

# **Hair Scrunchies Market – Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Fabric Type (Velvet, Satin, Cotton, Others), By End User (Men, Women), By Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, Online, Others), By Region, By Competition 2018-2028**

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## **Abstracts**

Global Hair Scrunchies Market was valued at USD 2.41 Billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 5.4% through 2028. The increased demand for hair scrunchies is boosting the product's demand. The growth of the market can be ascribed to a growing propensity to embrace visually appealing items that serve as both functional and stylish. Rapid improvements in manufacturing technology, shifting fashion trends, and the availability of an array of eye-catching accessories have all attracted consumers to hair scrunchies. Additionally, people's awareness of modern grooming and aesthetic trends is growing. These elements are fueling the demand for hair scrunchies throughout the world.

A hair scrunchie is a fabric-covered elastic hair tie used to tie short to medium-length hair. When coiled around a ponytail, a hair scrunchie is a little ring of elastic encased in loose fabric that makes a ruffle. Hair scrunchies come in a variety of sizes, including large, small, and medium. Hair scrunchies are also available in a variety of colors, fabrics, styles, and designs. Scrunchies are great for all hair types because they do not lead to hair breakage. The fabric layer around the elastic band prevents tangles and knots in the hair.

Hair scrunchies, once a staple of 80s and 90s fashion, have made a major comeback in recent years, fueled by the revival of retro styles. This trend is particularly evident

among millennials and Gen Z consumers, who are embracing nostalgic fashion choices. Consumers are becoming increasingly aware of the importance of hair health, and hair scrunchies are being recognized for their gentle and hair-friendly design. Unlike traditional hair ties, which can cause breakage and damage, scrunchies distribute pressure evenly and do not pull on hair strands. Hair scrunchies offer a wide range of styles, colors, and patterns, making them suitable for a variety of occasions and personal preferences. They can be used to create casual, sporty, or elegant hairstyles, and they can be easily incorporated into everyday outfits. The rise of e-commerce has made it easier for consumers to find and purchase hair scrunchies from a wider range of retailers, including independent brands and niche designers. This has also led to increased competition and innovation in the market.

## Key Market Drivers

### Fashion Trends and Style Evolution

The hair scrunchies market is significantly influenced by ever-changing fashion trends and the continuous evolution of styles. Scrunchies, once considered a nostalgic accessory from the '80s and '90s, have made a remarkable comeback in recent years. This resurgence can be attributed to the cyclical nature of fashion, where trends from the past are reimagined and embraced by a new generation. The resurgence of scrunchies is not merely a repetition of the past but rather a reinterpretation to align with contemporary aesthetics. Fashion designers and influencers play a crucial role in popularizing scrunchies by incorporating them into their collections and daily wear. As these influencers showcase scrunchies in diverse styles and pair them with various outfits, consumers are inspired to adopt this accessory as a versatile and trendy addition to their wardrobe.

In addition to influencers, social media platforms contribute significantly to the dissemination of fashion trends. Images and videos featuring creative ways to wear scrunchies go viral, creating a ripple effect that drives consumer interest. This continuous exposure to scrunchies as a fashionable accessory contributes to sustained demand in the market. Moreover, collaborations between fashion brands and scrunchie designers enhance the market's growth. When renowned designers collaborate with scrunchie manufacturers, it not only elevates the status of scrunchies but also attracts a broader audience. The amalgamation of high fashion and a relatively simple accessory like a scrunchie appeals to consumers seeking both style and practicality.

### Increased Focus on Hair Health and Damage Prevention

The hair scrunchies market is also propelled by a growing emphasis on hair health and damage prevention. Traditional hair ties, such as elastic bands and metal clasps, have been associated with causing breakage, split ends, and overall damage to hair strands. As consumers become more conscious of the impact of their accessories on hair health, there is a notable shift towards alternatives that are gentler on the hair. Scrunchies, characterized by their soft fabric and absence of metal components, offer a hair-friendly alternative to traditional hair ties. The use of materials like silk or satin in scrunchies further contributes to this hair health trend. These materials reduce friction between the scrunchie and the hair, minimizing the risk of tangling and breakage. Additionally, the absence of metal parts eliminates the possibility of snagging or pulling, which is often a concern with traditional hair ties.

