

# Hair Tools and Appliances

## Market Analysis and Opportunities

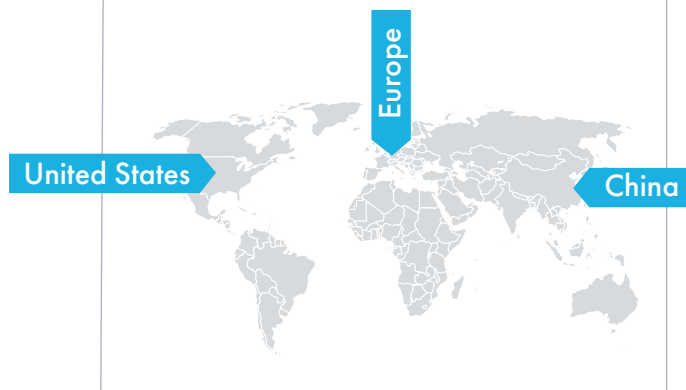


On the verge of hitting the \$3 billion mark in the United States, the consumer hair tools and appliances market shows no signs of slowing down. With new products flooding the market, particularly in the United States, which is almost double the size of Europe's, monitoring this space is essential for understanding the evolving consumer preferences and competitive dynamics.

### Scope

- Powered hair tools and appliances such as dryers/blowers, flat irons, curling irons, stylers, steam tools, and professional trimmers and clippers.
- Non-powered tools, such as brushes and scissors, are excluded.
- Comprehensive analysis of brands intended for use in the consumer channel.

### Regional Coverage



### Features + Timing

Base year

**2023**

Published

**JUL 2024**

### Kline + Company Offers

#### Enhanced Forecasts

Predicts future market metrics using advanced data science techniques with industry expertise

Provides up-to-date data for informed decision-making based on our automated processes and refined predictions

### About Kline + Company

Kline + Company is a global market intelligence and advisory firm with core competencies in the Beauty sector. Celebrating 65 years of service in 2024, Kline empowers clients to make informed decisions that drive business growth with an unparalleled depth of industry expertise, extensive research capabilities and data driven insights.



Primary research techniques



Worldwide network of offices



65 years of industry expertise

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### Market Overview

- Market size and growth (2022 and 2023)
- Key trends and developments
- Sales breakdown by:
  - Category (Listed in Table 1)
- Country snapshots (Europe, United States, China)
- Competitive landscape
- Distribution Channel Breakdown
- Marketing activities
- Outlook to 2028

### Brand Profiles

Brief profiles are provided for the leading market movers (listed in Table 2).

Information includes:

- Brand overview
- Sales breakdown by category (2022 and 2023)
- New product activity
- Marketing activities
- Distribution

#### TABLE 1. CATEGORIES AND SEGMENTS

- Hair dryers/blowers
- Hot tools
  - Straighteners
  - Other stylers (curling irons/rods, stylers)
- Multibenefit tools
- Professional trimmers and clippers (US Only)

#### TABLE 2. BRANDS PROFILED

- | United States and Europe: | China:      |
|---------------------------|-------------|
| • Andis                   | • Confu     |
| • BaByliss Pro            | • Dyson     |
| • CHI                     | • Flyco     |
| • Conair                  | • Laifen    |
| • Dyson                   | • Panasonic |
| • GHD                     |             |
| • Remington               |             |
| • Shark                   |             |
| • Wahl                    |             |

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