

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

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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.

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