

Electric Hair Brush Market Size and Forecasts (2020 - 2030), Global and Regional Share, Trends, and Growth Opportunity Analysis Report Coverage: By Product Type (Round Brush and Flat Brush), Category (Men, Women, and Unisex), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)

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Abstracts

The electric hair brush market size is expected to grow from US\$ 714.06 million in 2022 to US\$ 1,110.46 million by 2030; the market is expected to grow at a CAGR of 5.7% from 2022 to 2030

Increasing consumer preference for salon style curling and hairstyling, and surging number of campaigns on fashion style through social media platform such as Instagram, YouTube, Facebook, and Pinterest are some of the factors surging the market growth. In addition, the key players operating in the market engaged in developing new products owing to surging demand for technologically advanced products including features such as automatic shut-off, temperature control, and incorporation of smart connectivity through mobile applications has further driven the market growth.

Nowadays, marketing has moved beyond commercial advertising. Recently, social media platforms have been on the rise as the top way to promote businesses. YouTube videos and celebrity promotions on social media platforms such as Instagram and Twitter have significantly increased the demand for hair care appliances such as electric hair brushes across the globe. For instance, VEGA—one of the leading hair care appliances and beauty care accessories flagship brands based in India—has launched new campaigns promoting their 3-in-1 Hair Styler under the Personal Care Appliances

category and Hair Brushes under the Beauty Care Accessories range, featuring their brand ambassador and Bollywood actress, Ananya Panday. Similarly, in February 2023, Koninklijke Philips N.V. showcased its hair straightening range with a new campaign, #YourHairYourWay, featuring Alia Bhatt, a famous Bollywood star. Thus, such celebrity endorsement and campaigns by manufacturers influence fans and consumers to use electric hair brushes.

Moreover, there is an emerging trend of promoting hair care appliances on social media platforms. These platforms also have integrated shopping facilities, allowing influencers and hairstylists to market electric hair brushes online. An increased number of campaigns on fashion style in social media forums, including YouTube, Facebook, and Pinterest, has played a vital role in promoting awareness regarding improving various aspects of grooming. This trend is inevitable in all age groups, particularly college students and young working-class professionals.

Based on distribution channel, the electric hair brush market is segmented into supermarkets and hypermarkets, convenience store, online retail, and others. The supermarkets and hypermarkets segment held the largest share of the global electric hair brush market in 2022. Supermarkets and hypermarkets offer convenience and accessibility. Also, the stores are typically located in easily accessible areas, making it convenient for customers to browse and purchase electric hair brushes alongside regular shopping. Additionally, these stores often have extended operating hours, allowing customers to shop conveniently. Also, these larger retail establishments often have the advantage of bulk purchasing power, allowing them to offer competitive prices to customers. Thus, purchasing electric hair brushes from supermarkets and hypermarkets can be more affordable than specialty stores. Moreover, supermarkets and hypermarkets tend to stock a variety of hair styling appliances such as electric hair brushes, providing customers with a more excellent selection.

Geographically, the electric hair brush market is segmented into North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. In 2022, Asia Pacific held the largest share of the electric hair brush market whereas Europe is projected to grow at the highest CAGR from 2022 to 2030. In Europe, the strong presence of local and international brands offering a diverse range of products has propelled the market growth in the region. Koninklijke Philips N.V., L'Oréal S.A., and Dyson Limited are among the prominent players operating in the market. These players are actively involved in adopting strategic initiatives, such as mergers, acquisitions, and collaborations, to cater to the growing demand for electric hair brushes. In addition, the technological advancement in the region has further contributed to the market growth.

Manufacturers in the region are incorporating features such as adjustable heat settings, ionic technology, and ceramic or tourmaline-coated bristles to reduce frizz and static to improve the performance and user experience. For instance, in March 2023, L'Oréal S.A. developed an electric hair brush device incorporating heat-conducting teeth with steam dispensers for effective and easy brushing and styling.

The overall electric hair brush market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs; business development managers; market intelligence managers; national sales managers; and external consultants, including valuation experts, research analysts, and key opinion leaders, specializing in the electric hair brush market.

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