

Hair Accessories Market ? Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Product (Clips & Pins, Wigs & Extensions, Head Bands, Elastics & Ties, and Others), By End User (Male, Female), By Sales Channel (Specialty Stores, Online, Hypermarkets/Supermarkets, Multi-Branded Stores, and Others (Direct Sales, etc.)), By Region & Competition, 2021-2031F

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Abstracts

The Global Hair Accessories Market is projected to expand from USD 22.81 Billion in 2025 to USD 36.05 Billion by 2031, achieving a CAGR of 7.93%. This commercial sector encompasses the design, manufacturing, and retail of both functional and decorative items, including barrettes, elastics, headbands, and clips used for styling or securing hair. Key growth drivers include the democratization of professional styling techniques via social media, which increases the need for diverse tools, and a consumer shift toward premium, sustainable materials that elevate these products from simple utilities to fashion statements. Highlighting the resilience of the retail environment supporting this discretionary category, the 'National Retail Federation' reported in '2024' that 'clothing and accessory stores experienced a 6.24 percent year-over-year increase in unadjusted sales in May'.

However, the market confronts a substantial challenge regarding widespread product counterfeiting and the increase of low-quality imitations. This issue not only diminishes brand equity for established manufacturers but also introduces safety risks related to materials, thereby eroding consumer trust and potentially hindering the expansion of the high-value market. When consumers cannot confidently distinguish between authentic,

safe products and inferior copies, the industry faces difficulties in maintaining the value necessary for continued growth.

Market Driver

The rapid evolution of fashion trends, significantly amplified by social media platforms, serves as a primary catalyst for the hair accessories sector. Algorithms on these platforms generate viral micro-trends that transform functional items into essential style components, compelling manufacturers to accelerate production cycles to meet instantaneous demand. This is evident in the resurgence of specific aesthetics, such as the coquette trend, which relies heavily on ribbons and decorative clips; highlighting this demand, Pinterest's 'Pinterest Predicts 2024' report from December 2023 noted that consumer searches for 'bow outfit' increased by 190 percent, indicating a direct link between digital trend forecasting and interest in decorative hair additions.

The expansion of e-commerce platforms and digital retail accessibility further fuels market growth by removing geographical barriers between niche brands and global consumers. Digital storefronts allow for the extensive showcasing of diverse product lines, from everyday elastics to luxury headpieces, enhancing the customer journey through personalized recommendations and seamless transactions. According to Adobe's '2023 Holiday Shopping Report' from January 2024, mobile devices accounted for 51.1 percent of all online sales, underscoring the shift toward handheld purchasing convenience that benefits impulse-driven categories. Additionally, market demand is supported by employment demographics requiring consistent grooming; the U.S. Bureau of Labor Statistics reported that in 2024, the labor force participation rate for prime-age women reached 77.7 percent, reinforcing the need for professional styling aids.

Market Challenge

The widespread issue of product counterfeiting and the proliferation of low-quality imitations poses a severe impediment to the growth of the Global Hair Accessories Market by eroding the foundational trust necessary for high-value transactions. As the market attempts to pivot from purely functional items to premium fashion statements, the influx of inferior copies—often made with substandard or hazardous materials—undermines consumer confidence. When buyers cannot easily distinguish between a genuine, sustainable product and a cheap imitation, they become reluctant to pay premium prices, stalling the industry's upward value migration and impacting revenue streams for legitimate manufacturers who face diluted brand equity.

The magnitude of this threat creates a resource drain that stifles innovation and market expansion. Instead of investing in new designs or sustainable materials, companies are forced to divert significant capital toward legal enforcement and brand protection. The scale of this disruption is highlighted by recent industry findings; according to the 'American Apparel & Footwear Association' in '2024', 'counterfeit activity for specific member brands increased by nearly three times compared to the levels observed in the previous year'. This drastic surge in fraudulent inventory saturates retail channels and crowds out authentic goods, effectively capping the market's potential size and profitability.

Market Trends

The adoption of hair-health focused silk and satin materials is reshaping the market as consumers prioritize functionality over aesthetics. Known as the "skinification" of hair, this trend drives demand for non-abrasive mulberry silk and satin accessories that minimize friction and breakage. Manufacturers are pivoting to produce functional items like sleep bonnets and gentle scrunchies that market damage prevention as a core benefit. According to Procter & Gamble's '2024 Annual Report' from August 2024, organic sales for the Hair Care segment increased by high single digits, reflecting a consumer shift toward health-centric grooming that necessitates complementary protective accessories.

The development of specialized products for textured and curly hair addresses a critical gap for tools designed for high-volume and coil-specific needs. Unlike generic options, these accessories feature extra-large capacities and snag-free materials engineered to accommodate diverse densities without structural failure. This inclusivity fosters deep brand allegiance by providing necessary solutions for underserved demographics. According to Sally Beauty Holdings' '2024 Annual Report' from November 2024, the company generated 78 percent of its sales in the U.S. and Canada from its 16 million known loyalty program members, underscoring the success of catering to specific, regimen-focused consumer bases.

Key Market Players

Goody Products Inc.

Jennifer Behr

Forever 21

Combe Incorporated

Hoyu Co., Ltd

Hair Drama Company

Bunzee Bands

Claire's

Riot Accessories LTD

Conair Corporation

Report Scope

In this report, the Global Hair Accessories Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Hair Accessories Market, By Product

Clips & Pins

Wigs & Extensions

Head Bands

Elastics & Ties

Others

Hair Accessories Market, By End User

Male

Female

Hair Accessories Market, By Sales Channel

Specialty Stores

Online

Hypermarkets/Supermarkets

Multi-Branded Stores

Others (Direct Sales

etc.)

Hair Accessories Market, By Region

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Hair Accessories Market.

Available Customizations:

Global Hair Accessories Market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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