

Global Hair Straightener Market, By Product Type (Wide Plate, Medium Plate and Narrow Plate & Mini Plate), By Plate Type (Ceramic, Titanium & Tourmaline), By Application (Household Vs. Commercial), By Distribution Channel (Supermarkets/Hypermarkets, Institutional Sales, Multi-Branded Stores, Online and Others), By Region, Competition, Forecast & Opportunities, 2024

<https://marketpublishers.com/r/G3D970B16FF2EN.html>

Date: September 2019

Pages: 210

Price: US\$ 4,900.00 (Single User License)

ID: G3D970B16FF2EN

Abstracts

Global hair straightener market is projected to grow at a CAGR of over 6%, during 2019-2024. The market is expected to witness growth over the next five years, on account of increasing awareness about personal grooming along with growing urban population across geographies. Moreover, rising trend of dual household income and therefore, surging personal disposable income, increasing appearance consciousness and growing corporate culture among women are few of the other major factors expected to propel the growth of global hair straightener market.

On the basis of applications, global hair straightener market has been categorized into household and commercial segments. Average selling price of hair straightener used for commercial purposes is more than double than that of hair straightener available for personal use. Thus, commercial hair straightener held more than half of the global hair straightener market in 2018 and the segment is likely to continue its dominance during the forecast period as well owing to booming beauty salons industry and continuous product innovations in the category.

Years considered for this report:

Historical Years: 2014-2017

Base Year: 2018

Estimated Year: 2019

Forecast Period: 2020–2024

Objective of the Study:

To analyze and forecast the market size of global hair straightener market

To classify and forecast global hair straightener market based on product type, plate type, application, distribution channel and region

To identify drivers and challenges for global hair straightener market

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in global hair straightener market

To conduct pricing analysis for global hair straightener market

To identify and analyze the profile of leading players involved in the global hair straightener market

Some of the leading players in the global hair straightener market are Panasonic Corporation, The Procter & Gamble Company, Koninklijke Philips N.V., Dyson Ltd, Conair Corporation, Spectrum Brands, Inc, Beurer GmbH, Revlon, Groupe SEB, Coty Inc., Wahl Group, HSI Professional, etc.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of manufacturers of hair straightener across the globe. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution

channels and presence of all major manufacturers across the globe.

TechSci Research calculated the market size of global hair straightener market by using a bottom-up approach, wherein data for various applications across various plate type segments was recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analyzing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

Hair straightener manufacturers, suppliers, distributors and stakeholders

Hair straightener end users

Potential investors

Organizations, forums and alliances related to hair straightener market

Research organizations and consulting companies

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as manufacturers and partners, end users, etc. besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

In this report, global hair straightener market has been segmented into following categories, in addition to the industry trends which have also been detailed below:

Market, By Product Type

Wide Plate

Medium Plate

Narrow Plate & Mini Plate

Market, By Plate Type

Ceramic

Titanium

Tourmaline

Market, By Application

Household

Commercial

Market, By Distribution Channel

Supermarkets/Hypermarkets

Institutional Sales

Multi-Branded Stores

Online

Others

Market, By Region:

Asia-Pacific

China

India

Japan

Australia

South Korea

Europe

France

Germany

United Kingdom

Italy

Spain

North America

United States

Mexico

Canada

South America

Brazil

Argentina

Colombia

Middle East and Africa

South Africa

Saudi Arabia

Israel

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in global hair straightener market.

Available Customizations

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).

Profit Margin Analysis

Profit margin analysis in case of direct and indirect sales channel.

