

Europe Hair Styling Tools - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

Europe Hair Styling Tools Market Analysis

By 2025, the European hair styling tools market size is estimated to be USD 3.17 billion, with expectations to grow further to USD 3.78 billion by 2030, reflecting a steady CAGR of 3.62%. This growth is driven by advancements in cordless technology, the rising trend of premiumization, and an increasing preference among consumers to achieve salon-quality results at home. Cordless devices, in particular, are gaining traction among mobile European consumers due to their portability, compact design, and rechargeable features. Additionally, the growing influence of social media is significantly shaping the market, with beauty content enhancing brand visibility and driving purchase intent, especially among younger men, who are contributing to the expansion of the male grooming segment. While specialty retailers continue to attract consumers seeking tactile product demonstrations, digital channels are experiencing the fastest growth. This shift is attributed to the solidification of online purchasing habits that emerged during the pandemic, which have now become a permanent aspect of consumer behavior.

Europe Hair Styling Tools Market Trends and Insights

Rising popularity of cordless rechargeable styling tools among European travellers

European consumers are adopting portable hair styling tools that combine convenience, efficiency, and professional-quality results for home and travel use. This market shift stems from the increased implementation of cordless and rechargeable technologies, which accommodate modern work patterns, hybrid work environments, and business travel requirements. Compact,

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lightweight designs address the needs of European consumers, particularly in urban markets where storage space is constrained. The implementation of fast-charging lithium-ion batteries, dual-voltage compatibility, and heat-resistant travel cases has improved the functionality and dependability of portable devices. Manufacturers have implemented features including adjustable temperature settings, automatic shut-off mechanisms, and ergonomic designs to enhance safety and operational efficiency. Dyson's Corrale cordless hair straightener demonstrates this market development, providing flexible plates that reduce hair damage while enabling cordless operation across multiple environments. The market indicates a substantial demand for versatile, portable grooming tools that maintain performance standards. Furthermore, manufacturers are incorporating energy-efficient components and sustainable materials to meet environmental requirements in the European market.

Strong emphasis on self-grooming

The European beauty market is experiencing a significant transformation, with personal grooming emerging as a key aspect of self-expression and professional image. This trend is transcending traditional gender boundaries, as men's grooming routines become increasingly sophisticated and reliant on advanced tools and products. This evolution reflects broader cultural shifts toward individualism and the growing importance of personal branding, particularly among younger demographics who view grooming as essential for enhancing both social and professional opportunities. Furthermore, the demand for premium grooming tools is on the rise, as European consumers prioritize products that deliver salon-quality results at home. The market demonstrates a notable transition toward at-home beauty solutions, primarily attributed to operational cost advantages and increased consumer accessibility compared to traditional salon services.

Increasing preference for long-term styling treatments

European consumers are increasingly transitioning toward semi-permanent and permanent styling solutions, which are significantly impacting the demand for traditional styling tools. Professional salon treatments, such as keratin smoothing, chemical straightening, and long-lasting wave formations, are becoming more popular due to their ability to deliver convenience, durability, and reduced daily maintenance. These treatments cater to time-conscious consumers who prioritize efficiency and are willing to invest in salon services for long-term benefits. Thus, the hair straightener market segment experiences significant competitive pressure from professional salon treatments offering equivalent results with minimal consumer effort. This market dynamic reflects a fundamental shift in European consumer behavior, where the demand for efficient personal care solutions continues to rise, driven by the increasing value placed on time management and simplified grooming procedures.

Other drivers and restraints analyzed in the detailed report include:

Technological advancements in product design / Influence of social media platform and celebrity endorsement / Proliferation of counterfeit products /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

In 2024, hair straighteners dominate the market with an 80.46% share, reflecting European consumers' strong preference for sleek and professional styling that aligns with contemporary beauty standards. This segment's leadership is driven by its versatility, as straighteners are not only used for straightening but also for creating waves and curls, making them essential tools in daily grooming routines. The premium segment experiences significant growth due to the adoption of professional-grade straighteners featuring advanced plate technologies and precise temperature control systems. These innovations cater to consumers' increasing willingness to invest in high-quality tools that deliver salon-like results at home.

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Hair styling brushes and combs represent the fastest-growing segment, with a projected CAGR of 3.95% through 2030. This growth highlights a shift in consumer preferences toward gentler styling methods that reduce heat damage and promote hair health. A notable example is Tangle Teezer's sustainability initiative, which saw the sale of 385,000 Plant Brushes in 2024, made from 85% sustainably sourced castor beans. This demonstrates how environmental consciousness is driving innovation within the segment. The rising awareness of heat damage risks and the growing popularity of natural styling techniques that preserve hair integrity further fuel this segment's expansion. Additionally, hair dryers and curlers maintain consistent demand, serving as complementary tools that enhance comprehensive styling routines.

In 2024, corded hair styling tools dominate the market with a 67.56% share, attributed to their established performance reliability and cost-effectiveness, which appeal to budget-conscious European consumers. Professional salons continue to rely on corded tools for their consistent power output and unlimited usage time, ensuring a stable demand that sustains their market leadership. Despite this dominance, advancements in battery technology and motor efficiency are steadily narrowing the performance gap, making cordless alternatives increasingly viable for both professional and personal use. Additionally, the durability and lower maintenance requirements of corded tools further contribute to their sustained preference in the market.

Cordless hair styling tools, on the other hand, are emerging as the fastest-growing segment, with a projected CAGR of 3.74% through 2030. This growth is driven by the increasing mobility needs of European consumers and significant improvements in battery performance and efficiency. For example, Panasonic's launch of its new nanocare hair dryers in October 2024 demonstrates how manufacturers are addressing traditional cordless limitations. These dryers offer enhanced portability while incorporating advanced moisture-retention technology, catering to consumer demands for convenience without compromising functionality. The segment's growth is further bolstered by evolving European travel patterns and urban lifestyle preferences, which prioritize compact, space-efficient, and easy-to-use personal care solutions, positioning cordless tools as a compelling alternative in the market.

The Europe Hair Styling Tools Market Report is Segmented by Product Type (Corded and Cordless), Equipment Type (Hair Dryers, Hair Curlers and Rollers, Hair Straighteners, and More), End Users (Men, Women, and Unisex), Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, and More), and Geography (Germany, United Kingdom, Italy, Spain, France, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Dyson Ltd. / Koninklijke Philips N.V. / Groupe SEB / Panasonic Holdings Corporation / Spectrum Brands Holdings / Conair Corporation / Helen Of Troy Ltd. / The Wahl Clipper Corporation / T3 Micro Inc. / Cloud Nine Hair Ltd. / Revlon Inc. / L'Oreal S.A. / Mermaid Hair / JS Global Lifestyle Company Limited / Salon Europe Ltd (Diva Pro Styling) / Elchim S.P.A. / Parlux S.P.A. / TESCOM Co., Ltd. / Andis Company / JAB Beauty B.V. (GHD) /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /
3 months of analyst support /

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