Moreover, the rise of the wellness and self-care movement has led individuals to adopt holistic approaches to their grooming routines. Hair care is now seen as an integral part of self-care, and consumers are actively seeking products that not only enhance their appearance but also contribute to overall well-being. In this context, scrunchies are perceived not just as accessories but as tools for promoting hair health. The market has responded to this trend with the introduction of specialized scrunchies designed to address specific hair care needs. For instance, there are scrunchies infused with essential oils or nutrients that claim to nourish and strengthen hair while being worn. These innovative products align with the consumer's desire for accessories that offer both style and functional benefits. Furthermore, the influence of haircare professionals and influencers advocating for hair-friendly accessories has a considerable impact on consumer choices. Recommendations from stylists and beauty experts emphasizing the benefits of scrunchies in reducing hair damage contribute to the widespread adoption of scrunchies as a preferred hair accessory.

### Sustainable and Eco-Friendly Practices

The hair scrunchies market is experiencing a significant push from consumers towards sustainable and eco-friendly practices. In an era where environmental consciousness is on the rise, consumers are becoming increasingly aware of the ecological impact of their purchases. This shift in mindset has prompted a demand for products that align with sustainability principles, including those in the fashion and accessories industry. Scrunchies, often crafted from fabric remnants or upcycled materials, are gaining popularity as a sustainable alternative to conventional hair accessories. The utilization of leftover fabric from larger production runs minimizes waste and contributes to a circular fashion economy. As consumers prioritize environmentally friendly options, the

eco-conscious nature of scrunchies positions them as a compelling choice in the market.

Furthermore, the use of natural and biodegradable materials in scrunchie production aligns with sustainability goals. Brands that emphasize eco-friendly practices by incorporating materials such as organic cotton, bamboo, or recycled fabrics into their scrunchies appeal to environmentally conscious consumers. This focus on sustainability not only attracts a specific market segment but also positions scrunchies as part of the broader movement towards greener and more responsible consumer choices. In addition to materials, the production processes employed by scrunchie manufacturers play a crucial role in shaping the market. Brands that prioritize ethical manufacturing practices, such as fair labor conditions and reduced energy consumption, resonate with consumers seeking products with a minimal environmental footprint. The transparency in these practices enhances the perceived value of scrunchies as a sustainable accessory option.

## Key Market Challenges

### Saturation and Competition

The hair scrunchies market, though thriving, faces a significant challenge in the form of saturation and intense competition. The resurgence of scrunchies in recent years has led to a proliferation of brands entering the market, each vying for a share of the consumer's attention and wallet. This increased competition not only saturates the market but also poses hurdles for both established and emerging brands. As more businesses recognize the demand for scrunchies, the market becomes saturated with a plethora of options, making it challenging for consumers to differentiate between products. For consumers, this saturation can lead to decision fatigue, making it difficult to choose from the multitude of available options. Additionally, it poses a challenge for brands to establish a unique identity and value proposition in a crowded marketplace.

The prevalence of low barriers to entry further exacerbates the competition. With the popularity of online marketplaces and the ease of starting an e-commerce store, new scrunchie brands can emerge rapidly, intensifying the battle for market share. Established brands must continuously innovate and differentiate their products to stay relevant, while newcomers face the challenge of breaking through the noise and establishing credibility. Moreover, the saturation of the market puts downward pressure on pricing. As numerous brands compete for consumer attention, there is a tendency for price wars, where companies lower their prices to attract customers. While this may

benefit consumers in the short term, it can lead to a race to the bottom, compromising the profitability and sustainability of businesses in the long run.

### Trend Sensitivity and Short Product Lifecycles

A significant challenge facing the hair scrunchies market is its inherent sensitivity to trends and the relatively short lifecycles of fashionable products. Scrunchies, being a fashion accessory, are particularly susceptible to changes in consumer preferences and style trends. As trends evolve rapidly, the demand for specific styles, colors, or materials can quickly shift, leaving businesses with excess inventory and outdated products. The fast-paced nature of the fashion industry means that what is in vogue today may lose popularity tomorrow. This presents a challenge for manufacturers and retailers in the scrunchies market as they must anticipate and respond to emerging trends promptly. Failure to do so can result in the accumulation of unsold inventory, leading to financial losses and potential waste.

