

Hair Care Appliances Market Size Worth US\$ 19,512.86 Million By 2028 | CAGR 5.1%: The Insight Partners - DELETED

Growing Influence of Social Media and Emphasis on Personal Appearance Drive Hair Care Appliances Market Growth

NEW YORK, UNITED STATES, January 25, 2023 /EINPresswire.com/ -- According to the new research report published by The Insight Partners on "[Hair Care Appliances Market Forecast to 2028 – COVID-19 Impact and Global Analysis – by Product Type and Distribution Channel](#)" includes the factors fueling the growth of the market; analysis of revenue estimation, forecast, and market share; and the identification of significant market players and their key developments.

The hair care appliances market is expected to grow from US\$ 14,440.23 million in 2022 to US\$ 19,512.86 million by 2028; it is estimated to grow at a CAGR of 5.1% from 2022 to 2028. Hair care appliances are used for hair care and hair styling. Hair dryers and blowers, straighteners, curlers, and hot hair brushes are a few examples of hair care appliances.

Hair Care Appliances Market - Strategic Insights

Report Coverage Details

Market Size Value in US\$ 14,440.23 Million in 2022
Market Size Value by US\$ 19,512.86 Million by 2028
Growth rate CAGR of 5.1% from 2022 to 2028
Forecast Period 2022-2028



Base Year 2022

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No. of Tables 58

No. of Charts & Figures 74

Historical data available Yes

Segments Covered Product Type, and Distribution Channel

Regional scope North America, Europe, Asia Pacific, Middle East & Africa, South & Central America

Country scope US, Canada, Mexico, UK, Germany, Spain, Italy, France, India, China, Japan, South Korea, Australia, UAE, Saudi Arabia, South Africa, Brazil, Argentina

Report coverage Revenue forecast, company ranking, competitive landscape, growth factors, and trends

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Based on the distribution channel, the hair care appliances market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. In 2021, the supermarkets and hypermarkets segment held the largest market share. The global retail landscape has transformed dramatically with the rising number of organized stores, the development of extensive retail infrastructure in developing countries, changing customer buying behavior, and emerging online shopping trends. Supermarkets and hypermarkets are huge retail establishments offering an extensive range of products, such as groceries, personal care, and household products. These stores provide hair care appliances of various brands at reasonable prices. Moreover, they offer attractive discounts, multiple payment options, and a pleasant customer experience. Manufacturers of hair care appliances usually prefer selling their products through supermarkets and hypermarkets, such as Walmart, Aldi, and Tesco, owing to heavy customer footfall, large customer reach, and wide distribution network.

The global hair care appliances market is segmented into five main regions—North America, Europe, Asia Pacific (APAC), the Middle East & Africa (MEA), and South & Central America. Asia Pacific dominated the market in 2021 and is expected to register the highest CAGR during the forecast period. The increased availability of hair care appliances at affordable prices in countries, including India and China, has propelled the demand for hair care appliances. Along with this, people across the region are becoming conscious about healthy hair. Thus, the demand for hair care appliances is surging as they help in taking proper care of hair, leading to less damage and breakage of hair. In 2021, North America was the second-largest market for hair care appliances, followed by Europe.

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The "Hair Care Appliances Market Analysis to 2028" is a specialized and in-depth study of the consumer goods industry with a special focus on market trend analysis. The report aims to

provide an overview of the market with detailed market segmentation. The hair care appliances market is segmented on the basis of product type, distribution channel, and geography. Based on product type, the market is segmented into dryers and blowers, straighteners, curlers, and others. Based on distribution channels, the market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. Based on geography, the hair care appliances market is primarily segmented into North America, Europe, Asia Pacific, the Middle East & Africa, and South & Central America. Asia Pacific is expected to register the highest CAGR during the forecast period. North America is the second most dominant region in the market due to the increased adoption of hair straighteners and curlers among working women which has led to increasing use of these appliances at home by consumers.

In 2021, the supermarkets and hypermarkets segment held the largest market share of the global hair care appliances market. Supermarkets and hypermarkets are huge retail establishments offering an extensive range of products, such as groceries, personal care, and household products. These stores provide hair care appliances of various brands at reasonable prices, allowing shoppers to find the right product quickly.

Hair Care Appliances Market: Competitive Landscape and Key Developments

A few players operating in the global Hair Care Appliances market include Revlon Inc., Koninklijke Philips N.V., Dyson Limited, Jemella Ltd., Instyler, Kiss Products Inc., Toni & Guy, Cloud Nine, T3 Micro Inc., and Conair LLC. Players operating in the Hair Care Appliances market are focusing on providing high-quality products to fulfill customer demand. They are also focusing on strategies such as investments in research and development activities and mergers & acquisitions.

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In 2021, Asia-Pacific accounted for the largest share of the global hair care appliances market. The increased prevalence of hair health-conscious consumers, the growing influence of social media on consumers, and the increased availability of hair care appliances at affordable prices are primarily driving the hair care appliances market growth.

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