Contents

1. PRODUCT OVERVIEW

2. RESEARCH METHODOLOGY

3. EXECUTIVE SUMMARY

4. GLOBAL HAIR STRAIGHTENER MARKET OUTLOOK

4.1. Market Size & Forecast

4.1.1. By Value & Volume

4.2. Market Share & Forecast

4.2.1. By Product Type (Wide Plate, Medium Plate, Narrow Plate & Mini Plate)

4.2.2. By Plate Type (Ceramic, Titanium, Tourmaline)

4.2.3. By Application (Household Vs Commercial)

4.2.4. By Distribution Channel (Supermarkets/Hypermarkets, Institutional Sales, Multi-Branded Stores, Online and Others)

4.2.5. By Region (North America, South America, Asia Pacific, Europe and Middle East & Africa)

4.2.6. By Company

4.3. Product Market Map (By Product Type, By Plate Type, By Distribution Channel and By Region)

5. NORTH AMERICA HAIR STRAIGHTENER MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value & Volume

5.2. Market Share & Forecast

5.2.1. By Product Type

5.2.2. By Plate Type

5.2.3. By Application

5.2.4. By Distribution Channel

5.2.5. By Country

5.2.5.1. United States Hair Straightener Market Outlook

5.2.5.1.1. Market Size & Forecast

5.2.5.1.1.1. By Value & Volume

5.2.5.1.2. Market Share & Forecast

5.2.5.1.2.1. By Product Type

- 5.2.5.1.2.2. By Plate Type
- 5.2.5.1.2.3. By Application
- 5.2.5.1.2.4. By Distribution Channel
- 5.2.5.1.3. Pricing Analysis
- 5.2.5.2. Canada Hair Straightener Market Outlook
 - 5.2.5.2.1. Market Size & Forecast
 - 5.2.5.2.1.1. By Value & Volume
 - 5.2.5.2.2. Market Share & Forecast
 - 5.2.5.2.2.1. By Product Type
 - 5.2.5.2.2.2. By Plate Type
 - 5.2.5.2.2.3. By Application
 - 5.2.5.2.2.4. By Distribution Channel
 - 5.2.5.2.3. Pricing Analysis
- 5.2.5.3. Mexico Hair Straightener Market Outlook
 - 5.2.5.3.1. Market Size & Forecast
 - 5.2.5.3.1.1. By Value & Volume
 - 5.2.5.3.2. Market Share & Forecast
 - 5.2.5.3.2.1. By Product Type
 - 5.2.5.3.2.2. By Plate Type
 - 5.2.5.3.2.3. By Application
 - 5.2.5.3.2.4. By Distribution Channel
 - 5.2.5.3.3. Pricing Analysis

6. ASIA-PACIFIC HAIR STRAIGHTENER MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value & Volume
- 6.2. Market Share & Forecast
 - 6.2.1. By Product Type
 - 6.2.2. By Plate Type
 - 6.2.3. By Application
 - 6.2.4. By Distribution Channel
 - 6.2.5. By Country
 - 6.2.5.1. China Hair Straightener Market Outlook
 - 6.2.5.1.1. Market Size & Forecast
 - 6.2.5.1.1.1. By Value & Volume
 - 6.2.5.1.2. Market Share & Forecast
 - 6.2.5.1.2.1. By Product Type
 - 6.2.5.1.2.2. By Plate Type

- 6.2.5.1.2.3. By Application
- 6.2.5.1.2.4. By Distribution Channel
- 6.2.5.1.3. Pricing Analysis
- 6.2.5.2. Japan Hair Straightener Market Outlook
 - 6.2.5.2.1. Market Size & Forecast
 - 6.2.5.2.1.1. By Value & Volume
 - 6.2.5.2.2. Market Share & Forecast
 - 6.2.5.2.2.1. By Product Type
 - 6.2.5.2.2.2. By Plate Type
 - 6.2.5.2.2.3. By Application
 - 6.2.5.2.2.4. By Distribution Channel
 - 6.2.5.2.3. Pricing Analysis
- 6.2.5.3. Australia Hair Straightener Market Outlook
 - 6.2.5.3.1. Market Size & Forecast
 - 6.2.5.3.1.1. By Value & Volume
 - 6.2.5.3.2. Market Share & Forecast
 - 6.2.5.3.2.1. By Product Type
 - 6.2.5.3.2.2. By Plate Type
 - 6.2.5.3.2.3. By Application
 - 6.2.5.3.2.4. By Distribution Channel
 - 6.2.5.3.2.4.1. 6.2.5.1.3. Pricing Analysis
- 6.2.5.4. South Korea Hair Straightener Market Outlook
 - 6.2.5.4.1. Market Size & Forecast
 - 6.2.5.4.1.1. By Value & Volume
 - 6.2.5.4.2. Market Share & Forecast
 - 6.2.5.4.2.1. By Product Type
 - 6.2.5.4.2.2. By Plate Type
 - 6.2.5.4.2.3. By Application
 - 6.2.5.4.2.4. By Distribution Channel
 - 6.2.5.4.3. Pricing Analysis
- 6.2.5.5. India Hair Straightener Market Outlook
 - 6.2.5.5.1. Market Size & Forecast
 - 6.2.5.5.1.1. By Value & Volume
 - 6.2.5.5.2. Market Share & Forecast
 - 6.2.5.5.2.1. By Product Type
 - 6.2.5.5.2.2. By Plate Type
 - 6.2.5.5.2.3. By Application
 - 6.2.5.5.2.4. By Distribution Channel
 - 6.2.5.5.3. Pricing Analysis

