

Mini Hair Straightener Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Market Reprt | 2024-12-02 | 220 pages | Global Market Insights

AVAILABLE LICENSES:

- Single User \$4850.00
- Multi User \$6050.00
- Enterprise User \$8350.00

Report description:

The Global Mini Hair Straightener Market was valued at USD 2.9 billion in 2023 and is projected to grow at a CAGR of 5.3% from 2024 to 2032. As part of the broader hair styling industry, the mini hair straightener segment is experiencing significant growth. This can be attributed to rising consumer demand for portable, efficient, and user-friendly hair tools. These compact devices cater to a fast-paced, mobile lifestyle, providing convenient beauty solutions for travel, work, and quick touch-ups.

The growing trend of convenience and functionality has influenced both consumer preferences and manufacturer innovations. Advanced technologies, such as ceramic and tourmaline plates, are now standard in mini hair straighteners, designed to protect hair health while enhancing performance. Features like fast heat-up times, automatic shut-off, and moisture-locking properties are also becoming more common in these products.

There is also an increasing desire for premium, high-performance tools, especially among young professionals prioritizing quality and versatility. The rise of social media has contributed to this shift, with beauty influencers and experts showcasing mini hair straighteners through styling tutorials and product reviews. This has educated consumers on the benefits of these devices, further driving demand. As a result, leading brands are strengthening their online presence with exclusive promotions and bundled offers, making high-end mini straighteners more accessible to a broader audience.

The market is segmented by product type into hot air brushes, curling irons, flat irons, straightening brushes, and others. The flat iron and straightening brush category led the market with a revenue of approximately USD 0.96 billion in 2023. These products are expected to continue dominating the market, owing to their versatility, ease of use, and ability to provide professional-grade results for various hair types. Flat irons remain a popular choice for sleek, straight styles, and many feature advanced materials like ceramic and tourmaline plates to minimize heat damage.

In terms of heating plates, the market is divided into ceramic, titanium, and tourmaline plates, along with other variations like

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

copper-ceramic blends. Ceramic plates held about 32.8% of the market share in 2023 and are anticipated to grow at a CAGR of 4.8%. However, the tourmaline plates segment is expected to see the fastest growth, with a projected CAGR of 6.8%. These plates are gaining popularity due to their superior ability to emit negative ions, which help protect hair while reducing frizz.

The North American market, particularly the U.S., holds a dominant position in the mini hair straightener industry, valued at USD 0.45 billion in 2023. This is driven by a high demand for portable beauty tools and a strong presence of innovative beauty brands. With urban professionals seeking efficient and portable personal care products, U.S.-based companies are investing heavily in research and development to introduce advanced technologies that appeal to health-conscious, on-the-go consumers. Additionally, the U.S. benefits from a well-established e-commerce network, enabling brands to reach a wide audience and leverage digital marketing strategies effectively.

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 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 Key news & initiatives
- 3.5 Regulatory landscape
- 3.6 Impact forces
 - 3.6.1 Growth drivers
 - 3.6.1.1 Rising demand for portable and convenient beauty products
 - 3.6.1.2 Growing consumer awareness of advanced hair care technology
 - 3.6.1.3 Expansion of e-commerce and social media influence
 - 3.6.2 Industry pitfalls & challenges
 - 3.6.2.1 Limited styling capabilities compared to full-sized models
 - 3.6.2.2 Intense competition from multitasking beauty tools
- 3.7 Consumer buying behavior analysis

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

- 3.8 Technological overview
- 3.9 Growth potential analysis
- 3.10 Porter's analysis
- 3.11 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 Product Type, 2021-2032 (USD Million) (Thousand Units)

- 5.1 Key trends
- 5.2 Hot air brushes
- 5.3 Curling irons
- 5.4 Flat iron and brushes
- 5.5 Straightening brushes
- 5.6 Others

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

- 6.1 Key trends
- 6.2 Cordless
- 6.3 Corded

Chapter 7 Market Estimates & Forecast, By Heating Plate, 2021-2032 (USD Million) (Thousand Units)

- 7.1 Key trends
- 7.2 Ceramic plates
- 7.3 Titanium plates
- 7.4 Tourmaline plates
- 7.5 Others (tourmaline ceramic, copper ceramic, etc.)

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

- 8.1 Key trends
- 8.2 Low (USD 1 - USD 50)
- 8.3 Medium (USD 50-200)
- 8.4 High (>USD 200)

Chapter 9 Market Estimates & Forecast, By Consumer Group, 2021-2032 (USD Million) (Thousand Units)

- 9.1 Key trends
- 9.2 Men
- 9.3 Women

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

- 10.1 Key trends
- 10.2 Residential
- 10.3 Commercial
 - 10.3.1 Beauty centers
 - 10.3.2 Salons
 - 10.3.3 Other (dermatological center, etc.)

Chapter 11 Market Estimates & Forecast, By Distribution Channel, 2021-2032 (USD Million) (Thousand Units)

- 11.1 Key trends
- 11.2 Online
 - 11.2.1 E-commerce marketplace
 - 11.2.2 Company websites

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

11.3 Offline

11.3.1 Hypermarkets & supermarkets

11.3.2 Specialty stores

11.3.3 Others (beauty shops, retail stores, etc.)

Chapter 12 Market Estimates & Forecast, By Region, 2021-2032 (USD Million) (Thousand Units)

12.1 Key trends

12.2 North America

12.2.1 U.S.

12.2.2 Canada

12.3 Europe

12.3.1 UK

12.3.2 Germany

12.3.3 France

12.3.4 Italy

12.3.5 Spain

12.3.6 Russia

12.4 Asia Pacific

12.4.1 China

12.4.2 India

12.4.3 Japan

12.4.4 South Korea

12.4.5 Australia

12.5 Latin America

12.5.1 Brazil

12.5.2 Mexico

12.6 MEA

12.6.1 UAE

12.6.2 Saudi Arabia

12.6.3 South Africa

Chapter 13 Company Profiles

13.1 Adawo (Jiaxing) Technology Co., Ltd.

13.2 Braun GmbH

13.3 Conair LLC

13.4 Drybar Products LLC

13.5 Dyson

13.6 Hot Tools Professional

13.7 Ikonik World

13.8 John Paul Mitchell Systems

13.9 Moehair USA Inc.

13.10 Panasonic Holdings Corporation

13.11 Koninklijke Philips N.V.

13.12 Revlon

13.13 RUSK PRO

13.14 T3 Micro

□

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com

Mini Hair Straightener Market Opportunity, Growth Drivers, Industry Trend Analysis, and Forecast 2024 - 2032

Market Reprt | 2024-12-02 | 220 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	\$6050.00
	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="2025-05-07"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

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

www.scotts-international.com



Scotts International. EU Vat number: PL 6772247784

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