

Hair Brush Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Personal Care, Hygiene & Baby Care (Consumer Goods & Services)
> ****Source:**** <https://www.mordorintelligence.com/industry-reports/hair-brush-market>
> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
:---	:---
Base Market Size	USD 5.70 billion
Projected Forecast (2031)	USD 5.70 billion
Growth Rate (CAGR)	6.59 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Major players in Hair Brush industry](images/chart_2.png)

![Hair Brush Market Size](images/chart_3.png)

![Hair Brush Market Share by Shape Type, 2025](images/chart_4.png)

![Hair Brush Market Share by Usage, 2025](images/chart_5.png)

![Hair Brush Market Share by End User, 2025](images/chart_6.png)

![Hair Brush Market Growth Rate by Region](images/chart_7.png)

![Hair Brush Market Concentration](images/chart_8.png)

![Icon](images/chart_9.png)

![footer background image](images/chart_11.png)

![Mordor Intelligence on Facebook](images/chart_13.svg)

![Mordor Intelligence on Pinterest](images/chart_15.svg)

![Mordor Intelligence on Instagram](images/chart_16.svg)

![ESOMAR](images/chart_18.png)

![GPTW](images/chart_20.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|
2021 - 2031
|

Market Size (2026)
|
USD 5.70 Billion
|

Market Size (2031)
|
USD 7.90 Billion
|

Growth Rate (2026 - 2031)
|
6.59 %
|

Fastest Growing Market
|
Asia-Pacific
|

Largest Market

Europe

Market Concentration

Medium

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Hair Brush Market Analysis by Mordor Intelligence

The hair brush market size is expected to grow from USD 5.40 billion in 2025 to USD 5.70 billion in 2026 and is forecast to reach USD 7.90 billion by 2031 at 6.59% CAGR over 2026-2031. This growth reflects a shift in the hair care industry, where brushes are increasingly viewed as integral components of multi-step at-home styling routines rather than basic utility items. This shift has driven category growth, as expanded distribution channels provide access to previously underserved consumer groups. Additionally, rising consumer awareness of hair health, scalp care, and damage prevention is influencing purchasing decisions, leading to increased demand for specialized brushes designed for detangling, minimizing breakage, enhancing scalp stimulation, and catering to specific hair textures. In response, manufacturers are focusing on product differentiation by offering paddle, cushion, vent, and thermal brushes tailored to various styling and treatment requirements. Furthermore, the rapid growth of e-commerce and the influence of social media-driven beauty education have enhanced consumer access to premium and niche brush categories, boosting adoption beyond traditional mass-market products.

Key Report Takeaways

- * By shape type, flat brushes represented 58.81% of the share in 2025, while round brushes are projected to grow at a 7.64% CAGR through 2031.
- * By cushion type, non-cushioned brushes held 63.67% of the share in 2025, while cushioned brushes are expected to expand at a 7.86% CAGR through 2031.
- * By usage, detangling brushes accounted for 43.87% of the share in 2025, while teasing brushes are forecast to register a 7.34% CAGR through 2031.
- * By material, synthetic brushes represented 74.81% of the share in 2025, while wooden/bamboo brushes are projected to grow at an 8.01% CAGR through 2031.
- * By end user, adults accounted for 88.19% of the share in 2025, while the kids segment is expected to expand at a 7.55% CAGR through 2031.
- * By distribution channel, retail captured 82.77% of the share in 2025, while hair salons are projected to grow at a 7.93% CAGR through 2031.
- * By geography, Europe accounted for 32.02% share in 2025, while Asia-Pacific is the fastest-growing region with 7.18% through 2031.

Key Market Trends

Market Trends and Insights

Drivers Impact Analysis of Hair Brush Market*

Driver |
(~) % Impact on CAGR Forecast |
Geographic Relevance |
Impact Timeline |

