







# Global Scrunchies Market Flourishes as Fashion Meets Functionality in Hair Accessories

The [Scrunchies Market](#) is experiencing a vibrant resurgence, driven by evolving fashion trends, increasing social media influence, and a global shift toward comfortable and eco-friendly hair accessories. Once considered a nostalgic accessory, scrunchies are now a mainstream fashion essential, contributing significantly to the global hair accessory industry.

A blend of aesthetics and practicality has made scrunchies a staple across age groups and cultures. With growing demand for gentle, non-damaging alternatives to traditional hair ties, consumers are embracing scrunchies made from diverse materials including silk, velvet, cotton, and recycled fabrics. Their versatility in both casual and formal settings further enhances their popularity.

Dataintelo's latest market research reveals a steady upward trajectory for the scrunchies market, driven by lifestyle changes, affordability, and product innovation. The industry is witnessing consistent CAGR growth and is poised to maintain this momentum through the forecast period, supported by expanding e-commerce and D2C (direct-to-consumer) retail channels.

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## Market Drivers

Several factors are fueling the growth of the global scrunchies market:

- **Fashion Revival:** The revival of 90s and Y2K trends has repositioned scrunchies as a fashionable statement among Gen Z and millennials.
- **Comfort and Functionality:** Compared to elastic hair ties, scrunchies reduce hair breakage, making them a preferred choice for long-term use.
- **Sustainable Fashion Movement:** The rise of eco-conscious consumers is pushing demand for scrunchies made with biodegradable, organic, and upcycled materials.

In addition, the influence of influencers and celebrities sporting designer scrunchies has elevated the accessory from a casual item to a trendsetting must-have.

## Market Restraints

Despite its growing appeal, the scrunchies market faces several limitations:

- **Intense Competition:** The low entry barrier has led to market saturation with a flood of local and unbranded products, making differentiation difficult.
- **Short Product Lifecycle:** As a fashion-driven product, scrunchie designs can quickly go out of trend, requiring frequent updates to remain relevant.

