

# **United States Hair Brush Market, By Product (Round Brush, Vent Brush, Paddle Brush, Cushion Brush, Detangling Brush, Others), By Material (Organic, Synthetic), By End User (Men, Women, Children), By Region, Competition, Forecast & Opportunities, 2020-2030F**

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## **Abstracts**

United States Hair Brush Market was valued at USD 626.36 Million in 2024 and is expected to reach USD 982.96 Million by 2030 with a CAGR of 7.8% during the forecast period. The United States hair brush market is experiencing steady growth, driven by increasing consumer awareness of hair care, the influence of social media trends, and the rising demand for specialized hair care products. The market encompasses a wide range of products, including round brushes, vent brushes, paddle brushes, cushion brushes, detangling brushes, and others, catering to various hair types and styling needs. The segmentation by material into organic and synthetic brushes has gained traction, with eco-conscious consumers opting for sustainable alternatives. End users include men, women, and children, with women being the dominant consumer group. Geographically, the market spans the South, Midwest, West, and Northeast, with urban areas showing higher adoption rates due to increased beauty consciousness. The competition in the market is intense, with key players such as BaByliss (Conair Group Ltd.), BRAUN (Procter & Gamble), Conair LLC, CRAVE NATURALS, Denman, Hershiesons, continuously innovating their product offerings. The forecast for 2020-2030 suggests sustained market expansion, supported by advancements in hair care technology, increasing disposable income, and the proliferation of e-commerce platforms that facilitate easy product accessibility.

## **Key Market Drivers**

## Increasing Consumer Awareness and Demand for Specialized Hair Care Products

Consumers are becoming more knowledgeable about hair health, leading to a surge in demand for specialized hair brushes designed for specific hair types and concerns. The popularity of scalp-care routines, anti-frizz solutions, and detangling brushes has risen significantly, propelling market growth. Additionally, celebrity endorsements and social media influences play a crucial role in shaping consumer preferences, driving sales of premium and innovative hair brushes. Consumers are investing more in hair care, with a notable shift toward products addressing specific concerns such as hair loss and dandruff. This trend is particularly evident among millennials experiencing hair-related issues due to changing lifestyles and elevated stress levels. Social media platforms have also influenced purchasing decisions, with approximately 32% of internet users' online shopping behavior affected by reviews and feedback on these platforms.

## Key Market Challenges

### Saturation and High Competition in the Market

With numerous brands competing in the U.S. hair brush market, companies face difficulties in differentiating their products. The presence of both legacy brands and emerging direct-to-consumer (DTC) startups intensifies the competition, making it challenging for new entrants to establish a foothold.

## Key Market Trends

### Rise of Sustainable and Eco-Friendly Hair Brushes

Brands are increasingly focusing on sustainability by introducing brushes made from bamboo, recycled plastics, and biodegradable materials. Consumers are actively seeking environmentally friendly alternatives, encouraging companies to adopt greener manufacturing processes.

## Key Market Players

BaByliss (Conair Group Ltd.)

BRAUN (Procter & Gamble)

Conair LLC

CRAVE NATURALS

Denman

Hershesons

Revlon

Mason Pearson

L'Oréal SA

Wet Brush G.B.

#### Report Scope:

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

#### United States Hair Brush Market, By Product:

Round Brush

Vent Brush

Paddle Brush

Cushion Brush

Detangling Brush

Others

#### United States Hair Brush Market, By Material:

Organic

Synthetic

United States Hair Brush Market, By End User:

Men

Women

Children

United States Hair Brush Market, By Region:

South

Midwest

West

Northeast

## Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the United States hair brush market.

## Available Customizations:

United States 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

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

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