Growing awareness of hair care and personal grooming

|

+1.2%
|

Global
|

Short term (≤ 2 years)
|

Rising male grooming and self-care expenditure

|

+0.9%
|

Global, with concentration in North America and Asia-Pacific
|

Medium term (2-4 years)
|

Social media and influencer impact on specialized hair care tools

|

+1.0%
|

Global, primary in Asia-Pacific and North America
|

Short term (≤ 2 years)
|

Advancements in ionic, heated, and smart brush technology

|

+1.1%
|

Global, higher adoption in premium markets
|

Medium term (2-4 years)
|

Rising demand for eco-friendly and sustainable hair care products

|

+0.7%
|

Europe and North America
|

Long term (≥ 4 years)
|

Premium hair care routines beyond shampoos and conditioners

|

+0.8%
|

Global, with growing traction in Asia-Pacific and Middle East and Africa
|

Long term (≥ 4 years)
|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

The hair brush market is moderately fragmented, with no single company holding a dominant market share. High-volume players such as Conair LLC and Spectrum Brands Holdings (through Remington) focus on supply chain efficiency, extensive mass-retail distribution, and competitive pricing to maintain their market presence. These companies aim to cater to a broad consumer base by offering affordable and widely available products. In contrast, technology-focused premium brands like Dyson and GHD emphasize advanced product engineering and innovation, targeting consumers willing to pay a premium for high-performance and technologically advanced products.

This strategic division is reflected in recent product developments: volume players leverage co-branding and retailer partnerships to expand their reach and drive sales. For instance, Wet Brush's March 2026 collaboration with Hill House Home at Ulta and FHI Heat's expansion into Walmart are aimed at creating additional purchase opportunities and enhancing brand visibility. On the other hand, premium brands prioritize innovation and intellectual property, as demonstrated by Wet Brush's patent-pending ionic infusion brush and Dyson's RFID nozzle-recognition system in the Airwrap Coanda 2X. These innovations highlight their focus on delivering unique features and advanced functionality to differentiate themselves in the market.

Additionally, specialized professional brands, including Denman International, Olivia Garden International, Ibiza Hair, and Tek Salonsystem, continue to exert competitive pressure on larger players within salon distribution channels. These brands leverage their deep technical expertise and focus on specification-driven purchasing to cater to professional stylists and salon owners. By offering high-quality, specialized products tailored to professional needs, they challenge the dominance of larger incumbents, where technical performance often takes precedence over mass-market scale.

Hair Brush Industry Leaders

*

Conair LLC

*

Denman International Limited

*

Tangle Teezer Limited

*

Mason Pearson Bros. Ltd.

*

G. B. Kent and Sons plc

*

*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Hair Brush Market Report Scope

The hair brush market comprises retail sales of products designed to detangle, style, smooth, and maintain hair, including flat and round brushes, cushioned and non-cushioned brushes, and brushes for detangling, teasing, and scalp massage. By shape type, the market is segmented into flat and round. By cushion type, the market is segmented into cushioned and non-cushioned. Based on the usage, the market is segmented into detangling, teasing, and others. By material, the market is segmented into synthetic and wooden/bamboo. By end user, the market is segmented into adults and kids. By distribution channel, the market is segmented into hair salons and retail. Also, the report covers a detailed analysis of major economies across North America, Europe, Asia-Pacific, South America, and the Middle East and Africa. For each segment, the market sizing and forecasting have been done in value terms (USD).

By Shape Type

Flat
|

Round
|

Segmentation Accordion Item

By Geography

North America
|

United States
|

|

Canada
|

|

Mexico
|

|

Rest of North America
|

Europe
|

United Kingdom
|

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Germany
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France
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Italy
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Spain
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Russia
|

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Sweden
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Belgium
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Poland
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Netherlands

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Rest of Europe

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Asia-Pacific

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China

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Japan

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India
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Thailand
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Singapore
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Indonesia
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South Korea
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Australia

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New Zealand

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Rest of Asia-Pacific

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South America

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Brazil

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Argentina

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Colombia

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Chile

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Rest of South America

|

Middle East and Africa

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United Arab Emirates
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South Africa
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Saudi Arabia
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Nigeria
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Egypt
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Morocco

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Turkey

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Rest of Middle East and Africa

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Frequently Asked Questions

What is the projected size of the hair brush market by 2031?

The market is expected to reach USD 7.90 billion by 2031, growing at a CAGR of 6.59% from 2026 to 2031.

Which region is expected to grow the fastest in the hair brush market?

Asia-Pacific is projected to be the fastest-growing region, registering a CAGR of 7.18% during 2026–2031.

Which shape type holds the largest share in the hair brush market?

Flat brushes dominated the hair brush market by shape type, accounting for 58.81% of the share in 2025.

Which cushion type held the largest share of the hairbrush market in 2025?

Non-cushioned brushes led the market by cushion type, representing 63.67% of the share in 2025.

Which region held the largest market share in 2025?

Europe held the largest regional share of the hair brush market, accounting for 32.02% in 2025.