

Global Hair Growth Supplements Market Size, Share & Trends Analysis by Type (Single Ingredient, Multi-Ingredient), Form (Powder, Gummies & Soft Gels, Tablets, Capsules, Liquid), Distribution Channel, and Regional Forecasts 2022–2032

<https://marketpublishers.com/r/G7AB81DD2C31EN.html>

Date: January 2025

Pages: 285

Price: US\$ 3,750.00 (Single User License)

ID: G7AB81DD2C31EN

Abstracts

The global hair growth supplements market was valued at USD 719.13 million in 2023 and is expected to expand at a robust CAGR of 15.5% from 2024 to 2032. This growth is driven by increasing consumer awareness about the nutritional benefits of hair supplements, rising cases of hair loss due to stress and aging, and the demand for natural and organic hair care solutions. The shift from pharmaceutical to nutraceutical solutions for hair health has significantly propelled market demand, especially in light of higher safety profiles and the growing interest in preventive healthcare.

Hair loss caused by conditions such as alopecia, nutritional deficiencies, and the aftereffects of COVID-19 has fueled the adoption of hair growth supplements globally. Additionally, the increasing trend toward e-commerce has made these products more accessible to consumers. For instance, during the pandemic, Amazon witnessed a significant rise in online purchases of personal care supplements, emphasizing the growing shift in consumer buying behavior. Moreover, advancements in product formulations, such as the integration of vitamins, biotin, keratin, and essential oils, have further enhanced the appeal of hair growth supplements.

The market also benefits from the rising demand for vegan, herbal, and organic supplements. Companies are launching innovative products to cater to this demand. For example, OUI introduced vegan hair-strengthening supplements in 2023, focusing on cruelty-free and plant-based solutions. Additionally, the robust growth in the middle-class population and increased disposable incomes are likely to support the expansion

of the market over the forecast period.

Geographically, Asia Pacific dominated the market in 2024, accounting for 47.2% of the global revenue share, driven by a high prevalence of hair loss disorders, rising health awareness, and easy access to products through retail and online channels. North America and Europe are also significant markets, benefiting from advanced healthcare infrastructure, the growing trend of personalized nutrition, and consumer interest in high-quality, organic products.

Major market players included in this report are:

Nutraceutical Wellness Inc. (Unilever)

Viviscal Limited (Church & Dwight)

Amway

GNC Holdings, Inc. (Harbin Pharmaceutical Group)

Ouai Haircare (P&G)

InVite Health

Codeage LLC

Viva Naturals

KLAIRE LABS

Hair La Vie

Hum Nutrition

Lemme Wellness

Swisse

Lakshmi Krishna Naturals

GIMME Beauty

The detailed segments and sub-segments of the market are as follows:

By Type:

Single Ingredient

Multi-Ingredient

By Form:

Powder

Gummies & Soft Gels

Tablets

Capsules

Liquid

By Distribution Channel:

Hypermarkets/Supermarkets

Specialty Stores

Online Pharmacies

Drug & Pharma Stores

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Italy

Spain

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

RoMEA

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 approaches.

Analysis of competitive structure of the market.

Demand side and supply side analysis of the market.

Contents

CHAPTER 1. GLOBAL HAIR GROWTH SUPPLEMENTS MARKET EXECUTIVE SUMMARY

- 1.1. Global Hair Growth Supplements Market Size & Forecast (2022–2032)
- 1.2. Regional Summary
- 1.3. Segmental Summary
 - 1.3.1. By Type
 - 1.3.2. By Form
 - 1.3.3. By Distribution Channel
- 1.4. Key Trends
- 1.5. Recession Impact
- 1.6. Analyst Recommendation & Conclusion

CHAPTER 2. GLOBAL HAIR GROWTH SUPPLEMENTS 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 (Consumer's 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 HAIR GROWTH SUPPLEMENTS MARKET DYNAMICS

Global Hair Growth Supplements Market Size, Share & Trends Analysis by Type (Single Ingredient, Multi-Ingredie...

3.1. Market Drivers

- 3.1.1. Increasing Hair Loss Cases Due to Stress and Nutritional Deficiencies
- 3.1.2. Shift Toward Nutraceuticals for Hair Care
- 3.1.3. Rising Consumer Awareness for Preventive Hair Health Solutions

3.2. Market Challenges

- 3.2.1. High Costs of Premium Hair Growth Supplements
- 3.2.2. Regulatory and Quality Constraints

3.3. Market Opportunities

- 3.3.1. Adoption of Herbal and Organic Products
- 3.3.2. Expansion of E-Commerce Distribution Channels
- 3.3.3. Rising Demand for Personalized Hair Care Solutions

CHAPTER 4. GLOBAL HAIR GROWTH SUPPLEMENTS MARKET INDUSTRY ANALYSIS

4.1. Porter's 5 Force 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 5 Force Model
- 4.1.7. Porter's 5 Force Impact Analysis

4.2. PESTEL Analysis

- 4.2.1. Political
- 4.2.2. Economical
- 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 HAIR GROWTH SUPPLEMENTS MARKET SIZE & FORECASTS BY TYPE (2022–2032)

5.1. Segment Dashboard

5.2. Global Hair Growth Supplements Market: Type Revenue Trend Analysis, 2022 & 2032 (USD Million)

5.2.1. Single Ingredient

5.2.2. Multi-Ingredient

CHAPTER 6. GLOBAL HAIR GROWTH SUPPLEMENTS MARKET SIZE & FORECASTS BY FORM (2022–2032)

