

Hair Drying Towel Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Market Report | 2024-09-03 | 140 pages | Global Market Insights

AVAILABLE LICENSES:

- Single User \$4850.00
- Multi User \$5350.00
- Enterprise User \$8350.00

Report description:

The Global Hair Drying Towel Market was valued at USD 474.6 million in 2023 and is projected to grow at a CAGR of 6.2% from 2024 to 2032. Consumers are increasingly recognizing the link between hair care and overall health, leading to a heightened focus on products that mitigate hair damage. Towels designed to combat frizz, breakage, and heat damage are gaining popularity. There is a significant shift towards eco-friendly and sustainable materials in hair drying towels. Products made from organic cotton, recycled fibers, and bamboo are resonating with environmentally conscious consumers. The trend of creating a home spa experience is driving demand for premium hair drying towels that elevate personal care routines. Towels that complement other spa-like products are seeing increased traction.

Market segmentation by material includes microfiber, cotton, bamboo, blended fabrics, and others. In 2023, cotton dominated the market with a valuation of USD 229.5 million. Cotton towels, known for their breathability and comfort, cater to users who prefer natural fibers. This material appeals to those prioritizing comfort and a natural feel over advanced features. Cotton towels are widely available and generally more affordable compared to other materials. Their broad accessibility and cost-effectiveness drive consistent demand.

Based on style, the hair drying towel market is categorized into turban style, standard towel, and wrap style. In 2023, standard towels held the dominant market share of 45% and are anticipated to grow in use through the years. Standard towels are the most traditional and versatile option, suitable for various uses beyond just hair drying. Their familiarity and multi-functionality make them a staple in many households. Standard towels are generally more affordable and widely available compared to specialized styles. Their cost-effectiveness and broad accessibility contribute to consistent demand.

North America held a hair drying towel market value is expected to reach USD 218.4 million by 2032. There is a growing awareness of the importance of maintaining healthy hair. Consumers are increasingly aware of the impact of traditional drying methods on hair health, leading them to seek out specialized towels that minimize damage and frizz. Many U.S. consumers have hectic schedules, leading to a demand for quick and efficient hair drying solutions. Towels that offer fast drying times and ease of use appeal to individuals with busy routines.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Report Content

Chapter 1 Methodology & Scope

- 1.1 Market scope & definitions
- 1.2 Base estimates & calculations
- 1.3 Forecast calculations
- 1.4 Data sources
 - 1.4.1 Primary
 - 1.4.2 Secondary
 - 1.4.2.1 Paid sources
 - 1.4.2.2 Public sources

Chapter 2 Executive Summary

- 2.1 Industry 360° synopsis, 2021-2032

Chapter 3 Industry Insights

- 3.1 Industry ecosystem analysis
 - 3.1.1 Factor affecting the value chain
 - 3.1.2 Profit margin analysis
 - 3.1.3 Disruptions
 - 3.1.4 Future outlook
 - 3.1.5 Manufacturers
 - 3.1.6 Distributors
- 3.2 Supplier landscape
- 3.3 Profit margin analysis
- 3.4 Raw material analysis
- 3.5 Key news & initiatives
- 3.6 Regulatory landscape
- 3.7 Impact forces
 - 3.7.1 Growth drivers
 - 3.7.1.1 Evolving trends and preferences
 - 3.7.1.2 Health and wellness awareness
 - 3.7.1.3 Advancements in textile technology
 - 3.7.1.4 Increasing functionality and comfort trends
 - 3.7.2 Industry pitfalls & challenges
 - 3.7.2.1 Market saturation and competition
 - 3.7.2.2 Raw material price volatility
- 3.8 Growth potential analysis
- 3.9 Porter's analysis
- 3.10 PESTEL analysis

Chapter 4 Competitive Landscape, 2023

- 4.1 Introduction
- 4.2 Company market share analysis
- 4.3 Competitive positioning matrix
- 4.4 Strategic outlook matrix

Chapter 5 Market Estimates & Forecast, By Material, 2021-2032 (USD Million) (Million Units)

- 5.1 Key trends
- 5.2 Microfiber
- 5.3 Cotton

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

5.4 Bamboo

5.5 Blended fabrics

5.6 Others

Chapter 6 Market Estimates & Forecast, By Style, 2021-2032 (USD Million) (Million Units)

6.1 Key trends

6.2 Turban style

6.3 Standard towel

6.4 Wrap style

Chapter 7 Market Estimates & Forecast, By Price Range, 2021-2032 (USD Million) (Million Units)

7.1 Key trends

7.2 Low

7.3 Mid

7.4 High

Chapter 8 Market Estimates & Forecast, By End-use, 2021-2032 (USD Million) (Million Units)

8.1 Key trends

8.2 Residential

8.3 Commercial

Chapter 9 Market Estimates & Forecast, By Distribution Channel, 2021-2032 (USD Million) (Million Units)

9.1 Key trends

9.2 Online

9.2.1 E-commerce

9.2.2 Company owned websites

9.3 Offline

9.3.1 Supermarkets

9.3.2 Specialty stores

9.3.3 Others (Individual Stores, etc.)

Chapter 10 Market Estimates & Forecast, By Region, 2021-2032 (USD Million) (Million Units)

10.1 Key trends

10.2 North America

10.2.1 U.S.

10.2.2 Canada

10.3 Europe

10.3.1 UK

10.3.2 Germany

10.3.3 France

10.3.4 Italy

10.3.5 Spain

10.3.6 Russia

10.3.7 Rest of Europe

10.4 Asia Pacific

10.4.1 China

10.4.2 India

10.4.3 Japan

10.4.4 South Korea

10.4.5 Australia

10.4.6 Rest of Asia Pacific

10.5 Latin America

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 10.5.1 Brazil
- 10.5.2 Mexico
- 10.5.3 Rest of Latin America
- 10.6 MEA
 - 10.6.1 South Africa
 - 10.6.2 Saudi Arabia
 - 10.6.3 UAE
 - 10.6.4 Rest of MEA
- Chapter 11 Company Profiles
 - 11.1 Aquis
 - 11.2 BambooMN
 - 11.3 Betsy Johnson
 - 11.4 DevaCurl
 - 11.5 Ettitude
 - 11.6 Glamour Care
 - 11.7 Hair RePear
 - 11.8 JML
 - 11.9 Kitsch
 - 11.10 L'Oreal
 - 11.11 Moroccan Oil
 - 11.12 Schick
 - 11.13 The Towel House
 - 11.14 Turbie Twist
 - 11.15 VivaTerra

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Hair Drying Towel Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Market Report | 2024-09-03 | 140 pages | Global Market Insights

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User	\$4850.00
	Multi User	\$5350.00
	Enterprise User	\$8350.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-03-05"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