7. EUROPE HAIR STRAIGHTENER MARKET OUTLOOK

7.1. Market Size & Forecast

7.1.1. By Value & Volume

7.2. Market Share & Forecast

7.2.1. By Product Type

7.2.2. By Plate Type

7.2.3. By Application

7.2.4. By Distribution channel

7.2.5. By Country

7.2.5.1. United Kingdom Hair Straightener Market Outlook

7.2.5.1.1. Market Size & Forecast

7.2.5.1.1.1. By Value & Volume

7.2.5.1.2. Market Share & Forecast

7.2.5.1.2.1. By Product Type

7.2.5.1.2.2. By Plate Type

7.2.5.1.2.3. By Application

7.2.5.1.2.4. By Distribution Channel

7.2.5.1.3. Pricing Analysis

7.2.5.2. Germany Hair Straightener Market Outlook

7.2.5.2.1. Market Size & Forecast

7.2.5.2.2. Market Size & Forecast

7.2.5.2.2.1. By Value & Volume

7.2.5.2.3. Market Share & Forecast

7.2.5.2.3.1. By Product Type

7.2.5.2.3.2. By Plate Type

7.2.5.2.3.3. By Application

7.2.5.2.3.4. By Distribution Channel

7.2.5.2.4. Pricing Analysis

7.2.5.3. France Hair Straightener Market Outlook

7.2.5.3.1. Market Size & Forecast

7.2.5.3.2. Market Size & Forecast

7.2.5.3.2.1. By Value & Volume

7.2.5.3.3. Market Share & Forecast

7.2.5.3.3.1. By Product Type

7.2.5.3.3.2. By Plate Type

7.2.5.3.3.3. By Application

7.2.5.3.3.4. By Distribution Channel

7.2.5.3.4. Pricing Analysis

7.2.5.4. Italy Hair Straightener Market Outlook

7.2.5.4.1. Market Size & Forecast

7.2.5.4.1.1. By Value & Volume

7.2.5.4.2. Market Share & Forecast

7.2.5.4.2.1. By Product Type

7.2.5.4.2.2. By Plate Type

7.2.5.4.2.3. By Application

7.2.5.4.2.4. By Distribution Channel

7.2.5.4.3. Pricing Analysis

7.2.5.5. Spain Hair Straightener Market Outlook

7.2.5.5.1. Market Size & Forecast

7.2.5.5.1.1. By Value & Volume

7.2.5.5.2. Market Share & Forecast

7.2.5.5.2.1. By Product Type

7.2.5.5.2.2. By Plate Type

7.2.5.5.2.3. By Application

7.2.5.5.2.4. By Distribution Channel

7.2.5.5.3. Pricing Analysis

8. SOUTH AMERICA HAIR STRAIGHTENER MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value & Volume

8.2. Market Share & Forecast

8.2.1. By Product Type

8.2.2. By Plate Type

8.2.3. By Application

8.2.4. By Distribution channel

8.2.5. By Country

8.2.5.1. Brazil Hair Straightener Market Outlook

8.2.5.1.1. Market Size & Forecast

8.2.5.1.1.1. By Value & Volume

8.2.5.1.2. Market Share & Forecast

8.2.5.1.2.1. By Product Type

8.2.5.1.2.2. By Plate Type

8.2.5.1.2.3. By Application Type

8.2.5.1.2.4. By Distribution Channel

8.2.5.1.3. Pricing Analysis