6.1. Segment Dashboard

6.2. Global Hair Growth Supplements Market: Form Revenue Trend Analysis, 2022 & 2032 (USD Million)

6.2.1. Powder

6.2.2. Gummies & Soft Gels

6.2.3. Tablets

6.2.4. Capsules

6.2.5. Liquid

CHAPTER 7. GLOBAL HAIR GROWTH SUPPLEMENTS MARKET SIZE & FORECASTS BY DISTRIBUTION CHANNEL (2022–2032)

7.1. Segment Dashboard

7.2. Global Hair Growth Supplements Market: Distribution Channel Revenue Trend Analysis, 2022 & 2032 (USD Million)

7.2.1. Hypermarkets/Supermarkets

7.2.2. Specialty Stores

7.2.3. Online Pharmacies

7.2.4. Drug & Pharma Stores

CHAPTER 8. GLOBAL HAIR GROWTH SUPPLEMENTS MARKET SIZE & FORECASTS BY REGION (2022–2032)

8.1. North America Hair Growth Supplements Market

8.1.1. U.S. Hair Growth Supplements Market

8.1.2. Canada Hair Growth Supplements Market

8.1.3. Mexico Hair Growth Supplements Market

8.2. Europe Hair Growth Supplements Market

8.2.1. Germany Hair Growth Supplements Market

- 8.2.2. UK Hair Growth Supplements Market
- 8.2.3. France Hair Growth Supplements Market
- 8.2.4. Italy Hair Growth Supplements Market
- 8.2.5. Spain Hair Growth Supplements Market
- 8.2.6. Denmark Hair Growth Supplements Market
- 8.2.7. Sweden Hair Growth Supplements Market
- 8.2.8. Norway Hair Growth Supplements Market
- 8.2.9. Rest of Europe Hair Growth Supplements Market
- 8.3. Asia Pacific Hair Growth Supplements Market
 - 8.3.1. China Hair Growth Supplements Market
 - 8.3.2. India Hair Growth Supplements Market
 - 8.3.3. Japan Hair Growth Supplements Market
 - 8.3.4. South Korea Hair Growth Supplements Market
 - 8.3.5. Australia Hair Growth Supplements Market
 - 8.3.6. Thailand Hair Growth Supplements Market
 - 8.3.7. Rest of Asia Pacific Hair Growth Supplements Market
- 8.4. Latin America Hair Growth Supplements Market
 - 8.4.1. Brazil Hair Growth Supplements Market
 - 8.4.2. Argentina Hair Growth Supplements Market
 - 8.4.3. Rest of Latin America Hair Growth Supplements Market
- 8.5. Middle East & Africa Hair Growth Supplements Market
 - 8.5.1. South Africa Hair Growth Supplements Market
 - 8.5.2. Saudi Arabia Hair Growth Supplements Market
 - 8.5.3. UAE Hair Growth Supplements Market
 - 8.5.4. Kuwait Hair Growth Supplements Market
 - 8.5.5. Rest of Middle East & Africa Hair Growth Supplements Market

CHAPTER 9. COMPETITIVE INTELLIGENCE

- 9.1. Key Company SWOT Analysis
 - 9.1.1. Nutraceutical Wellness Inc. (Unilever)
 - 9.1.2. Viviscal Limited (Church & Dwight)
 - 9.1.3. GNC Holdings, Inc. (Harbin Pharmaceutical Group)
- 9.2. Top Market Strategies
- 9.3. Company Profiles
 - 9.3.1. Nutraceutical Wellness Inc. (Unilever)
 - 9.3.2. Viviscal Limited (Church & Dwight)
 - 9.3.3. Amway
 - 9.3.4. OUAI HAIRCARE (P&G)

- 9.3.5. InVite Health
- 9.3.6. Codeage LLC
- 9.3.7. Viva Naturals
- 9.3.8. KLAIRE LABS
- 9.3.9. Hair La Vie
- 9.3.10. Hum Nutrition

CHAPTER 10. RESEARCH PROCESS

- 10.1. Research Process
 - 10.1.1. Data Mining
 - 10.1.2. Analysis
 - 10.1.3. Market Estimation
 - 10.1.4. Validation
 - 10.1.5. Publishing
- 10.2. Research Attributes

12. LIST OF TABLES

- TABLE 1. Global Hair Growth Supplements Market Estimates & Forecasts by Region 2022–2032 (USD Million)
- TABLE 2. Global Hair Growth Supplements Market Estimates & Forecasts by Type 2022–2032 (USD Million)
- TABLE 3. Global Hair Growth Supplements Market Estimates & Forecasts by Form 2022–2032 (USD Million)
- TABLE 4. Global Hair Growth Supplements Market Estimates & Forecasts by Distribution Channel 2022–2032 (USD Million)

This list is not complete, final report does contain more than 100 tables. The list may be updated in the final deliverable.

12. LIST OF FIGURES

- FIG 1. Global Hair Growth Supplements Market, Research Methodology
- FIG 2. Global Hair Growth Supplements Market, Estimation Techniques
- FIG 3. Global Hair Growth Supplements Market Size Estimates & Forecast Methods
- FIG 4. Global Hair Growth Supplements Market, Key Trends 2023
- FIG 5. Global Hair Growth Supplements Market, Growth Prospects 2022–2032

This list is not complete, final report does contain more than 50 figures. The list may be updated in the final deliverable.

I would like to order

Product name: Global Hair Growth Supplements Market Size, Share & Trends Analysis by Type (Single Ingredient, Multi-Ingredient), Form (Powder, Gummies & Soft Gels, Tablets, Capsules, Liquid), Distribution Channel, and Regional Forecasts 2022–2032

Product link: <https://marketpublishers.com/r/G7AB81DD2C31EN.html>

Price: US\$ 3,750.00 (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/G7AB81DD2C31EN.html>