

Hair Straightener Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Industry Forecasts by Type, Application, Segments, Countries, and Companies, 2018- 2030

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Abstracts

The Hair Straightener market is a large and high-potential growth industry. In 2023, the market is poised to register positive year-on-year growth over 2022. Further, the Hair Straightener market size maintains a super-linear growth trajectory, registering continuous expansion from 2023 to 2030.

As we enter the late half of 2023, the Hair Straightener industry is poised for significant growth and transformation. The “Hair Straightener Market Size, Share, Trends, Growth, Outlook, and Insights Report, 2023- Data Forecasts by Type, Application, Segments, Countries, and Companies, 2018- 2030” report details the definition and advantages of Hair Straightener.

Overview of the Hair Straightener Industry in 2023

The accelerating development of the industry is driven by a widening application base, R&D investment in new product development, competitive strategies focusing on expanding into niche segments, and potential growth prospects for Hair Straightener Companies in developing countries.

The Hair Straightener Insights Report provides key market size and share outlook, short-term and long-term trends, potential opportunities, analytical models, current market conditions, scenario analysis, post-COVID analysis, competitive landscape, company profiles, and market news and developments.

Hair Straightener Market Size, Share, and Trend Analysis

The global Hair Straightener market plays a major role in the global electronics and semiconductors industry. The report provides a comprehensive and in-depth analysis of different segments across the industry.

Further, potential types, applications, products, and other Hair Straightener segments are analyzed in the market study.

Hair Straightener Market Statistics- Current status of the Hair Straightener industry and the key statistics for 2023 are provided in detail.

Strategic Analysis of Hair Straightener Industry- Competitive analysis, vendor landscape, SWOT profiles, and product profiles are included.

Market Trends and Insights- The Hair Straightener Insights report provides a detailed examination of key market trends, drivers, and their impact on demand. Further, the increasing importance of Hair Straightener across industries is discussed.

Market Developments- Mergers, acquisitions, product launches, capacity expansion plans, and other developments announced by leading Hair Straightener companies are included in the study.

Hair Straightener Market Opportunities- Potential growth opportunities and quantitative comparison of different segments to provide an assessment of diverse opportunities in the industry.

Regional analysis- Further, a geographical analysis of the Hair Straightener industry, highlighting key markets and their growth prospects is included. The market size across six regions including North America, Asia Pacific, Europe, South America, the Middle East, and Africa is forecast to 2030.

Analytical Frameworks

The Hair Straightener insights report uses multiple analytical frameworks for analyzing the global Hair Straightener industry. The tools include- Industry SWOT, Porter's Five Forces Analysis, PESTLE analysis, scenario analysis, and others.

Industry SWOT- The report identifies the key strengths, weaknesses, opportunities, and threats facing the global markets in 2023 and beyond.

Scenario analysis- 4 scenarios for the long-term future based on the global economy are analyzed.

Porter's Five Forces Analysis- The report quantifies Porter's five forces analysis to assess the market attractiveness using the weighted average of the Bargaining power of buyers, Bargaining power of suppliers, Threat of substitutes, Threat of new entrants, and intensity of competitive rivalry.

PESTLE Analysis- Six segments of the general environment surrounding the Hair Straightener industry including political, economic, social, technological, environmental, and legal factors are briefed.

Future Hair Straightener Growth Outlook and Opportunities

The chapter provides a detailed analysis of market size, growth rate, revenue trends, and volume analysis over the historical period from 2018 up to 2022. Projection of the future growth prospects and opportunities in the Hair Straightener industry along with insights into each of the potential market segments is included in the study. Further, the evaluation of factors driving market growth across markets is provided. In addition, the latest technological advancements and an analysis of the impact of these advancements on the performance, reliability, and efficiency of products are included.

Market Dynamics- Impact Analysis and Post-COVID Outlook of Hair Straightener Industry

Optimistic economic conditions are observed in H2-2023 across multiple scenarios. The current edition of the Hair Straightener Market Study identifies brighter views for 2023 and an increasingly optimistic global outlook over the forecast period.

However, the market is also constrained by challenges of geopolitical instability and conflicts with the Russia-Ukraine war and inflation conditions in the US and other markets, and rising interest rates continue to restrain the market growth prospects.

The four case scenarios considered for countries in the study are -

Sluggish economic growth, with emphasis on savings and low expenditure

Despite growth fluctuations, consumer confidence remains robust and gains continue for companies

Investments in technology deployment and productive investments

Stronger consumer demand and higher investments supporting solid growth

Hair Straightener Market Trends- Emerging markets present strong growth prospects

According to the World Bank, over 85% of the world's population lives in the Asia Pacific, the Middle East and Africa (MEA), or South America. An increasing volume of companies are expanding their production and marketing bases to these countries as the consumption power of individuals continues to strengthen.