8.2.5.2. Argentina Hair Straightener Market Outlook

8.2.5.2.1. Market Size & Forecast

8.2.5.2.1.1. By Value & Volume

8.2.5.2.2. Market Share & Forecast

8.2.5.2.2.1. By Product Type

8.2.5.2.2.2. By Plate Type

8.2.5.2.2.3. By Application Type

8.2.5.2.2.4. By Distribution Channel

8.2.5.2.3. Pricing Analysis

8.2.5.3. Colombia Hair Straightener Market Outlook

8.2.5.3.1. Market Size & Forecast

8.2.5.3.1.1. By Value & Volume

8.2.5.3.2. Market Share & Forecast

8.2.5.3.2.1. By Product Type

8.2.5.3.2.2. By Plate Type

8.2.5.3.2.3. By Application Type

8.2.5.3.2.4. By Distribution Channel

8.2.5.3.3. Pricing Analysis

9. MIDDLE EAST & AFRICA HAIR STRAIGHTENER MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value & Volume

9.2. Market Share & Forecast

9.2.1. By Product Type

9.2.2. By Plate Type

9.2.3. By Application

9.2.4. By Distribution channel

9.2.5. By Country

9.2.5.1. South Africa Hair Straightener Market Outlook

9.2.5.1.1. Market Size & Forecast

9.2.5.1.1.1. By Value & Volume

9.2.5.1.2. Market Share & Forecast

9.2.5.1.2.1. By Product Type

9.2.5.1.2.2. By Plate Type

9.2.5.1.2.3. By Application Type

9.2.5.1.2.4. By Distribution Channel

9.2.5.1.3. Pricing Analysis

9.2.5.2. Saudi Arabia Hair Straightener Market Outlook

- 9.2.5.2.1. Market Size & Forecast
 - 9.2.5.2.1.1. By Value & Volume
- 9.2.5.2.2. Market Share & Forecast
 - 9.2.5.2.2.1. By Product Type
 - 9.2.5.2.2.2. By Plate Type
 - 9.2.5.2.2.3. By Application Type
 - 9.2.5.2.2.4. By Distribution Channel
- 9.2.5.2.3. Pricing Analysis
- 9.2.5.3. UAE Hair Straightener Market Outlook
 - 9.2.5.3.1. Market Size & Forecast
 - 9.2.5.3.1.1. By Value & Volume
 - 9.2.5.3.2. Market Share & Forecast
 - 9.2.5.3.2.1. By Product Type
 - 9.2.5.3.2.2. By Plate Type
 - 9.2.5.3.2.3. By Application Type
 - 9.2.5.3.2.4. By Distribution Channel
 - 9.2.5.3.3. Pricing Analysis
- 9.2.5.4. Israel Hair Straightener Market Outlook
 - 9.2.5.4.1. Market Size & Forecast
 - 9.2.5.4.1.1. By Value & Volume
 - 9.2.5.4.2. Market Share & Forecast
 - 9.2.5.4.2.1. By Product Type
 - 9.2.5.4.2.2. By Plate Type
 - 9.2.5.4.2.3. By Application Type
 - 9.2.5.4.2.4. By Distribution Channel
 - 9.2.5.4.3. Pricing Analysis

10. MARKET DYNAMICS

- 10.1. Drivers
- 10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

12. COMPETITIVE LANDSCAPE

- 12.1. Company Profiles
 - 12.1.1. The Procter & Gamble Company
 - 12.1.2. Coty Inc

