY GEOGRAPHIC REGION

- 12.1 Global Smart Curling Iron Market Size Forecast by Region
 - 12.1.1 Global Smart Curling Iron Forecast by Region (2027-2032)
 - 12.1.2 Global Smart Curling Iron 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 Smart Curling Iron Forecast by Type (2027-2032)
- 12.7 Global Smart Curling Iron Forecast by Application (2027-2032)

13 KEY PLAYERS ANALYSIS

- 13.1 Dyson
 - 13.1.1 Dyson Company Information
 - 13.1.2 Dyson Smart Curling Iron Product Portfolios and Specifications
 - 13.1.3 Dyson Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.1.4 Dyson Main Business Overview
 - 13.1.5 Dyson Latest Developments
- 13.2 BaByliss
 - 13.2.1 BaByliss Company Information
 - 13.2.2 BaByliss Smart Curling Iron Product Portfolios and Specifications
 - 13.2.3 BaByliss Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.2.4 BaByliss Main Business Overview
 - 13.2.5 BaByliss Latest Developments
- 13.3 Ocaliss
 - 13.3.1 Ocaliss Company Information
 - 13.3.2 Ocaliss Smart Curling Iron Product Portfolios and Specifications
 - 13.3.3 Ocaliss Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)

- 13.3.4 Ocaliss Main Business Overview
- 13.3.5 Ocaliss Latest Developments
- 13.4 Philips
 - 13.4.1 Philips Company Information
 - 13.4.2 Philips Smart Curling Iron Product Portfolios and Specifications
 - 13.4.3 Philips Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.4.4 Philips Main Business Overview
 - 13.4.5 Philips Latest Developments
- 13.5 Vidal Sassoon
 - 13.5.1 Vidal Sassoon Company Information
 - 13.5.2 Vidal Sassoon Smart Curling Iron Product Portfolios and Specifications
 - 13.5.3 Vidal Sassoon Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.5.4 Vidal Sassoon Main Business Overview
 - 13.5.5 Vidal Sassoon Latest Developments
- 13.6 Ulike
 - 13.6.1 Ulike Company Information
 - 13.6.2 Ulike Smart Curling Iron Product Portfolios and Specifications
 - 13.6.3 Ulike Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.6.4 Ulike Main Business Overview
 - 13.6.5 Ulike Latest Developments
- 13.7 TESCO M
 - 13.7.1 TESCO M Company Information
 - 13.7.2 TESCO M Smart Curling Iron Product Portfolios and Specifications
 - 13.7.3 TESCO M Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.7.4 TESCO M Main Business Overview
 - 13.7.5 TESCO M Latest Developments
- 13.8 Vivid & Vogue
 - 13.8.1 Vivid & Vogue Company Information
 - 13.8.2 Vivid & Vogue Smart Curling Iron Product Portfolios and Specifications
 - 13.8.3 Vivid & Vogue Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.8.4 Vivid & Vogue Main Business Overview
 - 13.8.5 Vivid & Vogue Latest Developments
- 13.9 T3
 - 13.9.1 T3 Company Information
 - 13.9.2 T3 Smart Curling Iron Product Portfolios and Specifications

- 13.9.3 T3 Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
- 13.9.4 T3 Main Business Overview
- 13.9.5 T3 Latest Developments
- 13.10 Conair Corporation
 - 13.10.1 Conair Corporation Company Information
 - 13.10.2 Conair Corporation Smart Curling Iron Product Portfolios and Specifications
 - 13.10.3 Conair Corporation Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.10.4 Conair Corporation Main Business Overview
 - 13.10.5 Conair Corporation Latest Developments
- 13.11 Remington
 - 13.11.1 Remington Company Information
 - 13.11.2 Remington Smart Curling Iron Product Portfolios and Specifications
 - 13.11.3 Remington Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.11.4 Remington Main Business Overview
 - 13.11.5 Remington Latest Developments
- 13.12 YAL
 - 13.12.1 YAL Company Information
 - 13.12.2 YAL Smart Curling Iron Product Portfolios and Specifications
 - 13.12.3 YAL Smart Curling Iron Sales, Revenue, Price and Gross Margin (2021-2026)
 - 13.12.4 YAL Main Business Overview
 - 13.12.5 YAL Latest Developments