The influence of social media and celebrity endorsements intensifies this challenge. A scrunchie that gains sudden popularity due to a viral trend may experience a surge in demand but sustaining that demand over the long term is challenging. Once a trend fades, consumers move on to the next fashionable accessory, leaving businesses with the task of adapting to the ever-changing landscape of consumer preferences. Additionally, the short product lifecycles in the scrunchies market pose inventory management challenges. Manufacturers must carefully balance production volumes with the unpredictable nature of fashion trends to avoid overstocking or understocking. Overstocking can result in discounted sales to clear inventory, impacting profit margins, while understocking leads to missed sales opportunities and dissatisfied customers.

### Key Market Trends

#### Sustainable Materials and Eco-Friendly Practices

In recent years, a notable trend in the hair scrunchies market revolves around a heightened emphasis on sustainability and eco-friendly practices. Consumers are increasingly aware of the environmental impact of their purchases, leading to a growing demand for hair accessories made from sustainable materials. Brands in the scrunchies market are responding to this trend by incorporating eco-friendly materials into their products. Sustainable options include organic cotton, bamboo fibers, and recycled fabrics. These materials not only appeal to environmentally conscious consumers but also align with broader sustainability goals, contributing to the overall greening of the

fashion industry. Moreover, some brands are adopting ethical and transparent manufacturing practices, ensuring that their production processes have minimal environmental impact. This trend is not only about the end product but also encompasses the entire lifecycle of the scrunchie, from sourcing materials to manufacturing and packaging.

Social media plays a pivotal role in amplifying this trend. Influencers and eco-conscious advocates use their platforms to promote brands that prioritize sustainable practices, creating a ripple effect that influences consumer behavior. As a result, the market for sustainable scrunchies is propelled not only by the intrinsic qualities of the product but also by the narrative surrounding ethical and eco-friendly fashion. Consumers today are not just looking for a stylish accessory; they want products that resonate with their values. The sustainability trend in the scrunchies market caters to this demand, offering consumers the opportunity to make environmentally friendly choices without compromising on style.

### Customization and Personalization

A prominent trend shaping the hair scrunchies market is the increasing demand for customization and personalization. Consumers are seeking unique and individualized products that reflect their personal style, and this desire for personalization has extended to the realm of hair accessories, including scrunchies. Brands are responding to this trend by offering customizable options for scrunchies. This can include a variety of features such as the choice of fabric, color palette, patterns, and even the option to add monograms or personalized embellishments. The ability to tailor scrunchies to individual preferences allows consumers to express their creativity and ensures that the accessory becomes a distinctive part of their wardrobe.

The rise of online platforms and e-commerce has facilitated this trend, providing consumers with user-friendly interfaces to design their own scrunchies. Customization not only enhances the consumer's sense of ownership but also creates a more engaging and interactive shopping experience. Social media platforms, particularly visual-centric ones like Instagram and Pinterest, have played a crucial role in popularizing customized scrunchies. Users share their personalized creations, inspiring others to explore and embrace the trend. Influencers and fashion bloggers, known for their unique styles, often showcase customized scrunchies as part of their signature looks, further fueling the trend. Beyond individual customization, brands are also capitalizing on the desire for limited-edition and exclusive collections. Collaborations with artists, designers, or celebrities to create special edition scrunchies generate buzz



and drive consumer interest. Limited releases create a sense of urgency, prompting consumers to make quicker purchasing decisions to secure these unique pieces.

## Segmental Insights

### Fabric Type Insights

Based on fabric type, the market is segmented into velvet, satin, cotton, others. Among which the cotton scrunchies segment is dominating the hair scrunchy market. Cotton is a popular fabric for hair scrunchies due to its comfort, breathability, and affordability. Cotton scrunchies are also gentle on the hair and do not cause breakage. Cotton is a soft and breathable fabric that is comfortable to wear for extended periods of time. Cotton allows the hair to breathe, which helps to prevent frizz and damage. In addition to these factors, cotton scrunchies are also becoming increasingly popular due to the growing trend of sustainability. Cotton is a natural fiber that is biodegradable, making it a more environmentally friendly choice than synthetic fabrics. Overall, the cotton scrunchies segment is expected to continue to dominate the hair scrunchies market in the coming years. This is due to the increasing demand for comfortable, affordable, and sustainable hair accessories.

