

UK Female Hair Piece, Wig, and Extension Market by Product Type (Hair Pieces, Wigs, and Hair Extensions), By Material (Synthetic Hair, and Real Hair): Opportunity Analysis and Industry Forecast, 2021–2027

<https://marketpublishers.com/r/U6922D436F80EN.html>

Date: March 2021

Pages: 96

Price: US\$ 4,615.00 (Single User License)

ID: U6922D436F80EN

Abstracts

Hair wigs, pieces, and hair extensions are fake hair alternatives made from synthetic and real hair. They are used both by men and women to cover the entire head & mask baldness, transform the hairstyle, and enhance their appearance. Hair extension add length and volume to natural hair, and are clipped, glued, or woven on the natural hair, thereby altering the hairstyle instantly. Hair pieces are patches of false hair, which are worn to cover partial baldness.

The UK female hair piece, wig, and extension market was valued at \$612.9 million on 2019, and is expected to reach \$1,185.1 million by 2027, growing at a CAGR of 11.7% from 2021 to 2027. The wigs segment dominated the market in 2019, and is expected to continue this trend throughout the forecast period.

The growth of UK female hair piece, wig, and extension market is majorly driven by increase in concerns about physical appearance caused by hair loss. Moreover, rise in influence of celebrity hairstyles and fashion has boosted the use of false hair products. Furthermore, increase in acceptance and use of false hair among women to restore their self-confidence has notably contributed toward the growth of the overall market. However, environmental impact of synthetic wigs and emergence of novel treatment of hair loss such as Minoxidil act as the major restraints of the market. On the contrary, breakthrough in the production of false hair is expected to drive the market growth. Furthermore, the introduction of techniques such as strand applications are anticipated to offer remunerative opportunities for the expansion of the market during the forecast

period.

The UK female hair piece, wig, and extension market is segmented into product type and material. Depending on the product type, the market is categorized into hair pieces, which includes bangs & fringes, ponytails, hair buns, hair wraps, head bands and other (toupee and wefts); wigs, which includes standard & capless construction, hand tied, monofilament construction, lace front wig, and others (partial wigs and French knot wig); and hair extensions, which include clip-in hair extension, tape-in hair extension, sew-in hair extension/weave, and pre-bonded hair extension.

The key players operating in the UK female hair piece, wig, and extension industry have relied on product innovation and new product launch to remain competitive in the UK market. Certain brands have been focusing on celebrity endorsements and expert advice for potential customers to increase awareness about new and emerging products. The key players profiled in the report are Aderans Co., Ltd., Cinderella Hair, Daxbourne International Ltd., Foxy Locks Ltd., Hair Development Limited, Kimwigs.Co.Uk, Luxy Hair Co., Racoon International Ltd., Salonlabs LLC, and the Real Human Hair Company.

KEY BENEFITS FOR STAKEHOLDERS

The report provides a quantitative analysis of the current market trends, estimations, and dynamics of the market size from 2019-2027 identify the prevailing water tank opportunities.

Porter's five forces analysis highlights the potency of buyers and supplier's tenable stakeholder's make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the size and segmentation assists to determine the prevailing market opportunities.

The major countries in each region are mapped according their revenue contribution the industry.

The market player positioning segment facilitates benchmarking and provides a clear understanding of the present position of the market players in the UK female hair piece, wig, and extension industry.

KEY MARKET SEGMENTATION

Product Type

Hair Pieces

Bangs & Fringes

Ponytails

Hair Buns

Hair Wraps

Head Bands

Others

Wigs

Standard & Capless Construction

Hand Tied

Monofilament Construction

Lace Front Wig

Others

Hair Extensions

Clip-in Hair Extension

Tape-in Hair Extension

Sew-in Hair Extension/Weave

Pre-bonded Hair Extension

By Material

Synthetic Hair

Real Hair

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