

Hair Brush Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Round Brush, Vent Brush, Paddle Brush, Cushion Brush, Detangling Brush, Others), By Application (Personal, Professional), By Sales Channel (Multi Branded Stores, Online, Supermarkets/Hypermarkets, Others (Direct Sales, etc.)), By Region & Competition, 2021-2031F

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Abstracts

The Global Hair Brush Market is projected to expand from USD 4.26 Billion in 2025 to USD 6.56 Billion by 2031, registering a CAGR of 7.46%. Defined as manual grooming instruments featuring a handle with either rigid or soft bristles, these tools are engineered for detangling, smoothing, and styling purposes. Market acceleration is primarily fuelled by growing global disposable incomes and a heightened consumer focus on personal hygiene and scalp health, which creates a necessity for high-quality grooming implements. This strong demand is reflected in the wider personal care industry's success; for instance, Cosmetics Europe reported that the European hair care market achieved €18.1 billion in retail sales in 2024, highlighting the vast economic landscape underpinning the sales of ancillary tools.

However, market progression faces a notable obstacle in the form of volatile raw material prices and intensifying scrutiny regarding the environmental impact of plastics. Manufacturers are under mounting pressure to pivot from conventional synthetic materials to sustainable alternatives, a transition that frequently requires intricate supply chain adjustments and increased production expenditures. This financial burden, combined with the technical challenge of ensuring durability in eco-friendly product

designs, poses a significant barrier to seamless market growth.

Market Driver

The market is being significantly transformed by technological innovations in electric and smart hair brushes, shifting consumer preferences toward multifunctional, high-performance styling devices. This trend toward premiumization is defined by the incorporation of intelligent heat regulation and air-styling features, which minimize heat-related damage while optimizing styling speed. Such advancements enable manufacturers to justify premium pricing and extend their reach from professional stylists to everyday users. Illustrating this demand, Cosmetics Business reported in September 2025 that Dyson achieved a record global volume of over 20 million units sold in 2024, driven by new introductions such as the Supersonic r and Airwrap i.d., highlighting the growing desire for sophisticated technology that merges manual brushing with automated styling.

Concurrently, the expansion of the professional salon and spa sector acts as a catalyst for growth, sustaining a robust demand for salon-grade, durable grooming tools. As this industry grows, establishments are heavily investing in premium brushes designed for superior ergonomics and longevity to withstand frequent use. This sector's vitality is reflected in the results of major suppliers; L'Oreal Finance noted in February 2025 that their Professional Products Division realized a like-for-like sales increase of 5.3% in 2024. Furthermore, the continued relevance of innovative manual tools alongside electric options is evident in specific brand successes, with Cosmetics Business reporting in December 2024 that Tangle Teezer generated estimated net sales of €70 million for the year.

Market Challenge

The growth trajectory of the Global Hair Brush Market is being significantly constrained by the volatility of raw material prices and increasing environmental criticism regarding plastic consumption. Consequently, manufacturers are being forced to shift away from cost-efficient synthetic polymers toward sustainable substitutes like ethically sourced wood, bamboo, or biodegradable resins. This systemic transition demands a fundamental and costly overhaul of supply chains, which directly inflates production costs and diminishes profit margins. As companies are forced to allocate significant capital toward sourcing and material compliance rather than marketing or market expansion, their capacity to scale operations is severely curbed.

Moreover, the functional limitations associated with these eco-friendly materials create a major barrier to market adoption. Sustainable alternatives often fail to replicate the durability and water resistance of traditional virgin plastics, resulting in performance deficiencies that can erode consumer confidence and deter repeat business. The economic fallout of these pressures is visible in broader industry metrics; according to the British Beauty Council, spending growth for beauty products and services was projected to decelerate to 3% in 2024, a slowdown indicative of the inflationary pressures and supply chain complications currently weighing on grooming tool manufacturers.

Market Trends

The Global Hair Brush Market is witnessing a distinct surge in specialized tools designed specifically for textured, coily, and curly hair, marking a departure from generic grooming implements. Manufacturers are increasingly engineering brushes with widely spaced, flexible teeth and snag-free materials to cater to the unique detangling and definition needs of Type 3 and Type 4 hair, a demographic previously underserved by traditional rigid bristle designs. This shift is validated by intensifying consumer interest in targeted solutions; according to Voyant Beauty's March 2024 report, 'Understanding the Textured Hair Care Market,' global search volume for textured hair care terms grew by 40.5% in 2023, with a projected further increase of 20.1% for 2024, signaling a sustained demand for products that address specific curl patterns and hair density.

Simultaneously, the "skinification" of hair care has elevated the status of scalp-centric wellness brushes, transforming them from simple styling accessories into therapeutic devices essential for root health. This trend is characterized by the proliferation of silicone massage brushes and exfoliating tools designed to boost circulation and enhance the efficacy of serums, aligning with the broader consumer focus on treating the scalp with the same rigor as facial skin. The commercial viability of this wellness-focused approach is underscored by the success of major scalp-care product lines; according to Unilever's 'First Half 2024 Results' report from July 2024, the Dove brand achieved high single-digit growth primarily led by volume gains from the launch of its new Scalp + Hair Therapy collection, confirming the robust market appetite for regimens that integrate scalp health with grooming routines.

Key Market Players

Bristle Hair Brush

Crave Naturals

Dyson Limited

G.B. Kent & Sons

L'Oreal Paris

Denman

Meson Pearson

Conair LLC

Revlon Inc.

Spectrum Brands, Inc.

Report Scope

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

Hair Brush Market, By Type

Round Brush

Vent Brush

Paddle Brush

Cushion Brush

Detangling Brush

Others

Hair Brush Market, By Application

Personal

Professional

Hair Brush Market, By Sales Channel

Multi Branded Stores

Online

Supermarkets/Hypermarkets

Others

Hair Brush 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 Brush Market.

Available Customizations:

Global Hair Brush 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

Hair Brush Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Type (Round B...

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

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