14 RESEARCH FINDINGS AND CONCLUSION

List Of Tables

LIST OF TABLES

- Table 1. Smart Curling Iron Annual Sales CAGR by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Table 2. Smart Curling Iron Annual Sales CAGR by Country/Region (2021, 2025 & 2032) & (\$ millions)
- Table 3. Major Players of Smart Steam Curling Iron
- Table 4. Major Players of Smart Air Curling Iron
- Table 5. Global Smart Curling Iron Sales by Type (2021-2026) & (Units)
- Table 6. Global Smart Curling Iron Sales Market Share by Type (2021-2026)
- Table 7. Global Smart Curling Iron Revenue by Type (2021-2026) & (\$ million)
- Table 8. Global Smart Curling Iron Revenue Market Share by Type (2021-2026)
- Table 9. Global Smart Curling Iron Sale Price by Type (2021-2026) & (US\$/Unit)
- Table 10. Major Players of Online Sales
- Table 11. Major Players of Offline Sales
- Table 12. Global Smart Curling Iron Sales by Sales Channels (2021-2026) & (Units)
- Table 13. Global Smart Curling Iron Sales Market Share by Sales Channels (2021-2026)
- Table 14. Global Smart Curling Iron Revenue by Sales Channels (2021-2026) & (\$ million)
- Table 15. Global Smart Curling Iron Revenue Market Share by Sales Channels (2021-2026)
- Table 16. Global Smart Curling Iron Sale Price by Sales Channels (2021-2026) & (US\$/Unit)
- Table 17. Major Players of Ceramic Curling Iron
- Table 18. Major Players of Metal Curling Iron
- Table 19. Global Smart Curling Iron Sales by Curling Iron Materials (2021-2026) & (Units)
- Table 20. Global Smart Curling Iron Sales Market Share by Curling Iron Materials (2021-2026)
- Table 21. Global Smart Curling Iron Revenue by Curling Iron Materials (2021-2026) & (\$ million)
- Table 22. Global Smart Curling Iron Revenue Market Share by Curling Iron Materials (2021-2026)
- Table 23. Global Smart Curling Iron Sale Price by Curling Iron Materials (2021-2026) & (US\$/Unit)
- Table 24. Global Smart Curling Iron Sale by Application (2021-2026) & (Units)

- Table 25. Global Smart Curling Iron Sale Market Share by Application (2021-2026)
- Table 26. Global Smart Curling Iron Revenue by Application (2021-2026) & (\$ million)
- Table 27. Global Smart Curling Iron Revenue Market Share by Application (2021-2026)
- Table 28. Global Smart Curling Iron Sale Price by Application (2021-2026) & (US\$/Unit)
- Table 29. Global Smart Curling Iron Sales by Company (2021-2026) & (Units)
- Table 30. Global Smart Curling Iron Sales Market Share by Company (2021-2026)
- Table 31. Global Smart Curling Iron Revenue by Company (2021-2026) & (\$ millions)
- Table 32. Global Smart Curling Iron Revenue Market Share by Company (2021-2026)
- Table 33. Global Smart Curling Iron Sale Price by Company (2021-2026) & (US\$/Unit)
- Table 34. Key Manufacturers Smart Curling Iron Producing Area Distribution and Sales Area
- Table 35. Players Smart Curling Iron Products Offered
- Table 36. Smart Curling Iron Concentration Ratio (CR3, CR5 and CR10) & (2024-2026)
- Table 37. New Products and Potential Entrants
- Table 38. Market M&A Activity & Strategy
- Table 39. Global Smart Curling Iron Sales by Geographic Region (2021-2026) & (Units)
- Table 40. Global Smart Curling Iron Sales Market Share Geographic Region (2021-2026)
- Table 41. Global Smart Curling Iron Revenue by Geographic Region (2021-2026) & (\$ millions)
- Table 42. Global Smart Curling Iron Revenue Market Share by Geographic Region (2021-2026)
- Table 43. Global Smart Curling Iron Sales by Country/Region (2021-2026) & (Units)
- Table 44. Global Smart Curling Iron Sales Market Share by Country/Region (2021-2026)
- Table 45. Global Smart Curling Iron Revenue by Country/Region (2021-2026) & (\$ millions)
- Table 46. Global Smart Curling Iron Revenue Market Share by Country/Region (2021-2026)
- Table 47. Americas Smart Curling Iron Sales by Country (2021-2026) & (Units)
- Table 48. Americas Smart Curling Iron Sales Market Share by Country (2021-2026)
- Table 49. Americas Smart Curling Iron Revenue by Country (2021-2026) & (\$ millions)
- Table 50. Americas Smart Curling Iron Sales by Type (2021-2026) & (Units)
- Table 51. Americas Smart Curling Iron Sales by Application (2021-2026) & (Units)
- Table 52. APAC Smart Curling Iron Sales by Region (2021-2026) & (Units)
- Table 53. APAC Smart Curling Iron Sales Market Share by Region (2021-2026)
- Table 54. APAC Smart Curling Iron Revenue by Region (2021-2026) & (\$ millions)
- Table 55. APAC Smart Curling Iron Sales by Type (2021-2026) & (Units)
- Table 56. APAC Smart Curling Iron Sales by Application (2021-2026) & (Units)

