

Global Hair Straightener Market to Reach USD 12.4 billion by 2035, Driven by Innovation and Rising Grooming Trends

The hair straightener market is set to grow from USD 7.1 billion in 2025 to USD 12.4 billion by 2035 at a 5.7% CAGR, fueled by tech innovation & grooming demand

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EINPresswire.com/ -- The global [hair straightener market](#) is entering a

transformative growth phase, as industry leaders and emerging brands alike innovate to meet rising consumer

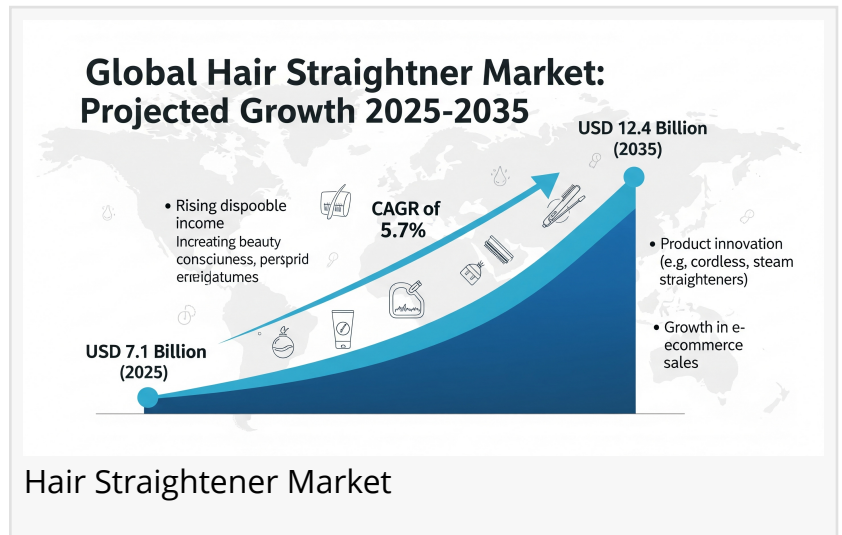
demand for advanced hair styling solutions. Valued at USD 7.1 billion in 2025, the market is projected to reach USD 12.4 billion by 2035, registering a compound annual growth rate (CAGR) of 5.7% over the forecast period.

Between 2025 and 2030, the market is set to rise steadily from USD 7.1 billion to USD 9.4 billion, driven by heightened consumer interest in personal grooming, rising disposable incomes, and the adoption of salon-quality styling tools for home use.

Why the Market is Growing

The surge in demand for hair straighteners reflects broader lifestyle and beauty shifts:

- **Rising Disposable Income:** Particularly in emerging economies like China and India, consumers are allocating more to grooming and styling tools.
- **Urbanization and Busy Lifestyles:** Consumers seek faster, more efficient styling solutions that deliver salon-quality results at home.
- **Technology Integration:** Brands are rolling out devices with smart temperature controls, ionic technology, and heat-protective features, reducing hair damage while enhancing styling precision.
- **Consumer Awareness:** Growing focus on hair health has spurred demand for ceramic,



tourmaline, and titanium-coated plates that distribute heat evenly and minimize risks.

Full Market Report available for delivery. For purchase or customization, please request here: <https://www.futuremarketinsights.com/reports/sample/rep-gb-24459>

Segmental Insights

Flat Irons & Brushes (32.6% Share in 2025):

Flat irons and brushes remain the leading product category thanks to their dual-functionality. Consumers increasingly prefer devices that straighten and detangle simultaneously, cutting styling time.

Ceramic Material (39.8% Share in 2025):

Ceramic-coated devices dominate due to their durability, affordability, and ability to distribute heat evenly. This ensures minimal damage and consistent styling outcomes across hair types.

Flat Shape (43.2% Share in 2025):

Flat-shaped straighteners continue to lead, favored for their ability to deliver uniform results on all hair lengths. Ergonomic designs and frizz-control features further fuel adoption.

Technology Outlook:

From ionization to steam and infrared heating, next-generation straighteners prioritize both performance and hair health. Smart models that integrate with mobile apps for personalized styling are gaining traction.

Regional Growth Highlights

- China (CAGR 7.7%): Strongest growth globally, driven by social media trends, fashion-conscious youth, and expanding e-commerce.
- India (CAGR 7.1%): Rising disposable incomes, urbanization, and Western beauty influences accelerate adoption.
- Germany (CAGR 6.6%): Consumers prefer premium, eco-friendly, and multi-functional tools, supported by advanced retail networks.
- United Kingdom (CAGR 5.4%): Demand for sustainable, high-performance tools remains steady, supported by innovation and retail availability.
- United States (CAGR 4.8%): A mature but stable market, driven by home grooming trends and premium beauty product demand.

Competitive Landscape

The market is shaped by a balance of established global leaders and emerging innovators:

- Dyson leads with high-end, technology-driven straighteners, setting new benchmarks for styling

efficiency and safety.

- Braun, Conair, and Philips maintain strong market positions with diverse product portfolios, offering consumers options from affordable to premium.
- BaBylissPRO, ghd, and Hot Tools continue to dominate salon segments, focusing on professional-grade performance.
- Emerging players like Ikonik Professional, Revlon, and T3 Micro are carving niches with specialized straighteners featuring ionic technology, portable formats, and ergonomic designs.

Together, these players are reshaping consumer expectations around efficiency, safety, and style customization, with innovations that reflect both professional and at-home needs.

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Opportunities for Manufacturers

- Expansion into Emerging Markets: Brands targeting rapidly urbanizing economies in Asia-Pacific and Latin America stand to benefit from higher adoption rates.
- Sustainable Design: With growing consumer focus on eco-friendly beauty tools, integrating recyclable materials and energy-efficient technologies will provide a competitive edge.
- Multifunctionality: Devices that combine straightening, curling, and smoothing functions in one unit are increasingly sought after by time-conscious consumers.
- E-Commerce Integration: With digital marketplaces booming, manufacturers can strengthen global reach and directly engage with diverse customer bases.

Challenges to Navigate

While growth prospects are strong, manufacturers face challenges:

- High Competition: With multiple brands offering similar products, differentiation through design, technology, and branding is essential.
- Price Sensitivity: Particularly in developing economies, affordability remains a key factor, putting pressure on premium players.
- Consumer Trust: Safety concerns around heat damage continue to shape buying decisions, making innovation in protective technology crucial.

The Future of Hair Straighteners

By 2035, the hair straightener market will be characterized by smarter, safer, and more sustainable products. IoT-enabled straighteners, eco-friendly designs, and multi-use tools will dominate, giving consumers greater control over styling with minimal damage.

As consumer expectations rise, both established manufacturers and new entrants have the

opportunity to capture market share by embracing innovation, sustainability, and affordability.

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Editor's Note:

This release is based exclusively on verified and factual market content derived from industry analysis by Future Market Insights. No AI-generated statistics or speculative data have been introduced. This press release highlights significant shifts in the Hair Straightener Market, which is experiencing a pivotal change driven by consumer demand for healthier, more transparent products.

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