## Regional Insights

Based on region, the global hair scrunchies market is classified into North America, Europe, Asia Pacific, Middle East and Africa, South America. The global market is expected to be dominated by North America during the forecast period. The growth of the region's celebrity-style trend and the region's growing fashion-conscious population are two major drivers of market expansion. The market is growing as women's personal grooming is becoming more and more popular. By wearing creative hairstyles, women are increasing their attractiveness. The region's market is anticipated to increase as a result of this reason. Additionally, the region's demand for Hair Scrunchies is being fueled by an increase in the number of working women and the expansion of the fashion industry.

## Key Market Players

KITSCH

Bread Beauty Supply

Goody

Ivy Babies

LILYSILK

Chloven

Autumn Adeigbo

AM Group of Co.

Slip

Soulful Scrunchies

#### Report Scope:

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

#### Hair Scrunchies Market, By Fabric Type:

Velvet

Satin

Cotton

Others

#### Hair Scrunchies Market, By End User:

Men

Women

#### Hair Scrunchies Market, By Distribution Channel:



Supermarkets/Hypermarkets

Specialty Stores

Online

Others

Hair Scrunchies 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

Turkey

Egypt

## Competitive Landscape

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

## Available Customizations:

Global Hair Scrunchies 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).



## Contents

### **1. INTRODUCTION**

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### **2. RESEARCH METHODOLOGY**

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### **3. EXECUTIVE SUMMARY**

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factors Influencing Purchase Decisions
- 4.3. Challenges Faced

### **5. GLOBAL HAIR SCRUNCHIES MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Fabric Type Market Share Analysis (Velvet, Satin, Cotton, Others)

- 5.2.2. By End User Market Share Analysis (Men, Women)
- 5.2.3. By Distribution Channel Market Share Analysis (Supermarkets/Hypermarkets, Specialty Stores, Online, Others)
- 5.2.4. By Regional Market Share Analysis
  - 5.2.4.1. North America Market Share Analysis
  - 5.2.4.2. South America Market Share Analysis
  - 5.2.4.3. Middle East & Africa Market Share Analysis
  - 5.2.4.4. Europe Market Share Analysis
  - 5.2.4.5. Asia-Pacific Market Share Analysis
- 5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)
- 5.3. Global Hair Scrunchies Market Mapping & Opportunity Assessment
  - 5.3.1. By Fabric Type Market Mapping & Opportunity Assessment
  - 5.3.2. By End User Market Mapping & Opportunity Assessment
  - 5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment
  - 5.3.4. By Region Market Mapping & Opportunity Assessment

## **6. NORTH AMERICA HAIR SCRUNCHIES MARKET OUTLOOK**

- 6.1. Market Size & Forecast
  - 6.1.1. By Value
- 6.2. Market Share & Forecast
  - 6.2.1. By Fabric Type Market Share Analysis
  - 6.2.2. By End User Market Share Analysis
  - 6.2.3. By Distribution Channel Market Share Analysis
  - 6.2.4. By Country Market Share Analysis
- 6.3. North America: Country Analysis
  - 6.3.1. United States Hair Scrunchies Market Outlook
    - 6.3.1.1. Market Size & Forecast
      - 6.3.1.1.1. By Value
    - 6.3.1.2. Market Share & Forecast
      - 6.3.1.2.1. By Fabric Type Market Share Analysis
      - 6.3.1.2.2. By End User Market Share Analysis
      - 6.3.1.2.3. By Distribution Channel Market Share Analysis
  - 6.3.2. Canada Hair Scrunchies Market Outlook
    - 6.3.2.1. Market Size & Forecast
      - 6.3.2.1.1. By Value
    - 6.3.2.2. Market Share & Forecast
      - 6.3.2.2.1. By Fabric Type Market Share Analysis
      - 6.3.2.2.2. By End User Market Share Analysis

- 6.3.2.2.3. By Distribution Channel Market Share Analysis
- 6.3.3. Mexico Hair Scrunchies Market Outlook
  - 6.3.3.1. Market Size & Forecast
    - 6.3.3.1.1. By Value
  - 6.3.3.2. Market Share & Forecast
    - 6.3.3.2.1. By Fabric Type Market Share Analysis
    - 6.3.3.2.2. By End User Market Share Analysis
    - 6.3.3.2.3. By Distribution Channel Market Share Analysis

