

Vietnam Hairdryer Industry Research Report 2025-2034

<https://marketpublishers.com/r/V556A207B572EN.html>

Date: July 2025

Pages: 80

Price: US\$ 3,600.00 (Single User License)

ID: V556A207B572EN

Abstracts

Hairdryer is a device that uses a motor to drive a fan to generate airflow, and then gathers the air through a hair dryer to quickly dry hair or the surface of an object. It usually consists of a housing, a handle, a motor, a fan blade, an electric heating element, a wind shield, a switch, a power cord and other components. Hair dryers are widely used in the field of personal care, mainly for drying and shaping hair. In addition, they can also be used for local drying, heating and physical therapy in laboratories, physical therapy rooms, industrial production, and art.

The hairdryer industrial chain includes upstream raw material supply, midstream product design manufacture and downstream sales and services. According to CRI analysis, the upstream mainly includes micromotors, electronic components (including chips), wires and cables, plastic raw materials, etc. The midstream is the core of the industrial chain, including the structural design, function optimization and finished product manufacturing of hair dryers. At this stage, some companies adopt OEM or ODM models for OEM production, and more and more independent brands have established their own production systems. The downstream link covers sales and terminal services, and is an important channel connecting products and consumers.

The global hair dryer market has shown a rapid growth trend in recent years. According to CRI analysis, as people's living standards improve and their attention to personal image increases, hair dryers, as an important tool for daily personal care, are in growing demand. Consumers, especially the younger generation, are increasingly interested in maintaining a neat appearance and trying new hairstyles, which has driven the demand for efficient and diverse hair dryers. The Asia-Pacific region is the main engine of hair dryer market growth. The region has a large population, accelerated urbanization, higher per capita disposable income, and increasing consumer demand for personal

care products, which has driven the rapid development of the hair dryer market.

Although Vietnam's hair dryer manufacturing capacity has improved in recent years, it still has a large gap compared with China and other countries. According to CRI analysis, Vietnam has attracted some international brands and manufacturers to set up factories and production locally by virtue of its advantages such as low labor costs. These hair dryer manufacturers in Vietnam include both foreign-funded enterprises and local enterprises.

Foreign-funded enterprises take advantage of Vietnam's low-cost labor and policy advantages, mainly using the ODM/OEM model to produce hair dryers and other small household appliances for international brands. Vietnamese local hair dryer manufacturers have improved their competitiveness by cooperating with international brands and introducing foreign capital and technology. According to CRI's survey of some local small household appliance manufacturers in Vietnam, these companies are willing to establish cooperative relations with foreign-funded household appliance manufacturers and brands.

The demand for hairdryers in Vietnam has been increasing in recent years. According to CRI analysis, Vietnam has a large young population, who pay more and more attention to personal image and pursue fashion and technology, which has driven the growth of demand for hair dryers in Vietnam, especially the strong demand for high-quality and functional hair dryers.

However, due to the limited production capacity of hair dryers in Vietnam, while exporting, Vietnam still imports a considerable number of hair dryers every year. According to CRI data, Vietnam's hair dryer imports in 2024 have exceeded US\$12.7272 million, an increase of about 17% year-on-year. Its main import sources include China, Singapore, Thailand and other countries. Overall, the hair dryer market in Vietnam still has great development potential.

CRI predicts that with the continuous improvement of technological innovation and residents' living standards in the future, Vietnam's hair dryer industry is expected to usher in a broader development space. CRI recommends that global hair dryer manufacturers and related investment companies conduct timely research on the Vietnamese market and prepare for the layout of the Vietnamese hair dryer market. CRI's Shanghai, China and Hanoi, Vietnam offices will help foreign companies enter the Vietnamese hair dryer production market.

Topics covered:

Overview of the Hairdryer Industry in Vietnam

The Economic and Policy Environment of Hairdryer Industry in Vietnam

The Market Size of Hairdryer Industry in Vietnam (2025-2034)

Analysis of Major Hairdryer Industry Manufacturers in Vietnam

Main Driving Forces and Market Opportunities of Hairdryer Industry in Vietnam

What are the main driving forces, challenges and opportunities of Hairdryer industry in Vietnam during the forecast period of 2025-2034?

Which companies are the main players in Vietnam's Hairdryer industry market and what are their competitive advantages?

What is the expected revenue of Vietnam's Hairdryer industry market during the forecast period of 2025-2034?

Which part of Vietnam's Hairdryer industry market is expected to dominate the market in 2034?

What are the main disadvantages facing Vietnam's Hairdryer industry?

How can foreign capital enter Vietnam's Hairdryer industry?

Products Mentioned

Home appliance, hair dryer, hair styling, hair drying, personal care

Companies Mentioned

Sharp Sunhouse

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