

Hair Styling Tools Market Assessment, By Type [Hairbrushes and combs, Rollers and curlers, Straighteners, Dryers, Others], By Mechanism [Manual, Electric], By Price Range [Mass, Premium, Luxury], By End-user [Individuals, Professionals], By Distribution Channel [Online Channel, Specialty Stores, Supermarkets/Hypermarkets, Convenience and Departmental Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F

<https://marketpublishers.com/r/HA7A7CA822D8EN.html>

Date: March 2025

Pages: 243

Price: US\$ 4,500.00 (Single User License)

ID: HA7A7CA822D8EN

Abstracts

Global hair styling tools market size was valued at USD 12 billion in 2022, expected to reach USD 17.74 billion in 2030, with a CAGR of 5.01% for the forecast period between 2023 and 2030.

The market has shown significant growth, characterized by several ongoing trends. People are becoming increasingly conscious of their looks, resulting in a surge in expenditure on hair styling and hair grooming products. Even during the pandemic, there was a focus on the need for the tools as people wanted to look attractive during digital meetings and sessions. This market is majorly being driven by the millennials and Gen-Z, who are always inclined towards looking groomed and pleasing and attaining the salon-like look. They focus on self-care, which goes beyond facial care. The urge to always look picture-ready is also one of the market drivers. People spend a lot on products that give them their desired hairstyle with less effort.

Companies in this industry are continuously working towards developing new, unique products to meet customers' demands. Portable hair dryers and other wireless tools

have taken the market by storm. Features like user-friendliness, portability, lighter weight, and multiple uses have gained significance among individuals as well as professional hair care salons over a period of time, multiplying the market's growth.

Overall, global hair styling tools market is showing significant growth driven by multiple factors. Manufacturers are coming up with great innovative hassle-free products posing a tough competition for the competitors.

Shift Towards Sustainable Products Fuelling the Market

Multiple factors contribute to the growing demand for eco-friendly and sustainable products. Buyers have become more aware of how their purchases affect the environment. A preference for products manufactured and packaged sustainably has grown because of this increased understanding. Furthermore, buyers want to do their part to protect the environment, which has raised interest in environmentally friendly products. Shops and businesses are encouraged to offer a greater variety of eco-friendly items due to consumers' desire to spend more for sustainable solutions. Because of this, there is a noticeable tendency in many consumer segments towards adopting eco-friendly practices and products, which reflects a larger movement towards eco-friendly consumption. In April 2022, Symrise introduced SymHair Thermo, a sustainable heat-protecting component, during the in-cosmetics trade show in Paris. The product has a significant concentration of saccharides, hyaluronic acid, and polysaccharides which allows it to create a layer shielding the hair fiber from heat damage.

Growing Desire for Self-Hair Styling Routine Driving the Market

One of the major drivers of the market is the rise in health, hygiene and self-grooming concerns among both men and women. Increasing knowledge about the significance of complete hair styling, new fashion trends, and social media's impact on aesthetic looks and appearances are anticipated to further the market growth. In May 2023, Dyson Limited launched a wet-to-straight styler, Airstrait, which claimed to reduce the hairdryer and straightener routine damage. The tool has two arms with incredibly focused, high-velocity airflow that helps gripping and directing the hair in the downward direction, making them dry and set into a perfect straight style. The machine has two speeds and three heat modes with 140-degrees being the highest one.

Impact of Social Media and Innovations in Hair Styling Products

Development of hair styling tools based on the opinions of salon professionals as well as individuals encourage manufacturers to create new products, which in turn accelerates market expansion. With the increase in DIY hair style tutorials, training videos, and social media influencers, particularly among millennials, the growth prospects for the market's players are showing an upward trend. In August 2023, Koninklijke Philips N.V. expanded its product portfolio by launching a Hair Straightening Brush targeting mainly Gen-Z and the millennials. The product can be bought on the official Philips website as well as other e-commerce sites. In another instance, in February 2023, a US-based company, The Richualist, introduced The Mint as their flagship product. The Mint was a tool which was for styling and maintaining textured hair. It came with a special styling pod that the user could fill with his favourite textured hair care product. After the pod was full, the gadget gently warmed it up. This allowed the product to be distributed evenly before detangling and styling, which saved consumers an average of 50% of the time they would have spent on their hair.

Asia-Pacific Being the Fastest Growing Region

Individuals in the Asia Pacific highly value their hair quality and texture, considering it reflects their general physical well-being and a distinguishing characteristic of attractiveness. The region's growing fashion industry, increasing personal care spending, and rising disposable income have contributed to the expansion of the hair styling products market. Japan and China remain the largest markets for hair styling products in Asia Pacific, with a focus on product innovation and marketing activities. The market is highly competitive, with both regional as well as multinational brands targeting quality and high-performance products. The increasing spending on personal grooming in the region has significantly contributed to the growth in the global market. In January 2023, TYMO Beauty, a personal and beauty care company that makes products to give naturally glamorous looks with a variety of options, was introduced to the Indian market. It combined sophisticated design, manufacturing, and quick shipment, and the product line included hot air brushes, hair curlers, hair straighteners, and high-speed hair dryers.

Impact of COVID-19

The pandemic had a mixed impact on the global hair styling tools market. On one hand, it showed downfalls; adopting the right marketing and distribution strategies fuelled the market growth, too. The market experienced some obstacles as the spas and salons were shut leading to a decline in sales of the products. However, as the restrictions began to lift and the operations resumed taking all the necessary precautions, a gradual

increase in the demand for hair styling products was noticed. The popularity of compact, portable, and travel-sized hair styling tools increased. The players adapted to the market changes quite quickly and the same could be noticed in the sales patterns of these players.

Key Players Landscape and Outlook

Global hair styling tools market is highly competitive and is characterized by key players such as Koninklijke Philips N.V., Dyson Limited, WAHL Clipper Corporation, and Panasonic Corporation. These industry leaders continuously produce innovative products to cater to evolving consumer preferences. They offer various types and sizes of products to emphasize convenience, product quality, ease of use, and lesser damage to hair. Moreover, they invest in marketing, endorsements by celebrities and influencers, and expanding their distribution channels to reach a global audience. As beauty standards keep evolving, these companies keep adapting their product lines to offer innovative and new-technology products. The outlook for these key players remains positive as they stay attuned to market trends and consumer demands. In August 2022, Shark Beauty, under the umbrella of JS Global Lifestyle Company Limited, expanded its hair care category line with the launch of Shark FlexStyle Air Styling & Drying System, which was a multi-styling tool for all types of hair.

In July 2021, a global leader in health technology, Phillips, launched a premium range of hair styling tools in India including hair straightener 7000 series, and UV protector dryer.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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