

# Hair Care Appliance Market Expected to Surpass US\$ 6.76 Billion by 2034: Fact.MR

*Hair Care Appliance Market Growth Driven by Increasing Demand for Innovative Products Prioritizing Effective Styling and Safety: Fact.MR Report*

ROCKVILLE PIKE, MARYLAND, UNITED STATES, June 12, 2024

/EINPresswire.com/ -- The global [hair care appliance market](#) has been projected to reach US\$ 3.85 billion in 2024 and is forecasted to climb to US\$ 6.76 billion by the end of 2034. This market includes a wide variety of products and services that are designed to maintain, style, and improve the appearance of hair.



The market for hair care appliances has grown and innovated steadily in recent years due to changing consumer demands and advancements in technology. Innovative technologies are transforming the worldwide hair care appliance business, bringing in a new era of hairstyle options and health. As consumers prioritize both effective styling and hair safety, manufacturers have responded with innovative advances. From ionic technology to infrared heat, ceramic, and tourmaline coatings, these advancements reduce hair damage while improving styling results.

For More Insights into the Market, Request a Sample of this Report:

[https://www.factmr.com/connectus/sample?flag=S&rep\\_id=9889](https://www.factmr.com/connectus/sample?flag=S&rep_id=9889)

Integration of smart, linked devices enables customers to personalize their style procedures with remarkable ease and accuracy. This reflects a fundamental shift in consumer expectations, propelling the sector toward more environmentally friendly, technologically advanced solutions. As the market evolves, the combination of innovation and consumer-centric design will determine the future of hair care appliances, giving users greater control over their hair styling experiences.

## Key Takeaways from Market Study

Estimated value of the global hair care appliance market in 2024 is US\$ 3.85 billion. By 2034-end, sales of hair care appliances are forecasted to reach US\$ 6.76 billion.

The North American market is projected to expand at a CAGR of 6% from 2024 to 2034. Hair dryers are projected to account for 25% of the market share in 2024. The market in East Asia is estimated to be valued at US\$ 985.2 million in 2024.

“Manufacturers should focus on producing portable hair care appliances to boost their profit margins. Demand for secure and efficient hair styling tools, driven by innovations such as ionic technology and infrared heat, will drive market growth,” says a Fact.MR analyst.

### Increasing Consumer Preference for Hair Care Products Prioritizing Hair Health

Consumers are currently becoming more selective in their choices, looking for hair care products that not only improve styling abilities but also prioritize the safety and health of their hair. This rising trend reflects a growing concern about the potential harm caused by traditional styling methods and chemical treatments. As a result, there is a greater need for products and technology that reduce injury while providing ideal style results leading to increased sales of hair care appliances.

Demand for hair safety and health has become a major motivator for consumer preferences and product development in the hair care appliance industry. Furthermore, consumers are actively seeking information about the substances and materials used in hair care appliances, underlining the significance of transparency and sustainability in product formulation and production processes.

### Regional Analysis

The United States has a large population with diverse hair types and styling preferences, creating a significant market for a wide range of hair care appliances catering to various needs and preferences. This diversity drives innovation in product development, with manufacturers constantly introducing new and improved hair care appliances to meet the evolving demands of consumers.

An increasing emphasis on personal grooming, a wide range of customer tastes, technological breakthroughs, the rise of e-commerce, and influencer marketing all play a part in market expansion.

Get Customization on this Report for Specific Research Solutions:

[https://www.factmr.com/connectus/sample?flag=RC&rep\\_id=9889](https://www.factmr.com/connectus/sample?flag=RC&rep_id=9889)

### More Valuable Insights on Offer

Fact.MR, in its new offering, presents an unbiased analysis of the hair care appliance market, presenting historical demand data for 2018 to 2023 and forecast statistics for 2024 to 2034.

The study divulges essential insights into the market based on product (flat irons, hair dryers, hair curlers, hair steamers, hot brushes, multifunctional hair kits), mobility (portable, fixed), demographic (men, women, kids), application (salons/professionals, personal/homecare), and sales channel (online, offline), across six major regions of the world (North America, Europe, East Asia, Latin America, South Asia & Oceania, and MEA).

Top Manufacture are: Philips, Panasonic, Havells, Flyco, Siemens AG, Dyson, Vega Industries Pvt. Limited, Conair, Amika

Competitive Landscape:

Leading players in the hair care appliance industry include Phillips, Panasonic, Dyson, Havells, and Good Hair Day. Dyson stands out for its cutting-edge innovation and stylish designs evident in various products, including hair dryers and styling tools.

Market leaders have captured a significant share of the hair care appliance market by prioritizing both performance and aesthetics, catering to customers seeking luxurious quality.

Good Hair Day specializes in curling irons, hair straighteners, and other styling products, making it a notable participant in the market.

Recent Developments

In July 2023, VEGA introduced the Go Mini Hair Styling Series, marking a significant shift in the hair-styling appliance market.

In April 2023, Syska Personal Care expanded its product portfolio by enhancing the features of the portable hair dryer HD1210.

Explore More Studies Published by Fact.MR Research:

[Hair Styling Products Market](#): Global consumption of hair styling products is currently valued at around US\$ 22.37 billion and is anticipated to increase at a steady CAGR of 5.2% to reach a market valuation of US\$ 37.13 billion by the end of 2032.

[Anti-Fatigue Mat Market](#): Global anti-fatigue mat sales are evaluated at US\$ 19.4 billion for the year 2024. The market is projected to register a 5.2% CAGR and reach a size of US\$ 32.1 billion by the end of 2034.

About Fact.MR:

We are a trusted research partner of 80% of fortune 1000 companies across the globe. We are consistently growing in the field of market research with more than 1000 reports published every year. The dedicated team of 400-plus analysts and consultants is committed to achieving the utmost level of our client's satisfaction.

Contact:

US Sales Office  
11140 Rockville Pike  
Suite 400  
Rockville, MD 20852  
United States  
Tel: +1 (628) 251-1583, +353-1-4434-232 (D)  
Sales Team: sales@factmr.com

S. N. Jha  
Fact.MR  
[email us here](#)

---

This press release can be viewed online at: <https://www.einpresswire.com/article/719343966>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2024 Newsmatics Inc. All Right Reserved.