## **7. EUROPE HAIR SCRUNCHIES MARKET OUTLOOK**

- 7.1. Market Size & Forecast
  - 7.1.1. By Value
- 7.2. Market Share & Forecast
  - 7.2.1. By Fabric Type Market Share Analysis
  - 7.2.2. By End User Market Share Analysis
  - 7.2.3. By Distribution Channel Market Share Analysis
  - 7.2.4. By Country Market Share Analysis
- 7.3. Europe: Country Analysis
  - 7.3.1. Germany Hair Scrunchies Market Outlook
    - 7.3.1.1. Market Size & Forecast
      - 7.3.1.1.1. By Value
    - 7.3.1.2. Market Share & Forecast
      - 7.3.1.2.1. By Fabric Type Market Share Analysis
      - 7.3.1.2.2. By End User Market Share Analysis
      - 7.3.1.2.3. By Distribution Channel Market Share Analysis
  - 7.3.2. United Kingdom Hair Scrunchies Market Outlook
    - 7.3.2.1. Market Size & Forecast
      - 7.3.2.1.1. By Value
    - 7.3.2.2. Market Share & Forecast
      - 7.3.2.2.1. By Fabric Type Market Share Analysis
      - 7.3.2.2.2. By End User Market Share Analysis
      - 7.3.2.2.3. By Distribution Channel Market Share Analysis
  - 7.3.3. Italy Hair Scrunchies Market Outlook
    - 7.3.3.1. Market Size & Forecast
      - 7.3.3.1.1. By Value
    - 7.3.3.2. Market Share & Forecast
      - 7.3.3.2.1. By Fabric Type Market Share Analysis
      - 7.3.3.2.2. By End User Market Share Analysis



- 7.3.3.2.3. By Distribution Channel Market Share Analysis
- 7.3.4. France Hair Scrunchies Market Outlook
  - 7.3.4.1. Market Size & Forecast
    - 7.3.4.1.1. By Value
  - 7.3.4.2. Market Share & Forecast
    - 7.3.4.2.1. By Fabric Type Market Share Analysis
    - 7.3.4.2.2. By End User Market Share Analysis
    - 7.3.4.2.3. By Distribution Channel Market Share Analysis
- 7.3.5. Spain Hair Scrunchies Market Outlook
  - 7.3.5.1. Market Size & Forecast
    - 7.3.5.1.1. By Value
  - 7.3.5.2. Market Share & Forecast
    - 7.3.5.2.1. By Fabric Type Market Share Analysis
    - 7.3.5.2.2. By End User Market Share Analysis
    - 7.3.5.2.3. By Distribution Channel Market Share Analysis

## **8. ASIA-PACIFIC HAIR SCRUNCHIES MARKET OUTLOOK**

- 8.1. Market Size & Forecast
  - 8.1.1. By Value
- 8.2. Market Share & Forecast
  - 8.2.1. By Fabric Type Market Share Analysis
  - 8.2.2. By End User Market Share Analysis
  - 8.2.3. By Distribution Channel Market Share Analysis
  - 8.2.4. By Country Market Share Analysis
- 8.3. Asia-Pacific: Country Analysis
  - 8.3.1. China Hair Scrunchies Market Outlook
    - 8.3.1.1. Market Size & Forecast
      - 8.3.1.1.1. By Value
    - 8.3.1.2. Market Share & Forecast
      - 8.3.1.2.1. By Fabric Type Market Share Analysis
      - 8.3.1.2.2. By End User Market Share Analysis
      - 8.3.1.2.3. By Distribution Channel Market Share Analysis
  - 8.3.2. India Hair Scrunchies Market Outlook
    - 8.3.2.1. Market Size & Forecast
      - 8.3.2.1.1. By Value
    - 8.3.2.2. Market Share & Forecast
      - 8.3.2.2.1. By Fabric Type Market Share Analysis
      - 8.3.2.2.2. By End User Market Share Analysis