- Table 57. Europe Smart Curling Iron Sales by Country (2021-2026) & (Units)
- Table 58. Europe Smart Curling Iron Revenue by Country (2021-2026) & (\$ millions)
- Table 59. Europe Smart Curling Iron Sales by Type (2021-2026) & (Units)
- Table 60. Europe Smart Curling Iron Sales by Application (2021-2026) & (Units)
- Table 61. Middle East & Africa Smart Curling Iron Sales by Country (2021-2026) & (Units)
- Table 62. Middle East & Africa Smart Curling Iron Revenue Market Share by Country (2021-2026)
- Table 63. Middle East & Africa Smart Curling Iron Sales by Type (2021-2026) & (Units)
- Table 64. Middle East & Africa Smart Curling Iron Sales by Application (2021-2026) & (Units)
- Table 65. Key Market Drivers & Growth Opportunities of Smart Curling Iron
- Table 66. Key Market Challenges & Risks of Smart Curling Iron
- Table 67. Key Industry Trends of Smart Curling Iron
- Table 68. Smart Curling Iron Raw Material
- Table 69. Key Suppliers of Raw Materials
- Table 70. Smart Curling Iron Distributors List
- Table 71. Smart Curling Iron Customer List
- Table 72. Global Smart Curling Iron Sales Forecast by Region (2027-2032) & (Units)
- Table 73. Global Smart Curling Iron Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 74. Americas Smart Curling Iron Sales Forecast by Country (2027-2032) & (Units)
- Table 75. Americas Smart Curling Iron Annual Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 76. APAC Smart Curling Iron Sales Forecast by Region (2027-2032) & (Units)
- Table 77. APAC Smart Curling Iron Annual Revenue Forecast by Region (2027-2032) & (\$ millions)
- Table 78. Europe Smart Curling Iron Sales Forecast by Country (2027-2032) & (Units)
- Table 79. Europe Smart Curling Iron Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 80. Middle East & Africa Smart Curling Iron Sales Forecast by Country (2027-2032) & (Units)
- Table 81. Middle East & Africa Smart Curling Iron Revenue Forecast by Country (2027-2032) & (\$ millions)
- Table 82. Global Smart Curling Iron Sales Forecast by Type (2027-2032) & (Units)
- Table 83. Global Smart Curling Iron Revenue Forecast by Type (2027-2032) & (\$ millions)
- Table 84. Global Smart Curling Iron Sales Forecast by Application (2027-2032) & (Units)

Table 85. Global Smart Curling Iron Revenue Forecast by Application (2027-2032) & (\$ millions)

Table 86. Dyson Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors

Table 87. Dyson Smart Curling Iron Product Portfolios and Specifications

Table 88. Dyson Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 89. Dyson Main Business

Table 90. Dyson Latest Developments

Table 91. BaByliss Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors

Table 92. BaByliss Smart Curling Iron Product Portfolios and Specifications

Table 93. BaByliss Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 94. BaByliss Main Business

Table 95. BaByliss Latest Developments

Table 96. Ocaliss Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors

Table 97. Ocaliss Smart Curling Iron Product Portfolios and Specifications

Table 98. Ocaliss Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 99. Ocaliss Main Business

