

Global Hair Growth Supplement And Treatment Market Size study, by Type (Supplements, Pharmaceuticals, Devices), and Regional Forecasts 2022-2032

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Abstracts

Global Hair Growth Supplement And Treatment Market is valued approximately at USD 7.74 billion in 2023 and is anticipated to grow with a robust CAGR of more than 6.15% over the forecast period 2024–2032. As aesthetic wellness converges with personalized healthcare, the demand for hair growth solutions has evolved from cosmetic indulgence into a serious segment of preventive and restorative care. Across global markets, consumers are proactively addressing early signs of hair thinning, hair loss, and scalp aging—driving an unprecedented demand for science-backed hair growth supplements and advanced therapeutic treatments. The synergy of nutraceuticals, dermatological innovations, and medical-grade devices is fostering a new paradigm in hair restoration, underpinned by a growing base of health-conscious, appearance-aware individuals across both genders and all age brackets.

Driven by a potent mix of lifestyle stressors, hormonal imbalances, poor dietary habits, and environmental pollutants, hair loss has reached near-epidemic proportions globally. This reality is propelling manufacturers to expand their portfolios with potent DHT blockers, biotin-rich blends, and keratin-boosting formulas that claim to enhance follicular health. Pharmaceutical breakthroughs in topical and oral treatments such as Minoxidil or Finasteride are also becoming widely prescribed, with tech-enabled laser devices and microneedling tools now part of at-home treatment kits. However, high costs, regulatory disparities, and the overwhelming influx of unverified or pseudoscientific claims continue to pose major market hurdles. As consumers become increasingly discerning, trust and transparency in branding are paramount.

In a bid to gain competitive edge, brands are now betting big on digital ecosystems, where AI-backed consultations, subscription models, and influencer marketing are

reshaping how consumers discover and stay loyal to hair health regimes. The personalization wave has ushered in custom-blend supplement packs and DNA-based treatment recommendations, aligning perfectly with Gen Z and millennial demand for data-driven wellness. Meanwhile, dermatologists and trichologists are entering long-term partnerships with top nutraceutical brands, providing both credibility and clinical validation to emerging formulations. Moreover, the rise of gender-neutral marketing has unlocked broader appeal and inclusivity in product positioning.

Regionally, North America leads the global hair growth supplement and treatment market, thanks to high disposable income, early adoption of cosmetic treatments, and the prevalence of advanced dermatological care networks. The U.S. in particular remains a hotbed for innovation, celebrity-endorsed products, and direct-to-consumer marketing. Europe follows closely, bolstered by progressive health standards, an aging population, and increasing penetration of clean-label nutraceuticals. Asia Pacific, however, is set to be the fastest-growing market through 2032, driven by population density, rapid urbanization, and culturally embedded concerns around hair vitality in countries like India, China, and South Korea. Latin America and the Middle East & Africa are gradually emerging, supported by the expansion of e-commerce and the rising influence of global beauty standards.

Major market player included in this report are:

Nutrafol

Johnson & Johnson Services, Inc.

Viviscal (Church & Dwight Co., Inc.)

Hims & Hers Health, Inc.

The Procter & Gamble Company

Nourkrin (Pharma Medico)

HairMax

DS Laboratories

Unilever plc

Merck & Co., Inc.

L'Oréal S.A.

Lifes2good

Dr. Reddy's Laboratories

Natrol LLC

Pura d'or

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

By Type

Supplements

Pharmaceuticals

Devices

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.

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