- 8.3.2.2.3. By Distribution Channel Market Share Analysis
- 8.3.3. Japan Hair Scrunchies Market Outlook
  - 8.3.3.1. Market Size & Forecast
    - 8.3.3.1.1. By Value
  - 8.3.3.2. Market Share & Forecast
    - 8.3.3.2.1. By Fabric Type Market Share Analysis
    - 8.3.3.2.2. By End User Market Share Analysis
    - 8.3.3.2.3. By Distribution Channel Market Share Analysis
- 8.3.4. South Korea Hair Scrunchies Market Outlook
  - 8.3.4.1. Market Size & Forecast
    - 8.3.4.1.1. By Value
  - 8.3.4.2. Market Share & Forecast
    - 8.3.4.2.1. By Fabric Type Market Share Analysis
    - 8.3.4.2.2. By End User Market Share Analysis
    - 8.3.4.2.3. By Distribution Channel Market Share Analysis
- 8.3.5. Australia Hair Scrunchies Market Outlook
  - 8.3.5.1. Market Size & Forecast
    - 8.3.5.1.1. By Value
  - 8.3.5.2. Market Share & Forecast
    - 8.3.5.2.1. By Fabric Type Market Share Analysis
    - 8.3.5.2.2. By End User Market Share Analysis
    - 8.3.5.2.3. By Distribution Channel Market Share Analysis

## **9. SOUTH AMERICA HAIR SCRUNCHIES MARKET OUTLOOK**

- 9.1. Market Size & Forecast
  - 9.1.1. By Value
- 9.2. Market Share & Forecast
  - 9.2.1. By Fabric Type Market Share Analysis
  - 9.2.2. By End User Market Share Analysis
  - 9.2.3. By Distribution Channel Market Share Analysis
  - 9.2.4. By Country Market Share Analysis
- 9.3. South America: Country Analysis
  - 9.3.1. Brazil Hair Scrunchies Market Outlook
    - 9.3.1.1. Market Size & Forecast
      - 9.3.1.1.1. By Value
    - 9.3.1.2. Market Share & Forecast
      - 9.3.1.2.1. By Fabric Type Market Share Analysis
      - 9.3.1.2.2. By End User Market Share Analysis

- 9.3.1.2.3. By Distribution Channel Market Share Analysis
- 9.3.2. Argentina Hair Scrunchies Market Outlook
  - 9.3.2.1. Market Size & Forecast
    - 9.3.2.1.1. By Value
  - 9.3.2.2. Market Share & Forecast
    - 9.3.2.2.1. By Fabric Type Market Share Analysis
    - 9.3.2.2.2. By End User Market Share Analysis
    - 9.3.2.2.3. By Distribution Channel Market Share Analysis
- 9.3.3. Colombia Hair Scrunchies Market Outlook
  - 9.3.3.1. Market Size & Forecast
    - 9.3.3.1.1. By Value
  - 9.3.3.2. Market Share & Forecast
    - 9.3.3.2.1. By Fabric Type Market Share Analysis
    - 9.3.3.2.2. By End User Market Share Analysis
    - 9.3.3.2.3. By Distribution Channel Market Share Analysis

## **10. MIDDLE EAST AND AFRICA HAIR SCRUNCHIES MARKET OUTLOOK**

- 10.1. Market Size & Forecast
  - 10.1.1. By Value
- 10.2. Market Share & Forecast
  - 10.2.1. By Fabric Type Market Share Analysis
  - 10.2.2. By End User Market Share Analysis
  - 10.2.3. By Distribution Channel Market Share Analysis
  - 10.2.4. By Country Market Share Analysis
- 10.3. MEA: Country Analysis
  - 10.3.1. South Africa Hair Scrunchies Market Outlook
    - 10.3.1.1. Market Size & Forecast
      - 10.3.1.1.1. By Value
    - 10.3.1.2. Market Share & Forecast
      - 10.3.1.2.1. By Fabric Type Market Share Analysis
      - 10.3.1.2.2. By End User Market Share Analysis
      - 10.3.1.2.3. By Distribution Channel Market Share Analysis
  - 10.3.2. Saudi Arabia Hair Scrunchies Market Outlook
    - 10.3.2.1. Market Size & Forecast
      - 10.3.2.1.1. By Value
    - 10.3.2.2. Market Share & Forecast
      - 10.3.2.2.1. By Fabric Type Market Share Analysis
      - 10.3.2.2.2. By End User Market Share Analysis