Several new market entrants are targeting niche economically attractive Hair Straightener segments when expanding into these markets. We anticipate the Hair Straightener sales growth in developing countries to continue to accelerate rapidly over the forecast period.

North America Hair Straightener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The past few quarters have been encouraging for North American Hair Straightener market suppliers. A large number of Hair Straightener companies are reporting profitability after several quarters of margin declines. Focus on increasing operational efficiency, capturing niche market opportunities, and others are widely observed. The North American Hair Straightener industry research identifies the key market trends, driving forces, and growth opportunities across 3 countries including the United States, Canada, and Mexico markets.

Europe Hair Straightener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Leading European Hair Straightener companies are focusing on customer orientation, sustainable supply chains, and economic value creation to succeed in long-term market conditions. As Asian manufacturers enter the European markets, the region's

electronics and semiconductors sector is undergoing a paradigm shift. The European Hair Straightener industry is also facing the significant impact of the Russia-Ukraine war. The insights report analyzes the Western European Hair Straightener countries including Germany, France, Spain, the United Kingdom, Italy, and other European countries including Russia, Turkey, and others.

Asia Pacific Hair Straightener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

Economic growth and shifting consumer preferences are set to shape the future of the Asia Pacific Hair Straightener industry. Leading companies in China, India, Japan, South Korea, Australia, Indonesia, South East Asia, and other regions are focusing on rapid business expansion through new product launches. The Hair Straightener insights report provides the market size outlook across these countries from 2018 to 2030.

South America Hair Straightener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

South American countries including Brazil, Argentina, Chile, and others continue to demonstrate robust value-creation potential through 2030. Both traditional players and new start-ups are spending more on expanding products to niche consumer segments. Increasing urbanization, infrastructure development, and improving disposable incomes are likely to drive the market outlook over the forecast period.

Middle East and Africa Hair Straightener Industry: Market Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

The Middle East and African regions have a growing population, increasing urbanization, and improving standards of living, all of which contribute to the rising Hair Straightener demand. Further, Sustainability and environmental concerns are gaining prominence in the GCC region. In Africa, vehicle sales continued an upward trend and the rapid growth in infrastructure in the African region enables Hair Straightener companies to generate significant business growth in the medium to long-term future.

Competitive Insights

The landscape of the industry is shifting, moving away from traditional competition between peers and embracing new forms of competitive interactions. There is an increasing trend among companies from building products to building businesses.

Companies are investing in developing new growth opportunities with market leaders increasingly focused on building and scaling up new businesses.

The Hair Straightener insights report provides a competitive analysis of the industry in 2023. The business profiles of the leading 10 companies are profiled in the study along with their SWOT profile, financials, products and services, and market developments. In addition, an evaluation of the competitive landscape, including major players, market share, and strategies adopted by key manufacturers is provided in the research study. The report also identifies the most prominent challenges and potential growth barriers faced by leading companies.

Report scope

Data for 13 years: Historic data from 2018 to 2022 and industry forecasts from 2023 to 2030

3 Parameters- Value, Volume, and Pricing Data

6 Regions- Asia Pacific, Europe, North America, South America, Middle East, Africa

27 Countries: United States, Canada, Mexico, Germany, France, Spain, United Kingdom, Italy, Russia, Turkey, Rest of Europe, China, India, Japan, South Korea, Australia, Indonesia, South East Asia, Saudi Arabia, United Arab Emirates, Rest of Middle East, South Africa, Egypt, Rest of Africa, Brazil, Argentina, Other South America

10 Companies- Leading companies with detailed profiles

5 Models- Scenario analysis, Porter's five forces, Industry SWOT, Pricing analysis, PESTLE

8 Market Dynamics- Trends, Drivers, Growth Restraints, Opportunities

Unique Additions to the current edition-

Impact of market developments including the Russia- Ukraine War, inflation across countries, supply-chain conditions, labor-market pressures, recession,

trade, and other global factors

Pricing Analysis across types, applications, and countries for 2023 and industry Forecasts to 2030

electronics and semiconductors industry trends and market forecasts

Driving forces supporting the Hair Straightener sales in each of the 24 countries

Complimentary Excel spreadsheet and print authentication for a single-user license

Key Questions answered in this report-

1. What are the key regions in the global Hair Straightener industry?
2. Who are the major companies or key players operating in the global Hair Straightener industry?
3. What has been the impact of COVID-19 on the global Hair Straightener industry?
4. What is the projected compound annual growth rate (CAGR) of the global Hair Straightener market size for the period 2023-2028?
5. What are the key factors driving the growth of the global Hair Straightener industry?
6. How is the global Hair Straightener industry segmented based on product types?
7. What are the emerging trends and opportunities in the global Hair Straightener industry?
8. What are the challenges and obstacles faced by the global Hair Straightener market?
9. What are the competitive landscape and strategies of global Hair Straightener companies?
10. What are the innovations and advancements in product development within the global Hair Straightener industry?