Table 100. Ocaliss Latest Developments

Table 101. Philips Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors

Table 102. Philips Smart Curling Iron Product Portfolios and Specifications

Table 103. Philips Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 104. Philips Main Business

Table 105. Philips Latest Developments

Table 106. Vidal Sassoon Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors

Table 107. Vidal Sassoon Smart Curling Iron Product Portfolios and Specifications

Table 108. Vidal Sassoon Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 109. Vidal Sassoon Main Business

Table 110. Vidal Sassoon Latest Developments

Table 111. Ulike Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors

- Table 112. Ulike Smart Curling Iron Product Portfolios and Specifications
- Table 113. Ulike Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 114. Ulike Main Business
- Table 115. Ulike Latest Developments
- Table 116. TESCO Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors
- Table 117. TESCO Smart Curling Iron Product Portfolios and Specifications
- Table 118. TESCO Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 119. TESCO Main Business
- Table 120. TESCO Latest Developments
- Table 121. Vivid & Vogue Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors
- Table 122. Vivid & Vogue Smart Curling Iron Product Portfolios and Specifications
- Table 123. Vivid & Vogue Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 124. Vivid & Vogue Main Business
- Table 125. Vivid & Vogue Latest Developments
- Table 126. T3 Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors
- Table 127. T3 Smart Curling Iron Product Portfolios and Specifications
- Table 128. T3 Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 129. T3 Main Business
- Table 130. T3 Latest Developments
- Table 131. Conair Corporation Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors
- Table 132. Conair Corporation Smart Curling Iron Product Portfolios and Specifications
- Table 133. Conair Corporation Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 134. Conair Corporation Main Business
- Table 135. Conair Corporation Latest Developments
- Table 136. Remington Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors
- Table 137. Remington Smart Curling Iron Product Portfolios and Specifications
- Table 138. Remington Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)
- Table 139. Remington Main Business

Table 140. Remington Latest Developments

Table 141. YAL Basic Information, Smart Curling Iron Manufacturing Base, Sales Area and Its Competitors

Table 142. YAL Smart Curling Iron Product Portfolios and Specifications

Table 143. YAL Smart Curling Iron Sales (Units), Revenue (\$ Million), Price (US\$/Unit) and Gross Margin (2021-2026)

Table 144. YAL Main Business

Table 145. YAL Latest Developments

List Of Figures

LIST OF FIGURES

- Figure 1. Picture of Smart Curling Iron
- Figure 2. Smart Curling Iron Report Years Considered
- Figure 3. Research Objectives
- Figure 4. Research Methodology
- Figure 5. Research Process and Data Source
- Figure 6. Global Smart Curling Iron Sales Growth Rate 2021-2032 (Units)
- Figure 7. Global Smart Curling Iron Revenue Growth Rate 2021-2032 (\$ millions)
- Figure 8. Smart Curling Iron Sales by Geographic Region (2021, 2025 & 2032) & (\$ millions)
- Figure 9. Smart Curling Iron Sales Market Share by Country/Region (2025)
- Figure 10. Smart Curling Iron Sales Market Share by Country/Region (2021, 2025 & 2032)
- Figure 11. Product Picture of Smart Steam Curling Iron
- Figure 12. Product Picture of Smart Air Curling Iron
- Figure 13. Global Smart Curling Iron Sales Market Share by Type in 2026
- Figure 14. Global Smart Curling Iron Revenue Market Share by Type (2021-2026)
- Figure 15. Product Picture of Online Sales
- Figure 16. Product Picture of Offline Sales
- Figure 17. Global Smart Curling Iron Sales Market Share by Sales Channels in 2026
- Figure 18. Global Smart Curling Iron Revenue Market Share by Sales Channels (2021-2026)
- Figure 19. Product Picture of Ceramic Curling Iron
- Figure 20. Product Picture of Metal Curling Iron
- Figure 21. Global Smart Curling Iron Sales Market Share by Curling Iron Materials in 2026
- Figure 22. Global Smart Curling Iron Revenue Market Share by Curling Iron Materials (2021-2026)
- Figure 23. Smart Curling Iron Consumed in Household
- Figure 24. Global Smart Curling Iron Market: Household (2021-2026) & (Units)
- Figure 25. Smart Curling Iron Consumed in Commercial
- Figure 26. Global Smart Curling Iron Market: Commercial (2021-2026) & (Units)
- Figure 27. Global Smart Curling Iron Sale Market Share by Application (2025)
- Figure 28. Global Smart Curling Iron Revenue Market Share by Application in 2026
- Figure 29. Smart Curling Iron Sales by Company in 2026 (Units)
- Figure 30. Global Smart Curling Iron Sales Market Share by Company in 2026