- 12.1.3. Panasonic Corporation
- 12.1.4. Koninklijke Philips N.V.
- 12.1.5. Conair Corporation
- 12.1.6. Spectrum Brands, Inc.
- 12.1.7. Dyson Ltd.
- 12.1.8. Groupe SEB
- 12.1.9. HSI PROFESSIONAL
- 12.1.10. Farouk Systems, Inc.
- 12.1.11. Turbo Ion, Inc.
- 12.1.12. John Paul Mitchell Systems Inc
- 12.1.13. Cloud Nine Hair
- 12.1.14. FHI Heat
- 12.1.15. HauteHouse LLC
- 12.1.16. Wahl Clipper Corporation
- 12.1.17. Nisim International Inc
- 12.1.18. Corioliss
- 12.1.19. Beurer GmbH
- 12.1.20. Revlon

13. STRATEGIC RECOMMENDATIONS

List Of Tables

LIST OF TABLES

Table 1:United States Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 2:Canada Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 3:Mexico Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 4:China Hair Straightener Prices, By Select Brand, By Product, 2019

Table 5:Japan Hair Straightener Prices, By Select Brand, By Product, 2019

Table 6:Australia Hair Straightener Prices, By Select Brand, By Product, 2019

Table 7:South Korea Hair Straightener Prices, By Select Brand, By Product, 2019

Table 8:India Hair Straightener Prices, By Select Brand, By Product, 2019

Table 9:United Kingdom Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 10: Germany Wholesale and Retail Industry Statistics, 2017

Table 11: Germany Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 12: France Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 13: Italy Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 14: Spain Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 15: Brazil Hair Straightener Prices, By Select Brand, By Product, 2019

Table 16: Argentina Hair Straightener Prices, By Select Brand, By Product, 2019

Table 17: Colombia E-Commerce Contribution, as a Percentage of Annual Gross Domestic Product (GDP), 2015-2018

Table 18: Colombia Hair Straightener Prices, By Select Brand, By Product, 2019

Table 19: South Africa Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 20: Saudi Arabia Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 21: UAE Hair Straightener Prices, By Select Brand, By Product Type, 2019

Table 22: Israel Hair Straightener Prices, By Select Brand, By Product Type, 2019

List Of Figures

LIST OF FIGURES

Figure 1: Global Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 2: Global Electric Hair Dryers (HS Code 851631) and Electric Smoothing Irons (HS Code 851640) Imports, By Value, 2014-2018 (USD Million)

Figure 3: Global Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 4: Global Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 5: Global Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 6: Global Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 7: Global Hair Straightener Market Share, By Region, By Value, 2018 & 2024F

Figure 8: Global Hair Straightener Market Share, By Company, By Value, 2018

Figure 9: Product Type Map-Market Size (USD Million) & Growth Rate (%), 2018

Figure 10: Plate Type Map-Market Size (USD Million) & Growth Rate (%), 2018

Figure 11: Distribution Channel Map-Market Size (USD Million) & Growth Rate (%), 2018

Figure 12: Region Map-Market Size (USD Million) & Growth Rate (%), 2018

Figure 13: Region Map-Market Size (USD Million) & Growth Rate (%), 2018

Figure 14: North America Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 15: North America Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 16: North America Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 17: North America Personal Hair Care Device Market Size, By Value (USD Million), 2014-2024F

Figure 18: North America Personal Hair Care Device Market Size, By Value (USD Million), 2014-2024F

Figure 19: North America Hair Straightener Market Share, By Country, By Value, 2018 & 2024F

Figure 20: United States Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 21: United States Electric Hair Dryers (HS Code 851631) and Electric Smoothing Irons (HS Code 851640) Imports, By Value, 2014-2018 (USD Million)

Figure 22: United States Hair Straightener Market Share, By Product Type, By Value,

2014–2024F

Figure 23: United States Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 24: United States Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 25: United States Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 26: Canada Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 27: Canada Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 28: Canada Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 29: Canada Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 30: Canada Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 31: Canada Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 32: Mexico Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 33: Mexico Purchasing Power Parity (PPP), 2014-2018

Figure 34: Mexico Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 35: Mexico Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 36: Mexico Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 37: Mexico Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 38: Asia-Pacific Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 39: Asia-Pacific Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 40: Asia-Pacific Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 41: Asia-Pacific Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 42: Asia Pacific Personal Hair Care Device Market Size, By Value (USD Million),

2014-2024F

Figure 43: Asia-Pacific Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 44: Asia-Pacific Hair Straightener Market Share, By Country, By Value, 2018 & 2024F

