

**South America Hair Care Appliances Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Product Type (Dryers & Blowers, Straighteners, Curlers, and Others) and Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online Retail, and Others)**

Market Report | 2022-11-08 | 97 pages | The Insight Partners

**AVAILABLE LICENSES:**

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

**Report description:**

The SAM hair care appliances market is expected to grow from US\$ 1,153.77 million in 2022 to US\$ 1,426.39 million by 2028. It is estimated to grow at a CAGR of 3.6% from 2022 to 2028.

**Technological Innovations of Hair Care Appliances**

The haircare appliance manufacturers are significantly investing in new product development to launch innovative products that meet the changing requirements of consumers. Consumers are highly concerned about the hair damage caused by heating tools. Therefore, manufacturers are developing products with temperature control technology that cause minimal hair damage, even after extended usage. For instance, in July 2020, Koninklijke Philips N.V., launched a range of high-tech haircare devices, such as hair straighteners and dryers. The devices use active sensors that help in adapting to hair's temperature to freeze up to 70% of the hair's natural moisture delivering personalized styling experience and causing minimal hair damage. The company also launched a hair straightening brush in August 2019. It claims that the brush is specifically curated to cause less hair damage and style the hair in less than 5 minutes. The product uses Silk ProCare Technology that ensures minimal hair damage and provides natural shine to the hair. Manufacturers are also investing in technological advancements to produce devices that can offer high convenience to consumers. For instance, in September 2021, SharkNinja Holding LLC, a manufacturer of homecare and beauty appliances, launched Shark HyperAIR Hair Dryer with HyperAIR IQ technology that combines high-velocity heated air and ionized air to deliver fast drying with minimal heat damage. Such technologically advanced products are expected to gain huge traction among the tech-savvy and young consumers worldwide in the coming years. Thus, the product innovation strategy is expected to

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provide lucrative opportunities to the hair care appliances market during the forecast period.

## Market Overview

The hair care appliances market in SAM is segmented into Brazil, Argentina, and the rest of SAM. The population and continuous improvement have largely affected Brazil's and Argentina's economic growth. The shift in consumer lifestyle and increasing spending on grooming & personal care products are critical factors boosting the growth of the hair care appliances market in SAM, especially in Brazil. Moreover, Brazilian consumers' desire for beauty products and personal grooming products drives industry participants to boost the demand for hair care appliances in the region. Customers, specifically the millennials, have been taking corrective steps and measures to look good aesthetically. Hairstyle provides an identity to their overall facial look. These factors drive the growth of the hair care appliances market in SAM.

## SAM Hair Care Appliances Market Revenue and Forecast to 2028 (US\$ Million)

## SAM Hair Care Appliances Market Segmentation

The SAM hair care appliances market is segmented based on product type, distribution channel, and country.

Based on product type, the SAM hair care appliances market is segmented into dryers & blowers, straighteners, curlers, and others. The dryers & blowers segment held the largest market share in 2022. Based on distribution channel, the SAM hair care appliances market is segmented into supermarkets & hypermarkets, specialty stores, online retail, and others. The specialty stores segment held the largest market share in 2022. Based on country, the SAM hair care appliances market is segmented into Brazil, Argentina, and rest of SAM. Brazil dominated the market in 2022. Cloud Nine; Conair LLC; Dyson Limited; Instyler; Jemella Ltd.; Kiss Products Inc.; Koninklijke Philips N.V.; Revlon, Inc.; and Toni & Guy are the leading companies operating in the SAM hair care appliances market.

## Table of Contents:

### TABLE OF CONTENTS

- 1. Introduction
  - 1.1 Study Scope
  - 1.2 The Insight Partners Research Report Guidance
  - 1.3 Market Segmentation
- 2. Key Takeaways
- 3. Research Methodology
  - 3.1 Scope of the Study
  - 3.2 Research Methodology
    - 3.2.1 Data Collection:
    - 3.2.2 Primary Interviews:
    - 3.2.3 Hypothesis Formulation:
    - 3.2.4 Macro-economic Factor Analysis:
    - 3.2.5 Developing Base Number:
    - 3.2.6 Data Triangulation:
    - 3.2.7 Country Level Data:
- 4. SAM Hair Care Appliances Market Landscape
  - 4.1 Market Overview
  - 4.2 SAM PEST Analysis: Hair Care Appliances Market
  - 4.3 Expert Opinion

