

# Global Hair Wigs and Extensions Market 2023-2029

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## Abstracts

According to the latest research, the global hair wigs and extensions market is poised to grow by USD 12.8 billion during 2023-2029, progressing at a CAGR of 15.91% during the forecast period. Hair wigs and extensions are hairpieces made of natural or synthetic hair that can be attached to the scalp or existing hair to add length, volume, or style. Wigs and extensions can be used for cosmetic purposes, medical reasons, or cultural or religious traditions. Hair wigs and extensions come in a variety of colors, textures, and styles to match different hair types and preferences. Hair wigs and extensions are hairpieces made of natural or synthetic hair that can be attached to the scalp or existing hair to add length, volume, or style. Wigs and extensions can be used for cosmetic purposes, medical reasons, or cultural or religious traditions. Hair wigs and extensions come in a variety of colors, textures, and styles to match different hair types and preferences.

The report covers market size and growth, segmentation, regional breakdowns, competitive landscape, trends and strategies for global hair wigs and extensions market. It presents a quantitative analysis of the market to enable stakeholders to capitalize on the prevailing market opportunities. The report also identifies top segments for opportunities and strategies based on market trends and leading competitors' approaches.

This industry report offers market estimates and forecasts of the global market, followed by a detailed analysis of the product type, hair type, end user, distribution channel, and region. The global market for hair wigs and extensions can be segmented by product type: hair extensions, hair wigs, Toup?es. The hair extensions segment was the largest contributor to the global hair wigs and extensions market in 2022. Hair wigs and extensions market is further segmented by hair type: human hair, synthetic hair. According to the research, the human hair segment had the largest share in the global hair wigs and extensions market. Based on end user, the hair wigs and extensions

market is segmented into: entertainment and fashion, individual consumers, others. The individual consumers segment held the largest revenue share in 2022. On the basis of distribution channel, the hair wigs and extensions market also can be divided into: online, retail, others. Globally, the online segment made up the largest share of the hair wigs and extensions market. Hair wigs and extensions market by region is categorized into: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America.

The hair extensions end user market is further segmented into lengthening & volumizing, coloring, styling. The lengthening & volumizing segment is estimated to account for the largest share of the global hair wigs and extensions market. Furthermore, the hair extensions fitting type market has been categorized into clip-in, micro link, tape-in, glue-in. The clip-in segment held the largest share of the global hair wigs and extensions market in 2022 and is anticipated to hold its share during the forecast period. The hair wigs end user market is further divided into beautification, leisure, functional. In 2022, the functional segment made up the largest share of revenue generated by the hair wigs and extensions market. The hair wigs cap type market is further segmented into lace, monofilament. The lace segment is estimated to account for the largest share of the global hair wigs and extensions market.

### Market Segmentation

By product type: hair extensions, hair wigs, Toupees

By hair type: human hair, synthetic hair

By end user: entertainment and fashion, individual consumers, others

By distribution channel: online, retail, others

By region: North America, Europe, Asia-Pacific, MEA (Middle East and Africa), Latin America

The report explores the recent developments and profiles of key vendors in the Global Hair Wigs and Extensions Market, including Godrej Professional, Evergreen Product Group, Henan Rebecca Hair Products Co., Ltd., Henan Ruimei Hair Products Co., Ltd., Aderans Co., Ltd., SVENSON Company Limited., Racoon International Ltd., Xuchang Haoyuan Hair Products Co., Ltd., among others. In this report, key players and their strategies are thoroughly analyzed to understand the competitive outlook of the market.

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### Scope of the Report

To analyze and forecast the market size of the global hair wigs and extensions market.

To classify and forecast the global hair wigs and extensions market based on product

type, hair type, end user, distribution channel, region.

To identify drivers and challenges for the global hair wigs and extensions market.

To examine competitive developments such as mergers & acquisitions, agreements, collaborations and partnerships, etc., in the global hair wigs and extensions market.

To identify and analyze the profile of leading players operating in the global hair wigs and extensions market.

### Why Choose This Report

Gain a reliable outlook of the global hair wigs and extensions market forecasts from 2023 to 2029 across scenarios.

Identify growth segments for investment.

Stay ahead of competitors through company profiles and market data.

The market estimate for ease of analysis across scenarios in Excel format.

Strategy consulting and research support for three months.

Print authentication provided for the single-user license.

## Contents

### **PART 1. INTRODUCTION**

Report description  
Objectives of the study  
Market segment  
Years considered for the report  
Currency  
Key target audience

### **PART 2. METHODOLOGY**

### **PART 3. EXECUTIVE SUMMARY**

### **PART 4. MARKET OVERVIEW**

Introduction  
Drivers  
Restraints

### **PART 5. MARKET BREAKDOWN BY PRODUCT TYPE**

Hair extensions  
Hair wigs  
Toup?es

### **PART 6. MARKET BREAKDOWN BY HAIR TYPE**

Human hair  
Synthetic hair

### **PART 7. MARKET BREAKDOWN BY END USER**

Entertainment and fashion  
Individual consumers  
Others

### **PART 8. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Online  
Retail  
Others

## **PART 9. MARKET BREAKDOWN BY REGION**

North America  
Europe  
Asia-Pacific  
MEA (Middle East and Africa)  
Latin America

## **PART 10. KEY COMPANIES**

Godrej Professional  
Evergreen Product Group  
Henan Rebecca Hair Products Co., Ltd.  
Henan Ruimei Hair Products Co., Ltd.  
Aderans Co., Ltd.  
SVENSON Company Limited.  
Racoon International Ltd.  
Xuchang Haoyuan Hair Products Co., Ltd.

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