Figure 45: China Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 46: China Electric Hair Dryers (HS Code 851631) & Electric Smoothing Irons (HS Code 851640) Exports, By Value, 2014-2018 (USD Million)

Figure 47: China Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 48: China Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 49: China Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 50: China Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 51: Japan Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024 F

Figure 52: Japan E-Commerce Industry Market Size, By Value, 2014-2018 (USD Billion)

Figure 53: Japan Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 54: Japan Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 55: Japan Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 56: Japan Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 57: Australia Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 58: Australia Retail Turnover, By Major Region, 2017 (USD Million)

Figure 59: Australia Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 60: Australia Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 61: Australia Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 62: Australia Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 63: South Korea Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 64: South Korea Urban Population Share (% of Population), 2013-2018

Figure 65: South Korea Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 66: South Korea Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 67: South Korea Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 68: South Korea Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 69: South Korea Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 70: India Female Grooming Market Size, By Value (USD Million), By Volume (Million Unit), 2014-2024F

Figure 71: India Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 72: India Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 73: India Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 74: India Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 75: India Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 76: Europe Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 77: Europe Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 78: Europe Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 79: Europe Personal Hair Care Device Market Size, By Value (USD Million), 2014-2024F

Figure 80: Europe Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 81: Europe Hair Straightener Market Share, By Country, By Value, 2018 & 2024F

Figure 82: United Kingdom Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 83: United Kingdom Hair Straightener (HS Code-851640) Imports and Exports, by Value (USD Million), 2014-2018

Figure 84: United Kingdom Hair Straightener (HS Code: 851640) Leading Suppliers

Figure 85: United Kingdom Hair Straightener Market Share, By Product Type, By Value,

2014–2024F

Figure 86: United Kingdom Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 87: United Kingdom Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 88: United Kingdom Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 89: United Kingdom Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 90: Germany Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 91: Germany Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 92: Germany Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 93: Germany Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 94: Germany Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 95: France E-Commerce Market for Food and Personal Care Products, (USD Billion), 2017-2019E

Figure 96: France Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 97: France Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 98: France Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 99: France Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 100: Italy Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 101: Italy Hair Straightener (HS Code-851640) Imports and Exports, By Value (USD Million), 2014-2018

Figure 102: Italy Hair Straightener (HS Code-851640) Imports and Exports, By Value (USD Million), 2014-2018

Figure 103: Italy Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 104: Italy Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 105: Italy Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 106: Spain Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 107: Spain Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 108: Spain Hair Straightener (HS Code: 851640) Leading Suppliers

Figure 109: Spain Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 110: Spain Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 111: Spain Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 112: Spain Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 113: South America Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 114: South America Electric Smoothing Iron Imports (HS Code 851640), By Select Country, By Value, 2014-2018 (USD Million)

Figure 115: South America Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 116: South America Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 117: South America Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 118: South America Personal Hair Care Device Market Size, By Value (USD Million), 2014-2024F

Figure 119: South America Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 120: South America Hair Straightener Market Share, By Country, By Value, 2018 & 2024F

Figure 121: Brazil Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 122: Brazil Trade Statistics for Electric Smoothing Irons (HS Code 851640), By Value, 2014-2018 (USD Million)

Figure 123: Brazil Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 124: Brazil Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 125: Brazil Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 126: Brazil Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 127: Argentina Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 128: Argentina Electric Hair Dryers (HS Code 851631) and Electric Smoothing Irons (HS Code 851640) Imports, By Value, 2014-2018 (USD Million)

Figure 129: Argentina Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 130: Argentina Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 131: Argentina Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 132: Argentina Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 133: Colombia Hair Straightener Market Size, By Value (USD Million) & By Volume (Million Unit), 2014-2024F

Figure 134: Colombia Hair Straightener Market Share, By Product Type, By Value, 2014–2024F

Figure 135: Colombia Hair Straightener Market Share, By Plate Type, By Value, 2014–2024F

Figure 136: Colombia Hair Straightener Market Share, By Application, By Value, 2014–2024F

Figure 137: Colombia Hair Straightener Market Share, By Distribution Channel, By Value, 2014–2024F

Figure 138: Middle East & Africa Hair Straigh

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