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- 5. SAM Hair Care Appliances Market - Key Market Dynamics
  - 5.1 Market Drivers
    - 5.1.1 Availability of Affordable Products
    - 5.1.2 Growing Influence of Social Media and Emphasis on Personal Appearance
  - 5.2 Market Restraints
    - 5.2.1 Rising Concerns Pertaining to Damage Caused by Heat of Hair Care Appliances
  - 5.3 Market Opportunities
    - 5.3.1 Technological Innovations of Hair Care Appliances
  - 5.4 Future Trends
    - 5.4.1 Surging Demand Among Men
  - 5.5 Impact Analysis of Drivers and Restraints
- 6. Hair Care Appliances Market - SAM Analysis
  - 6.1 SAM Hair Care Appliances Market -Revenue and Forecast to 2028 (US\$ Million)
- 7. SAM Hair Care Appliances Market Analysis - By Product Type
  - 7.1 Overview
  - 7.2 SAM Hair Care Appliances Market, By Product Type (2021 and 2028)
  - 7.3 Dyers and Blowers
    - 7.3.1 Overview
    - 7.3.2 Dryers and Blowers: Hair Care Appliances Market - Revenue and Forecast to 2028 (US\$ Mn)
  - 7.4 Straighteners
    - 7.4.1 Overview
    - 7.4.2 Straighteners: Hair Care Appliances Market - Revenue and Forecast to 2028 (US\$ Mn)
  - 7.5 Curlers
    - 7.5.1 Overview
    - 7.5.2 Curlers: Hair Care Appliances Market - Revenue and Forecast to 2028 (US\$ Mn)
  - 7.6 Others
    - 7.6.1 Overview
    - 7.6.2 Others: Hair Care Appliances Market - Revenue and Forecast to 2028 (US\$ Mn)
- 8. SAM Hair Care Appliances Market Analysis - By Distribution Channel
  - 8.1 Overview
  - 8.2 SAM Hair Care Appliances Market, By Distribution Channel (2021 and 2028)
  - 8.3 Supermarkets and Hypermarkets
    - 8.3.1 Overview
    - 8.3.2 Supermarkets and Hypermarkets: Hair Care Appliances Market- Revenue and Forecast to 2028 (US\$ Mn)
  - 8.4 Specialty Stores
    - 8.4.1 Overview
    - 8.4.2 Specialty Stores: Hair Care Appliances Market- Revenue and Forecast to 2028 (US\$ Mn)
  - 8.5 Online Retail
    - 8.5.1 Overview
    - 8.5.2 Online Retail: Hair Care Appliances Market- Revenue and Forecast to 2028 (US\$ Mn)
  - 8.6 Others
    - 8.6.1 Overview
    - 8.6.2 Others: Hair Care Appliances Market- Revenue and Forecast to 2028 (US\$ Mn)
- 9. SAM Hair Care Appliances Market- Country Analysis
  - 9.1 Overview
    - 9.1.1 SAM: Hair Care Appliances Market, by Key Country
      - 9.1.1.1 Brazil: Hair Care Appliances Market- Revenue and Forecast to 2028 (US\$ Million)

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- 9.1.1.1.1 Brazil: Hair Care Appliances Market, By Product Type
- 9.1.1.1.2 Brazil: Hair Care Appliances Market, by Distribution Channel
- 9.1.1.2 Argentina: Hair Care Appliances Market- Revenue and Forecast to 2028 (US\$ Million)
  - 9.1.1.2.1 Argentina: Hair Care Appliances Market, By Product Type
  - 9.1.1.2.2 Argentina: Hair Care Appliances Market, by Distribution Channel
- 9.1.1.3 Rest of SAM: Hair Care Appliances Market- Revenue and Forecast to 2028 (US\$ Million)
  - 9.1.1.3.1 Rest of SAM: Hair Care Appliances Market, By Product Type
  - 9.1.1.3.2 Rest of SAM: Hair Care Appliances Market, by Distribution Channel
- 10. Industry Landscape
  - 10.1 Overview
  - 10.2 Product launch
  - 10.3 Product News
- 11. Company Profiles
  - 11.1 Revlon, Inc.
    - 11.1.1 Key Facts
    - 11.1.2 Business Description
    - 11.1.3 Products and Services
    - 11.1.4 Financial Overview
    - 11.1.5 SWOT Analysis
    - 11.1.6 Key Developments
  - 11.2 Koninklijke Philips N.V.
    - 11.2.1 Key Facts
    - 11.2.2 Business Description
    - 11.2.3 Products and Services
    - 11.2.4 Financial Overview
    - 11.2.5 SWOT Analysis
    - 11.2.6 Key Developments
  - 11.3 Dyson Limited
    - 11.3.1 Key Facts
    - 11.3.2 Business Description
    - 11.3.3 Products and Services
    - 11.3.4 Financial Overview
    - 11.3.5 SWOT Analysis
    - 11.3.6 Key Developments
  - 11.4 Jemella Ltd.
    - 11.4.1 Key Facts
    - 11.4.2 Business Description
    - 11.4.3 Products and Services
    - 11.4.4 Financial Overview
    - 11.4.5 SWOT Analysis
    - 11.4.6 Key Developments
  - 11.5 Instyler
    - 11.5.1 Key Facts
    - 11.5.2 Business Description
    - 11.5.3 Products and Services
    - 11.5.4 Financial Overview
    - 11.5.5 SWOT Analysis

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- 11.5.6 Key Developments
- 11.6 Kiss Products Inc.
  - 11.6.1 Key Facts
  - 11.6.2 Business Description
  - 11.6.3 Products and Services
  - 11.6.4 Financial Overview
  - 11.6.5 SWOT Analysis
  - 11.6.6 Key Developments
- 11.7 Toni & Guy
  - 11.7.1 Key Facts
  - 11.7.2 Business Description
  - 11.7.3 Products and Services
  - 11.7.4 Financial Overview
  - 11.7.5 SWOT Analysis
  - 11.7.6 Key Developments
- 11.8 Cloud Nine
  - 11.8.1 Key Facts
  - 11.8.2 Business Description
  - 11.8.3 Products and Services
  - 11.8.4 Financial Overview
  - 11.8.5 SWOT Analysis
  - 11.8.6 Key Developments
- 11.9 Conair LLC
  - 11.9.1 Key Facts
  - 11.9.2 Business Description
  - 11.9.3 Products and Services
  - 11.9.4 Financial Overview
  - 11.9.5 SWOT Analysis
  - 11.9.6 Key Developments
- 12. Appendix
  - 12.1 About The Insight Partners
  - 12.2 Word Index

**South America Hair Care Appliances Market Forecast to 2028 - COVID-19 Impact and Regional Analysis - by Product Type (Dryers & Blowers, Straighteners, Curlers, and Others) and Distribution Channel (Supermarkets & Hypermarkets, Specialty Stores, Online Retail, and Others)**

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