

# Increasing Prevalence of Hair Disorders are Likely to Impel the Growth of Smart Hairbrush Market in Future

*"Smart Hairbrush Market: Global Demand Analysis & Opportunity Outlook 2024"*

BROOKLYN, NEW YORK, UNITED STATES, December 15, 2017 /EINPresswire.com/ -- The global [smart hairbrush market](#) is segmented into distribution channel type such as offline stores and online stores. Rising consumer's preferences for online shopping coupled with availability of smart hairbrush in an online distribution channels is anticipated to fuel the growth of online segments during the forecast period. Further, offline distribution channel is also expected to witness considerable growth during the forecast period owing to availability of smart hairbrush at L'Oreal's salons and other distribution channels.



smart hairbrush

Global smart hairbrush market is expected to register a remarkable CAGR over the forecast period. Moreover, the global smart hairbrush market is expected to reach at notable revenue by the end of 2024. Increasing consumer's inclination towards smart technologies, rising expenditure on personal care and rising concern amongst the people regarding fitness and wellness are some of the major reasons which are predicted to boost the growth of global smart hairbrush market.

European smart hairbrush market is anticipated to grow at massive pace during the forecast period owing to a number of factors such as high spending on personal care and rising adoption of new and innovating technology in Europe region.

## Rising prevalence of hair disorders

Hair related problems are increasing due to various reasons such as increasing pollution across the globe and unhealthy lifestyle of the population. Further, growing awareness towards hair care and increasing spending on personal care are key factors which are likely to lead consumers to adopt smart hairbrush in order to prevent hair disorders such as hair falls and hair loss in near future.

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## Technological evolution

Rapid advancements and innovation in smart technologies and rising demand for innovative and effective technologies are likely to allow smart hairbrush market to flourish in near future. Additionally, capabilities of smart hairbrush such as hair health analysis and enhance brushing experience are expected to make smart hairbrush more acceptable amongst the consumers. Further, hair health analysis includes a number of tasks such as hair dryness analysis, hair damage analysis, hair breakage and tangling analysis.

However, high cost of smart hairbrush is a major concern which is expected to hinder the growth of smart hairbrush market over the forecast period.

The report titled "[Smart Hairbrush Market: Global Demand Analysis & Opportunity Outlook 2024](#)" delivers detailed overview of the global smart hairbrush market in terms of market segmentation by distribution channel and by region.

Further, for the in-depth analysis, the report encompasses the industry growth drivers, restraints, supply and demand risk, market attractiveness, BPS analysis and Porter's five force model.

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This report also provides the existing competitive scenario of some of the key players of the global smart hairbrush market which includes company profiling of L'Oréal Group. (The smart hairbrush is a product of three-way collaboration between Kérastase, Withings and L'Oréal's Research and Innovation Technology Incubator). Further, key potential companies which may enter into manufacturing of smart hair brush are Unilever, Procter & Gamble Co., Estee Lauder Companies Inc., Johnson & Johnson Pvt. Ltd., Avon Products Inc., SHISEIDO Company Ltd. and Kao Corp. The profiling enfolds key information of the companies which encompasses business overview, products and services, key financials and recent news and developments. On the whole, the report depicts detailed overview of the global smart hairbrush market that will help industry consultants, equipment manufacturers, existing players searching for expansion opportunities, new players searching possibilities and other stakeholders to align their market centric strategies according to the ongoing and expected trends in the future.

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