

Hair Tools and Appliances:

Market Analysis and Opportunities

Base Year: 2020

**Published:
December 2020**

1st edition

A comprehensive assessment of the hair tools and appliances market, this report covers both the consumer and professional markets. It focuses on market size and growth, key trends and developments, competitive landscape, channel breakdowns, and the industry's future.

Regional Coverage:

- Europe
- United States

SCOPE

- › Powered hair tools and appliances such as dryers/blowers, flat irons, curling irons, stylers, steam tools, and trimmers and clippers
- › Non-powered tools, such as brushes and scissors, are excluded
- › Includes a comprehensive analysis of brands intended for use in the professional as well as consumer retail channel
- › Focus on the major markets, Europe and the United States

TABLE OF CONTENTS

This two-volume series covers the below content for regions listed in

Table 1:

Introduction

Market Overview

- Market size and growth (2019 and 2020*)
- 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 2025

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)
- Trimmers and clippers

Brand Profiles

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

Information includes:

- Brand overview
- Sales breakdown by category (2019 and 2020*)
- New product activity
- Distribution channel landscape
- Marketing activities
- Outlook to 2025

Table 3. DISTRIBUTION CHANNELS

- Professional
 - Salons
 - Beauty supply stores
 - Online
- Consumer retail
 - Brick-and-mortar stores
 - Online

Table 4. BRANDS TO BE PROFILED (TENTATIVE)

- Andis
- BaByliss Pro
- CHI
- Conair
- Dyson
- GHD
- Panasonic
- Philips
- Remington
- Wahl

* Early estimates



REPORT BENEFITS

This report will provide subscribers with an accurate picture of the market size, segmentation, and performance of the hair tools and appliances market in key geographic regions. It will enable subscribers to exploit business opportunities by understanding market dynamics, competitive forces, product trends, forecasts, and future trends. The report will also cover:

Market performance with differentiation between the trends of the professional channel and the consumer retail channel

Market opportunities based on the current COVID-19 scenario

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

METHODOLOGY

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