11. What are the strategies adopted by key players in the global Hair Straightener market to maintain a competitive edge?

12. How is the global Hair Straightener industry expected to evolve in terms of demand and market dynamics in the coming years?

Contents

1 FOREWORD

2 EXECUTIVE SUMMARY

- 2.1 Key Findings, 2023
- 2.2 Market Overview
- 2.3 Market Highlights

3 REPORT GUIDE

- 3.1 Study Scope and Objectives
- 3.2 Market Segmentation
- 3.3 Methodology and Sources
- 3.4 Primary and Secondary Data Sources
- 3.5 Market Estimation- Data Triangulation
- 3.6 Forecast Methodology
- 3.7 Key Assumptions

4 INTRODUCTION

- 4.1 Market Definition and Evolution
- 4.2 Historical Market Size and Trends, 2018- 2022
- 4.3 Forecast Market Size, 2023- 2030
- 4.4 Industry Value Chain Analysis
- 4.5 Porter's Five Forces Analysis

5 MARKET ASSESSMENT

- 5.1 Post-COVID-19 Growth Prospects for the Hair Straightener Industry
- 5.2 Likely Case – Industry Forecasts
- 5.3 Optimistic Case- Industry Forecasts
- 5.4 Pessimistic Case- Industry Forecasts
- 5.5 Market Dynamics-
- 5.6 Drivers
- 5.7 Trends
- 5.8 Opportunities

5.9 Challenges

6 HAIR STRAIGHTENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

6.1 Global Hair Straightener Growth Outlook by Type, \$ Million, 2018- 2022, 2023- 2030

6.2 Global Hair Straightener Growth Outlook by Product, \$ Million, 2018- 2022, 2023- 2030

6.3 Global Hair Straightener Growth Outlook by Application, \$ Million, 2018- 2022, 2023- 2030

7 NORTH AMERICA HAIR STRAIGHTENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

7.1 North America Hair Straightener Industry Current Market Conditions, 2023

7.2 North America Hair Straightener Market Trends and Opportunities

7.3 North America Hair Straightener Growth Outlook by Type

7.4 North America Hair Straightener Growth Outlook by Product

7.5 North America Hair Straightener Growth Outlook by Application

7.6 North America Hair Straightener Market Size Outlook by Country

7.7 United States Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

7.8 Canada Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

7.9 Mexico Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

8 EUROPE HAIR STRAIGHTENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

8.1 Europe Hair Straightener Industry Current Market Conditions, 2023

8.2 Europe Hair Straightener Market Trends and Opportunities

8.3 Europe Hair Straightener Growth Outlook by Type

8.4 Europe Hair Straightener Growth Outlook by Product

8.5 Europe Hair Straightener Growth Outlook by Application

8.6 Europe Hair Straightener Market Size Outlook by Country

8.7 Germany Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

8.8 France Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

8.9 United Kingdom Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

8.10. Italy Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

8.11 Spain Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

8.12 Rest of Europe Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

9 ASIA PACIFIC HAIR STRAIGHTENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 9.1 Asia Pacific Hair Straightener Industry Current Market Conditions, 2023
- 9.2 Asia Pacific Hair Straightener Market Trends and Opportunities
- 9.3 Asia Pacific Hair Straightener Growth Outlook by Type
- 9.4 Asia Pacific Hair Straightener Growth Outlook by Product
- 9.5 Asia Pacific Hair Straightener Growth Outlook by Application
- 9.6 Asia Pacific Hair Straightener Growth Outlook by Country
- 9.7 China Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 9.8 Japan Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 9.9 India Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 9.10. Australia Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 9.11 South Korea Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 9.12 South East Asia Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 9.13 Rest of Asia Pacific Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

10 SOUTH AMERICA HAIR STRAIGHTENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 10.1 South America Hair Straightener Industry Current Market Conditions, 2023
- 10.2 South America Hair Straightener Market Trends and Opportunities
- 10.3 South America Hair Straightener Growth Outlook by Type
- 10.4 South America Hair Straightener Growth Outlook by Product
- 10.5 South America Hair Straightener Growth Outlook by Application
- 10.6 South America Hair Straightener Growth Outlook by Country
- 10.7 Brazil Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 10.8 Argentina Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 10.9 Rest of South America Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

