

Global Androgenetic Alopecia Market Size study, by Gender (Male, Female), by Treatment (Pharmaceuticals, Devices), End-use (Dermatology Clinics, Homecare Settings), Sales Channel and Regional Forecasts 2022-2032

<https://marketpublishers.com/r/G0FE1A9DE1FDEN.html>

Date: May 2025

Pages: 285

Price: US\$ 3,218.00 (Single User License)

ID: G0FE1A9DE1FDEN

Abstracts

Global Androgenetic Alopecia Market is valued approximately at USD 2.72 billion in 2023 and is anticipated to grow with a healthy growth rate of more than 8.45% over the forecast period 2024-2032. Androgenetic alopecia, commonly referred to as male or female pattern baldness, has increasingly become a focal point in both dermatological and cosmetic medicine. The condition's psychosocial impact, particularly in younger demographics, has prompted individuals to actively seek both pharmaceutical and device-based interventions to restore hair density and slow progression. With shifting lifestyle trends, rising stress levels, and hormonal imbalances driving prevalence, androgenetic alopecia has evolved from a dermatological concern to a rapidly expanding therapeutic frontier.

Pharmaceutical treatments, particularly minoxidil and finasteride-based solutions, continue to dominate due to their proven efficacy. However, demand for technologically advanced devices such as laser therapy caps, microneedling tools, and scalp stimulators is gaining momentum owing to their non-invasive nature and rising consumer preference for at-home solutions. Simultaneously, biotech innovations focusing on stem cell therapies and platelet-rich plasma (PRP) are gaining ground, attracting clinical attention and investor interest alike. Companies are increasingly leaning into digital platforms and direct-to-consumer models, offering customized hair restoration kits and remote consultation services to enhance accessibility and adherence.

The market, despite its traction, is not without challenges. Skepticism surrounding treatment outcomes, the need for prolonged product usage, and high costs associated with advanced therapeutic devices may limit adoption in price-sensitive markets. Furthermore, regulatory scrutiny on safety and efficacy, especially for newer device-based modalities, is tightening across several jurisdictions. Nonetheless, innovations in ingredient formulation, subscription-based delivery models, and enhanced marketing narratives are helping to overcome these barriers by educating consumers and framing hair loss as a manageable, if not reversible, condition.

Consumer behavior is also undergoing a transformation as men and women alike become more open about cosmetic wellness and self-care. Influencer-driven awareness campaigns, social media testimonials, and growing conversations around body positivity have normalized treatment-seeking behavior. This behavioral shift has created fertile ground for both new entrants and legacy brands to capture share through omni-channel distribution networks. Simultaneously, dermatology clinics are witnessing increased footfall for aesthetic procedures tailored toward hair regrowth, reinforcing the synergy between pharmaceutical and device-based segments.

Regionally, North America dominates the androgenetic alopecia market, bolstered by a strong cosmetic dermatology ecosystem, high awareness levels, and a tech-savvy consumer base. Europe follows closely, with Germany, the UK, and France leading in clinic-based interventions and R&D activity. Asia Pacific, however, is anticipated to register the fastest growth over the forecast period due to cultural sensitivity around hair aesthetics, rising disposable incomes, and the growing popularity of homecare solutions across countries like China, India, and South Korea. Latin America and the Middle East & Africa are emerging as promising territories, supported by increasing dermatological awareness and expanding e-commerce accessibility.

Major market player included in this report are:

Johnson & Johnson Services, Inc.

Cipla Ltd.

Merck & Co., Inc.

Dr. Reddy's Laboratories Ltd.

Sun Pharmaceutical Industries Ltd.

Alpecin (Dr. Kurt Wolff GmbH & Co. KG)

Lexington International LLC

The Himalaya Drug Company

Taisho Pharmaceutical Co., Ltd.

Hims & Hers Health, Inc.

Kirkland Signature

Cellmid Limited

Aclaris Therapeutics, Inc.

Concert Pharmaceuticals, Inc.

Follica, Inc.

