



Hair Tools and Appliances: Market Analysis and Opportunities

Base Year: 2022

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2nd edition

Regional Coverage:

The report is a robust analysis of the hair tools and appliances market, focusing on market performance, key trends and developments, competitive landscape, distribution network, and understanding what's in store for the future.

- Europe
- United States

SCOPE

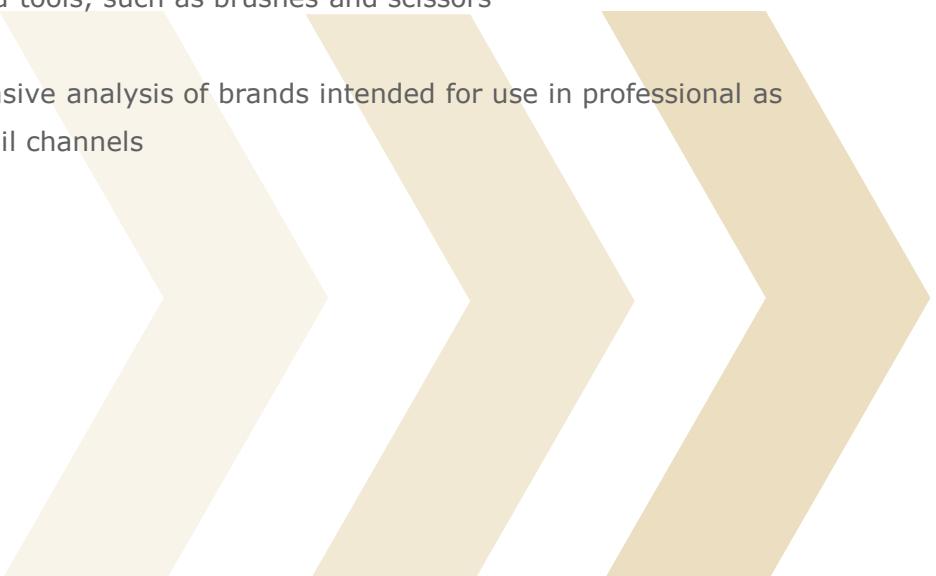
- Analyzes powered hair tools and appliances, such as dryers/blowers, flat irons, curling irons, stylers, steam tools, and trimmers and clippers
 - Excludes non-powered tools, such as brushes and scissors
 - Includes a comprehensive analysis of brands intended for use in professional as well as consumer retail channels
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TABLE OF CONTENTS

This two-volume series covers the below content for regions/countries listed in Table 1:

Introduction

Market Overview

- Market size and growth (2021 and 2022*)
- Key trends and developments
- Sales breakdown by:
 - Category (Listed in Table 2)
 - Segment (Listed in Table 2)
 - Country (Europe only)
- Country Snapshots (Europe only)
- Competitive landscape
- Distribution channel landscape (listed in Table 3)
- Marketing activities
- Outlook to 2026

TABLE 1. REGIONS/COUNTRIES

- Europe
- United States

TABLE 2. CATEGORIES AND SEGMENTS

- Hair dryers/blowers
- Hot tools
- Straighteners
- Other stylers (curling irons/rods, stylers, and steam tools)
- Trimmer and clippers

Brand Profiles

Brief profiles are provided for 10 leading market movers (listed in Table 4). Information includes:

- Brand overview
- Sales breakdown by category (2021 and 2022*)
- New product activity
- Distribution channel landscape
- Marketing activities
- Outlook to 2026

TABLE 3. DISTRIBUTION CHANNEL

- Professional
 - Beauty supply stores
 - Online
- Retail
 - Brick-and-mortar stores
 - Online

TABLE 4. BRANDS TO BE PROFILED (TENTATIVE)

- Andis
- Babyliss
- Braun
- CHI
- Conair
- Dyson
- GHD
- Hot Tools
- L'Oréal Professionnel
- Moser
- Panasonic
- Paul Mitchell
- Philips
- Remington
- WAHL

* Early estimates

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Report #Y724E

REPORT BENEFITS

This report will provide subscribers with an accurate picture of market size, segmentation, and performance of the hair tools and appliances market in Europe and the United States. It will enable subscribers to exploit business opportunities by understanding market dynamics, competitive forces, product trends, forecasts, and future trends. It will help understand:

The market performance with differentiation between the trends of the professional channel from the retail channel

Key market leaders and their contribution to each of the two market landscapes: professional and consumer retail

How the market is expected to evolve over a five-year forecast period

METHODOLOGY

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Brazil

+55-11-3079-0792

China

+86-21 6012-6500

Dubai

+971-4-214-9892

Europe

+32-2-770-4740

India

+91-124-4546-100

Japan

+81-3-3242-6277