11 MIDDLE EAST AND AFRICA HAIR STRAIGHTENER MARKET SIZE FORECASTS- TYPES, PRODUCTS, AND APPLICATIONS

- 11.1 Middle East and Africa Hair Straightener Industry Current Market Conditions, 2023
- 11.2 Middle East and Africa Hair Straightener Market Trends and Opportunities
- 11.3 Middle East and Africa Hair Straightener Growth Outlook by Type
- 11.4 Middle East and Africa Hair Straightener Growth Outlook by Product

- 11.5 Middle East and Africa Hair Straightener Growth Outlook by Application
- 11.6 Middle East and Africa Hair Straightener Growth Outlook by Country
- 11.7 Saudi Arabia Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 11.8 United Arab Emirates Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 11.9 South Africa Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 11.10. Rest of Middle East Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030
- 11.11 Rest of Africa Hair Straightener Market Size Outlook, \$ Million, 2018 to 2030

12 COMPETITIVE LANDSCAPE

- 12.1 Competitive Scenario
- 12.2 Key Players
- 12.3 Company Profiles of Leading 10 Companies
- 12.4 Company Snapshot
- 12.5 Business Description of Leading Hair Straightener Companies
- 12.6 Hair Straightener Companies- Products and Services
- 12.7 Hair Straightener Companies- SWOT Analysis
- 12.8 Financial Profile

13 APPENDIX

- 13.1 List of Charts and Tables
 - 13.2 Sources and Methodology
 - 13.3 Conclusion and Future Remarks
- Tables and Charts
- Table 1: Global Hair Straightener Statistics, 2023
 - Exhibit 2: Research Methodology
 - Exhibit 3: Forecast Methodology
 - Table 4: Global Hair Straightener Market Size Forecast, 2021- 2030
 - Exhibit 5: Global Hair Straightener Outlook, year-on-year, %, 2021- 2030
 - Table 6: Global Hair Straightener Outlook by Type, \$ Million, 2021- 2030
 - Table 7: Global Hair Straightener Outlook by Product, \$ Million, 2021- 2030
 - Table 8: Global Hair Straightener Outlook by Application, \$ Million, 2021- 2030
 - Exhibit 9: Porter's Framework
 - Exhibit 10: SWOT Profile
 - Exhibit 11: Growth Outlook Scenario Analysis
 - Table 12: North America Hair Straightener Outlook by Type, 2021-2030

- Table 13: North America Hair Straightener Outlook by Application, 2021-2030
- Table 14: North America Hair Straightener Outlook by Product, 2021-2030
- Table 15: North America Hair Straightener Outlook by Country, 2021-2030
- Table 16: Europe Hair Straightener Outlook by Type, 2021-2030
- Table 17: Europe Hair Straightener Outlook by Application, 2021-2030
- Table 18: Europe Hair Straightener Outlook by Product, 2021-2030
- Table 19: Europe Hair Straightener Outlook by Country, 2021-2030
- Table 20: Asia Pacific Hair Straightener Outlook by Type, 2021-2030
- Table 21: Asia Pacific Hair Straightener Outlook by Application, 2021-2030
- Table 22: Asia Pacific Hair Straightener Outlook by Product, 2021-2030
- Table 23: Asia Pacific Hair Straightener Outlook by Country, 2021-2030
- Table 24: North America Hair Straightener Outlook by Type, 2021-2030
- Table 25: South America Hair Straightener Outlook by Application, 2021-2030
- Table 26: South America Hair Straightener Outlook by Product, 2021-2030
- Table 27: South America Hair Straightener Outlook by Country, 2021-2030
- Table 28: Middle East and Africa Hair Straightener Outlook by Type, 2021-2030
- Table 29: Middle East and Africa Hair Straightener Outlook by Application, 2021-2030
- Table 30: Middle East and Africa Hair Straightener Outlook by Product, 2021-2030
- Table 31: Middle East and Africa Hair Straightener Outlook by Country, 2021-2030
- Table 32: United States Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 33: United States Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 34: Canada Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 35: Canada Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 36: Mexico Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 37: Mexico Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 38: Germany Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 39: Germany Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 40: France Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 41: France Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 42: United Kingdom Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 43: United Kingdom Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 44: Spain Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 45: Spain Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 46: Italy Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 47: Italy Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 48: China Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 49: China Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 50: India Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 51: India Hair Straightener Outlook, year-on-year, %, 2021- 2030

- Table 52: Japan Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 53: Japan Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 54: South Korea Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 55: South Korea Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 56: South East Asia Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 57: South East Asia Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 58: Australia Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 59: Australia Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 60: Brazil Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 61: Brazil Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 62: Argentina Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 63: Argentina Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 64: Saudi Arabia Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 65: Saudi Arabia Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 66: United Arab Emirates Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 67: United Arab Emirates Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 68: South Africa Hair Straightener Outlook, \$ Million, 2021- 2030
- Exhibit 69: South Africa Hair Straightener Outlook, year-on-year, %, 2021- 2030
- Table 70: Market Entropy

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