

# **United States Organic Hair Accessories Market By Product Type (Hairbrushes, Hair Bands, Hair Ribbons, Hair Clips, Others), By End-User (Men, Women, and Kids), By Price Range (Low, Medium, High), By Distribution Channel (Supermarkets/Hypermarkets, Apparel & Beauty Stores, Online, and Others (Direct Sales, Dealers/Distributors, etc.)), By Region, By Company, Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The United States organic hair accessories market size is anticipated to grow at an impressive CAGR during the forecast period owing to the factors such as expanding the e-commerce apparel & beauty market and changing consumer lifestyles.

Having well-groomed hair can enhance one's overall physical appearance. Because hair is so crucial to how one views themselves, people have been paying a lot of attention to their hair care and styling routines in recent years. Organic hair accessories, which range from simple schoolgirl ornaments to pricey model styles, have recently gained favor among people of all ages and socioeconomic backgrounds.

Organic hair accessories are those accessories that are plastic-free, biodegradable, and made with certified organic material. Organic hair accessories include hairbrushes, hair bands, ribbons, hair clips, etc. These hair accessories are chemical-free and suitable for the environment.

Rising the Popularity of Organic Products Fuels the Market Growth

The emphasis among consumers is on chemical-free, non-harmful organic products. Businesses are concentrating on organic accessories to meet consumer demand. Because packaging for organically cultivated goods must be environmentally friendly. Many organic producers, shippers, and distributors are starting initiatives to reduce plastic usage and utilize more eco-friendly materials. Companies that pack both conventional and organic products are vying to create eco-friendly materials. For instance, KOOSHOO LIFESTYLE INC. Hair accessories have altered the landscape for the better since they are zero waste, sustainably created, ethically sourced, Apparel & Beautyable, and functional. These hairdo heroes are excellent choices for conscientious buyers who wish to use fewer plastic products because of their outstanding quality and comfort.

### Growing Internet Usage Fuels the Market Growth

Many people now commonly buy products online since it's more convenient, easier to compare prices, and easier to do their research than going to a real, physical brick-and-mortar store. The National Retail Federation (NRF) predicts that due to the pandemic-driven shift to online shopping, U.S. consumer spending on e-commerce will hit a record USD1 trillion in 2022. Due to the availability of internet retailers, customers can buy products for less money and for long periods. For instance, Royal Apparel provides organic hair bands on its e-commerce and online channel, which is made with organic cotton. This hairband is eco-friendly and sustainable. Also, social networking websites such as Facebook and Instagram, as well as online communities, have a big impact on the market's expansion and growth since they distribute information about both well-established businesses and up-coming ones in the Organic Hair Accessories sector. In the United States, there were 307.2 million internet users in January 2022. In the United States, 92 percent of people have access to the Internet. Therefore, the increasing penetration of the internet in the country is driving the market growth of organic hair accessories in the United States.

### Increasing Demand for Organic Hair Bands Aids the Market Growth

Environment-friendly organic hair accessories do not have chemicals and plastic and are biodegradable. The market demand for organic hair accessories in the United States is driven by rising customer desire for organic hair bands. American businesses are introducing organic hairbands to the market to satisfy customers. For instance, the organic headband by Kooshoo Lifestyle Inc. is composed of breathable, sweat-wicking, ultra-soft, biodegradable cotton with a tiny bit of spandex to keep it tight and prevent slipping. These twisted headbands can be worn in a variety of ways. For a little knot, the

headband twist in front, and for a wide knot, the headband twist in the back.

## Market Segmentation

The United States organic hair accessories market is segmented based on product type, end-user, price range, distribution channel, region, and by company. Based on product type, the market is segmented into hairbrushes, hair bands, hair ribbons, hair clips, and others. Based on end-user, the market is segmented into men, women, and kids. Based on the price range, the market is segmented into low, medium, and high. Based on the distribution channel, the market is segmented into supermarkets/hypermarkets, Apparel & Beauty stores, online, and others (direct sales, dealers/distributors, etc.). The market analysis also studies regional segmentation to devise regional market segmentation.

## Market Players

Etsy, Inc., Kooshoo Lifestyle Inc., ORGANIC BUNNY LLC., Royal Apparel Inc., Headcovers Unlimited, Inc., Bass Brushes, Inc., Homeostasis Pty Ltd. (Homeostasis Pty Ltd. (Homeostasis Living)), Terra Ties LLC, J&D Brush Co. LLC, Desert Breeze, LLC (Desert Breeze Distributing) are the major market players in United States organic hair accessories market.

## Report Scope:

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

### United States Organic Hair Accessories Market, By Product Type:

Hairbrushes

Hair Bands

Hair Ribbons

Hair Clips

Others

### United States Organic Hair Accessories Market, By End-User:

Men

Women

Kids

### United States Organic Hair Accessories Market, By Price Range:

Low

Medium

High

### United States Organic Hair Accessories Market, By Distribution Channel:

Supermarkets/Hypermarkets

Apparel & Beauty Stores

Online

Others

### United States Organic Hair Accessories Market, By Region:

South

West

Mid-West

North-East

## Competitive Landscape

*United States Organic Hair Accessories Market By Product Type (Hairbrushes, Hair Bands, Hair Ribbons, Hair Cli...*

Company Profiles: Detailed analysis of the major companies present in the United States organic hair accessories 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).

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