The detailed segments and sub-segment of the market are explained below:

By Gender

Male

Female

By Treatment

Pharmaceuticals

Devices

By End-use

Dermatology Clinics

Homecare Settings

By Sales Channel

Hospital Pharmacies

Retail Pharmacies

Online Channels

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

Rest of Europe

Asia Pacific

China

India

Japan

Australia

South Korea

Rest of Asia Pacific

Latin America

Brazil

Mexico

Rest of Latin America

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

Years considered for the study are as follows:

Historical year: 2022

Base year: 2023

Forecast period: 2024 to 2032

Key Takeaways:

Market Estimates & Forecast for 10 years from 2022 to 2032.

Annualized revenues and regional level analysis for each market segment.

Detailed analysis of geographical landscape with country-level analysis of major regions.

Competitive landscape with information on major players in the market.

Analysis of key business strategies and recommendations on future market approach.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL ANDROGENETIC ALOPECIA MARKET EXECUTIVE SUMMARY

- 1.1. Global Androgenetic Alopecia Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Gender (Male; Female)
 - 1.3.2. By Treatment (Pharmaceuticals; Devices)
 - 1.3.3. By End-use (Dermatology Clinics; Homecare Settings)
 - 1.3.4. By Sales Channel (Hospital Pharmacies; Retail Pharmacies; Online Channels)
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL ANDROGENETIC ALOPECIA MARKET DEFINITION AND RESEARCH ASSUMPTIONS

- 2.1. Research Objective
- 2.2. Market Definition
- 2.3. Research Assumptions
 - 2.3.1. Inclusion & Exclusion
 - 2.3.2. Limitations
 - 2.3.3. Supply Side Analysis
 - 2.3.3.1. Availability
 - 2.3.3.2. Infrastructure
 - 2.3.3.3. Regulatory Environment
 - 2.3.3.4. Market Competition
 - 2.3.3.5. Economic Viability (Provider Perspective)
 - 2.3.4. Demand Side Analysis
 - 2.3.4.1. Regulatory Frameworks
 - 2.3.4.2. Technological Advancements
 - 2.3.4.3. Environmental Considerations
 - 2.3.4.4. Consumer Awareness & Acceptance
- 2.4. Estimation Methodology
- 2.5. Years Considered for the Study
- 2.6. Currency Conversion Rates

CHAPTER 3. GLOBAL ANDROGENETIC ALOPECIA MARKET DYNAMICS

3.1. Market Drivers

- 3.1.1. Increasing psychosocial awareness driving treatment uptake
- 3.1.2. Advances in at-home therapeutic devices
- 3.1.3. Rising investment in stem cell and PRP therapies

3.2. Market Challenges

- 3.2.1. High cost of advanced device-based solutions
- 3.2.2. Variable efficacy and prolonged treatment timelines
- 3.2.3. Stringent regulatory approvals for novel therapies

3.3. Market Opportunities

- 3.3.1. Growth of teledermatology and e-commerce channels
- 3.3.2. Development of combination pharmaceutical-device regimens
- 3.3.3. Expansion into emerging Asia Pacific and Latin American markets

CHAPTER 4. GLOBAL ANDROGENETIC ALOPECIA MARKET INDUSTRY ANALYSIS

4.1. Porter's Five Forces Model

- 4.1.1. Bargaining Power of Suppliers
- 4.1.2. Bargaining Power of Buyers
- 4.1.3. Threat of New Entrants
- 4.1.4. Threat of Substitutes
- 4.1.5. Competitive Rivalry
- 4.1.6. Futuristic Approach to Porter's Model
- 4.1.7. Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economic
- 4.2.3. Social
- 4.2.4. Technological
- 4.2.5. Environmental
- 4.2.6. Legal

4.3. Top Investment Opportunities

4.4. Top Winning Strategies

4.5. Disruptive Trends

4.6. Industry Expert Perspective

4.7. Analyst Recommendation & Conclusion

CHAPTER 5. GLOBAL ANDROGENETIC ALOPECIA MARKET SIZE & FORECASTS BY GENDER, 2022–2032

- 5.1. Segment Dashboard
- 5.2. Male Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
- 5.3. Female Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