- 10.3.2.2.3. By Distribution Channel Market Share Analysis
- 10.3.3. UAE Hair Scrunchies Market Outlook
  - 10.3.3.1. Market Size & Forecast
    - 10.3.3.1.1. By Value
  - 10.3.3.2. Market Share & Forecast
    - 10.3.3.2.1. By Fabric Type Market Share Analysis
    - 10.3.3.2.2. By End User Market Share Analysis
    - 10.3.3.2.3. By Distribution Channel Market Share Analysis
- 10.3.4. Turkey Hair Scrunchies Market Outlook
  - 10.3.4.1. Market Size & Forecast
    - 10.3.4.1.1. By Value
  - 10.3.4.2. Market Share & Forecast
    - 10.3.4.2.1. By Fabric Type Market Share Analysis
    - 10.3.4.2.2. By End User Market Share Analysis
    - 10.3.4.2.3. By Distribution Channel Market Share Analysis
- 10.3.5. Egypt Hair Scrunchies Market Outlook
  - 10.3.5.1. Market Size & Forecast
    - 10.3.5.1.1. By Value
  - 10.3.5.2. Market Share & Forecast
    - 10.3.5.2.1. By Fabric Type Market Share Analysis
    - 10.3.5.2.2. By End User Market Share Analysis
    - 10.3.5.2.3. By Distribution Channel Market Share Analysis

## **11. MARKET DYNAMICS**

- 11.1. Drivers
- 11.2. Challenges

## **12. MARKET TRENDS & DEVELOPMENTS**

## **13. SWOT ANALYSIS**

- 13.1. Strength
- 13.2. Weakness
- 13.3. Opportunity
- 13.4. Threat

## **14. COMPETITIVE LANDSCAPE**

## 14.1. Company Profiles

### 14.1.1. KITSCH

14.1.1.1. Company Details

14.1.1.2. Products & Services

14.1.1.3. Financials (As Per Availability)

14.1.1.4. Key Market Focus & Geographical Presence

14.1.1.5. Recent Developments

14.1.1.6. Key Management Personnel

### 14.1.2. Bread Beauty Supply

14.1.2.1. Company Details

14.1.2.2. Products & Services

14.1.2.3. Financials (As Per Availability)

14.1.2.4. Key Market Focus & Geographical Presence

14.1.2.5. Recent Developments

14.1.2.6. Key Management Personnel

### 14.1.3. Goody

14.1.3.1. Company Details

14.1.3.2. Products & Services

14.1.3.3. Financials (As Per Availability)

14.1.3.4. Key Market Focus & Geographical Presence

14.1.3.5. Recent Developments

14.1.3.6. Key Management Personnel

### 14.1.4. Ivy Babies

14.1.4.1. Company Details

14.1.4.2. Products & Services

14.1.4.3. Financials (As Per Availability)

14.1.4.4. Key Market Focus & Geographical Presence

14.1.4.5. Recent Developments

14.1.4.6. Key Management Personnel

### 14.1.5. LILYSILK

14.1.5.1. Company Details

14.1.5.2. Products & Services

14.1.5.3. Financials (As Per Availability)

14.1.5.4. Key Market Focus & Geographical Presence

14.1.5.5. Recent Developments

14.1.5.6. Key Management Personnel

### 14.1.6. Chloven

14.1.6.1. Company Details

- 14.1.6.2. Products & Services
- 14.1.6.3. Financials (As Per Availability)
- 14.1.6.4. Key Market Focus & Geographical Presence
- 14.1.6.5. Recent Developments
- 14.1.6.6. Key Management Personnel
- 14.1.7. Autumn Adeigbo
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products & Services
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. AM Group of Co.
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products & Services
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel
- 14.1.9. Slip
  - 14.1.9.1. Company Details
  - 14.1.9.2. Products & Services
  - 14.1.9.3. Financials (As Per Availability)
  - 14.1.9.4. Key Market Focus & Geographical Presence
  - 14.1.9.5. Recent Developments
  - 14.1.9.6. Key Management Personnel
- 14.1.10. Soulful Scrunchies
  - 14.1.10.1. Company Details
  - 14.1.10.2. Products & Services
  - 14.1.10.3. Financials (As Per Availability)
  - 14.1.10.4. Key Market Focus & Geographical Presence
  - 14.1.10.5. Recent Developments
  - 14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS**

- 15.1. Key Focus Areas
- 15.2. Target Fabric Type
- 15.3. Target Distribution Channel



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