

Hair Tie Market, Global Outlook and Forecast 2022-2028

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Abstracts

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.

This report contains market size and forecasts of Hair Tie in global, including the following market information:

Global Hair Tie Market Revenue, 2017-2022, 2023-2028, (\$ millions)

Global Hair Tie Market Sales, 2017-2022, 2023-2028, (K Units)

Global top five Hair Tie companies in 2021 (%)

The global Hair Tie market was valued at million in 2021 and is projected to reach US\$ million by 2028, at a CAGR of % during the forecast period.

The U.S. Market is Estimated at \$ Million in 2021, While China is Forecast to Reach \$ Million by 2028.

Sports Hair Tie Segment to Reach \$ Million by 2028, with a % CAGR in next six years.

The global key manufacturers of Hair Tie include Goody, Snappees, Silke London, Burlybands, Kitsch, Gimme Beauty(Durham Brands), Cyndibands, MariaShireen and Tiebandz, etc. In 2021, the global top five players have a share approximately % in terms of revenue.

MARKET MONITOR GLOBAL, INC (MMG) has surveyed the Hair Tie manufacturers, suppliers, distributors and industry experts on this industry, involving the sales, revenue, demand, price change, product type, recent development and plan, industry trends, drivers, challenges, obstacles, and potential risks.

Total Market by Segment:

Global Hair Tie Market, by Type, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global Hair Tie Market Segment Percentages, by Type, 2021 (%)

Sports Hair Tie

Decorative Hair Tie

Others

Global Hair Tie Market, by Application, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global Hair Tie Market Segment Percentages, by Application, 2021 (%)

Men

Women

Children

Others

Global Hair Tie Market, By Region and Country, 2017-2022, 2023-2028 (\$ Millions) & (K Units)

Global Hair Tie Market Segment Percentages, By Region and Country, 2021 (%)

North America

US

Canada

Mexico

Europe

Germany

France

U.K.

Italy

Russia

Nordic Countries

Benelux

Rest of Europe

Asia

China

Japan

South Korea

Southeast Asia

India

Rest of Asia

South America

Brazil

Argentina

Rest of South America

Middle East & Africa

Turkey

Israel

Saudi Arabia

UAE

Rest of Middle East & Africa

Competitor Analysis

The report also provides analysis of leading market participants including:

Key companies Hair Tie revenues in global market, 2017-2022 (Estimated), (\$ millions)

Key companies Hair Tie revenues share in global market, 2021 (%)

Key companies Hair Tie sales in global market, 2017-2022 (Estimated), (K Units)

Key companies Hair Tie sales share in global market, 2021 (%)

Further, the report presents profiles of competitors in the market, key players include:

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

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