CHAPTER 6. GLOBAL ANDROGENETIC ALOPECIA MARKET SIZE & FORECASTS BY TREATMENT, 2022–2032

- 6.1. Segment Dashboard
- 6.2. Pharmaceuticals Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
- 6.3. Devices Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

CHAPTER 7. GLOBAL ANDROGENETIC ALOPECIA MARKET SIZE & FORECASTS BY END-USE, 2022–2032

- 7.1. Segment Dashboard
- 7.2. Dermatology Clinics Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
- 7.3. Homecare Settings Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

CHAPTER 8. GLOBAL ANDROGENETIC ALOPECIA MARKET SIZE & FORECASTS BY SALES CHANNEL, 2022–2032

- 8.1. Segment Dashboard
- 8.2. Hospital Pharmacies Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
- 8.3. Retail Pharmacies Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)
- 8.4. Online Channels Revenue Trend Analysis, 2022 & 2032 (USD Million/Billion)

CHAPTER 9. GLOBAL ANDROGENETIC ALOPECIA MARKET SIZE & FORECASTS BY REGION, 2022–2032

- 9.1. North America Market
 - 9.1.1. U.S. Androgenetic Alopecia Market
 - 9.1.2. Canada Androgenetic Alopecia Market
- 9.2. Europe Market
 - 9.2.1. UK Market
 - 9.2.2. Germany Market
 - 9.2.3. France Market

- 9.2.4. Spain Market
- 9.2.5. Italy Market
- 9.2.6. Rest of Europe Market
- 9.3. Asia Pacific Market
 - 9.3.1. China Market
 - 9.3.2. India Market
 - 9.3.3. Japan Market
 - 9.3.4. Australia Market
 - 9.3.5. South Korea Market
 - 9.3.6. Rest of Asia Pacific Market
- 9.4. Latin America Market
 - 9.4.1. Brazil Market
 - 9.4.2. Mexico Market
 - 9.4.3. Rest of Latin America Market
- 9.5. Middle East & Africa Market
 - 9.5.1. Saudi Arabia Market
 - 9.5.2. South Africa Market
 - 9.5.3. Rest of Middle East & Africa Market

CHAPTER 10. COMPETITIVE INTELLIGENCE

- 10.1. Key Company SWOT Analysis
 - 10.1.1. Johnson & Johnson Services, Inc.
 - 10.1.2. Cipla Ltd.
 - 10.1.3. Merck & Co., Inc.
- 10.2. Top Market Strategies
- 10.3. Company Profiles
 - 10.3.1. Johnson & Johnson Services, Inc.
 - 10.3.1.1. Key Information
 - 10.3.1.2. Overview
 - 10.3.1.3. Financial (Subject to Data Availability)
 - 10.3.1.4. Product Summary
 - 10.3.1.5. Market Strategies
 - 10.3.2. Dr. Reddy's Laboratories Ltd.
 - 10.3.3. Sun Pharmaceutical Industries Ltd.
 - 10.3.4. Alpecin (Dr. Kurt Wolff GmbH & Co. KG)
 - 10.3.5. Lexington International LLC
 - 10.3.6. The Himalaya Drug Company
 - 10.3.7. Taisho Pharmaceutical Co., Ltd.

- 10.3.8. Hims & Hers Health, Inc.
- 10.3.9. Kirkland Signature
- 10.3.10. Cellmid Limited
- 10.3.11. Aclaris Therapeutics, Inc.
- 10.3.12. Concert Pharmaceuticals, Inc.
- 10.3.13. Follica, Inc.

CHAPTER 11. RESEARCH PROCESS

- 11.1. Research Process
 - 11.1.1. Data Mining
 - 11.1.2. Analysis
 - 11.1.3. Market Estimation
 - 11.1.4. Validation
 - 11.1.5. Publishing
- 11.2. Research Attributes

I would like to order

Product name: Global Androgenetic Alopecia Market Size study, by Gender (Male, Female), by Treatment (Pharmaceuticals, Devices), End-use (Dermatology Clinics, Homecare Settings), Sales Channel and Regional Forecasts 2022-2032

Product link: <https://marketpublishers.com/r/G0FE1A9DE1FDEN.html>

Price: US\$ 3,218.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/G0FE1A9DE1FDEN.html>