

Europe 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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AVAILABLE LICENSES:

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

Report description:

The Europe hair care appliances market is expected to grow from US\$ 3,285.15 million in 2022 to US\$ 4,199.17 million by 2028. It is estimated to grow at a CAGR of 4.2% from 2022 to 2028.

Availability of Affordable Products

The use of hair care appliances, such as curlers, straighteners, and hair dryers, gives salon-like professional results. Many major manufacturers of appliances offer their products at affordable prices. Therefore, hair styling appliances have become an easy and pocket-friendly option to get well-groomed and styled hair. The retail landscape has transformed dramatically with rising number of organized stores, development of extensive retail infrastructure in several countries, change of customer buying behavior, and surging adoption of online shopping. Consumers are increasingly purchasing various goods from online shopping platforms owing to the availability of numerous products of different brands, heavy discounts, customer reviews and ratings, and home delivery services. Dyson, Koninklijke Philips N.V., and other hair care appliance manufacturers are selling their products through online retailers, including Amazon, eBay, and Sephora, to widen their customer base. Moreover, they have their own online shopping platforms where consumers can buy an authentic product at discounted price. With the growth of e-commerce, consumers have access to multiple hair care appliances at discounted prices. Thus, the availability of multiple appliances at affordable prices drives the hair care appliances' market growth across the region.

Market Overview

The hair care appliances market in Europe is segmented into Germany, France, Italy, the UK, Russia, and the rest of Europe. The

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market growth in Europe is ascribed to the increasing acceptance of different hairstyles. Transforming lifestyle trends concerning the personal care industry have further influenced the region's hair care appliances market growth. Energy-efficient and low-power-consuming appliances are witnessing high demand in Europe due to greater cost-efficiency. Manufacturers of such devices get further impetus from favorable initiatives from governments and energy associations. For instance, European Union's Ecodesign Directive strictly discourages using high-energy consuming hair care appliances such as hair drying and hair shaving devices. Thus, the demand for energy-efficient hair appliances is increasing in the region. The majority of hair care products and styling tools in Europe are sold through hair salons and hairdressers. Hairdressers and hair salons employ experts to help users and clients select the right product based on their hair type, hair issues, and personal preference. The expansion of beauty salons and hairdressers throughout the region is one of the major driving factors in the market. According to the UK National Hair & Beauty Federation (NHBF) report, more than 1,000 new hair and beauty salons were established in 2020. Moreover, the increasing promotions, including advertisements for hair care appliances in different media channels, are gaining customers' attention in the region. Evolving fashion trends in hair styling, followed by a strong influence of social media among consumers, is one of the major factors driving the growth of the hair care appliances market. Furthermore, Koninklijke Philips N.V., BaBylissPRO, Dyson, and Panasonic are some of Europe's leading brands of hair care appliances. Due to increasing hair-related problems among consumers, product innovations by many market players, including various hair appliances, helped them expand their presence across the region.

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

Europe Hair Care Appliances Market Segmentation

The Europe hair care appliances market is segmented based on product type, distribution channel, and country. Based on product type, the Europe 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 Europe hair care appliances market is segmented into supermarkets & hypermarkets, specialty stores, online retail, and others. The supermarkets & hypermarkets segment held the largest market share in 2022. Based on country, the Europe hair care appliances market is segmented into the UK, Germany, France, Italy, Russia, and rest of Europe. Germany 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 Europe hair care appliances market.

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