- Figure 31. Smart Curling Iron Revenue by Company in 2026 (\$ millions)
- Figure 32. Global Smart Curling Iron Revenue Market Share by Company in 2026
- Figure 33. Global Smart Curling Iron Sales Market Share by Geographic Region (2021-2026)
- Figure 34. Global Smart Curling Iron Revenue Market Share by Geographic Region in 2026
- Figure 35. Americas Smart Curling Iron Sales 2021-2026 (Units)
- Figure 36. Americas Smart Curling Iron Revenue 2021-2026 (\$ millions)
- Figure 37. APAC Smart Curling Iron Sales 2021-2026 (Units)
- Figure 38. APAC Smart Curling Iron Revenue 2021-2026 (\$ millions)
- Figure 39. Europe Smart Curling Iron Sales 2021-2026 (Units)
- Figure 40. Europe Smart Curling Iron Revenue 2021-2026 (\$ millions)
- Figure 41. Middle East & Africa Smart Curling Iron Sales 2021-2026 (Units)
- Figure 42. Middle East & Africa Smart Curling Iron Revenue 2021-2026 (\$ millions)
- Figure 43. Americas Smart Curling Iron Sales Market Share by Country in 2026
- Figure 44. Americas Smart Curling Iron Revenue Market Share by Country (2021-2026)
- Figure 45. Americas Smart Curling Iron Sales Market Share by Type (2021-2026)
- Figure 46. Americas Smart Curling Iron Sales Market Share by Application (2021-2026)
- Figure 47. United States Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 48. Canada Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 49. Mexico Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 50. Brazil Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 51. APAC Smart Curling Iron Sales Market Share by Region in 2026
- Figure 52. APAC Smart Curling Iron Revenue Market Share by Region (2021-2026)
- Figure 53. APAC Smart Curling Iron Sales Market Share by Type (2021-2026)
- Figure 54. APAC Smart Curling Iron Sales Market Share by Application (2021-2026)
- Figure 55. China Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 56. Japan Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 57. South Korea Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 58. Southeast Asia Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 59. India Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 60. Australia Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 61. China Taiwan Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 62. Europe Smart Curling Iron Sales Market Share by Country in 2026
- Figure 63. Europe Smart Curling Iron Revenue Market Share by Country (2021-2026)
- Figure 64. Europe Smart Curling Iron Sales Market Share by Type (2021-2026)
- Figure 65. Europe Smart Curling Iron Sales Market Share by Application (2021-2026)
- Figure 66. Germany Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 67. France Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)

- Figure 68. UK Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 69. Italy Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 70. Russia Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 71. Middle East & Africa Smart Curling Iron Sales Market Share by Country (2021-2026)
- Figure 72. Middle East & Africa Smart Curling Iron Sales Market Share by Type (2021-2026)
- Figure 73. Middle East & Africa Smart Curling Iron Sales Market Share by Application (2021-2026)
- Figure 74. Egypt Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 75. South Africa Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 76. Israel Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 77. Turkey Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 78. GCC Countries Smart Curling Iron Revenue Growth 2021-2026 (\$ millions)
- Figure 79. Manufacturing Cost Structure Analysis of Smart Curling Iron in 2026
- Figure 80. Manufacturing Process Analysis of Smart Curling Iron
- Figure 81. Industry Chain Structure of Smart Curling Iron
- Figure 82. Channels of Distribution
- Figure 83. Global Smart Curling Iron Sales Market Forecast by Region (2027-2032)
- Figure 84. Global Smart Curling Iron Revenue Market Share Forecast by Region (2027-2032)
- Figure 85. Global Smart Curling Iron Sales Market Share Forecast by Type (2027-2032)
- Figure 86. Global Smart Curling Iron Revenue Market Share Forecast by Type (2027-2032)
- Figure 87. Global Smart Curling Iron Sales Market Share Forecast by Application (2027-2032)
- Figure 88. Global Smart Curling Iron Revenue Market Share Forecast by Application (2027-2032)

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