

Global Hair Growth Products Supply, Demand and Key Producers, 2026-2032

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Abstracts

The global Hair Growth Products market size is expected to reach \$ 11558 million by 2032, rising at a market growth of 5.5% CAGR during the forecast period (2026-2032).

Hair Growth Products are products designed to promote hair regrowth, reduce hair loss, improve hair density, and support scalp health. The market includes topical formulations such as serums, solutions, foams, shampoos, and oils, as well as oral supplements and hair growth devices utilizing technologies such as low-level laser therapy (LLLT). These products are primarily used to address androgenetic alopecia, age-related hair thinning, postpartum hair loss, and other forms of non-scarring hair loss. The market excludes hair transplant services and surgical restoration procedures.

The Hair Growth Products market has experienced steady growth in recent years, driven by the increasing prevalence of hair loss among both men and women, rising consumer awareness of scalp health, and growing demand for non-invasive hair restoration solutions. The expansion of e-commerce platforms and direct-to-consumer sales channels has significantly improved product accessibility, while social media marketing and celebrity endorsements have further increased consumer adoption. Developed markets such as North America, Europe, Japan, and South Korea remain key revenue contributors, while emerging markets are witnessing rapid growth due to rising disposable income and growing beauty consciousness.

From a profitability perspective, gross margins vary considerably by product category. Pharmaceutical-based products, particularly Minoxidil formulations, typically achieve gross margins of approximately 50?70%, while premium cosmetic hair growth serums and scalp treatment products often exceed 70%. Hair growth devices such as laser caps and laser combs generally generate gross margins ranging from 60?80% due to

their high retail pricing and strong brand positioning. Private-label and mass-market products tend to operate at lower margins because of intense competition and price sensitivity.

Several long-term trends are shaping the future of the market. Consumers are increasingly seeking scientifically validated ingredients such as Minoxidil, peptides, growth factors, caffeine complexes, and plant-derived active compounds. Personalized hair care solutions, AI-assisted scalp diagnostics, and subscription-based treatment programs are becoming more common. In addition, the integration of biotechnology, regenerative medicine concepts, and advanced light-based therapies is expected to create new growth opportunities. As consumers place greater emphasis on appearance, wellness, and preventive care, the global Hair Growth Products market is expected to maintain a healthy growth trajectory over the coming years.

This report studies the global Hair Growth Products demand, key companies, and key regions.

This report is a detailed and comprehensive analysis of the world market for Hair Growth Products, and provides market size (US\$ million) and Year-over-Year (YoY) growth, considering 2025 as the base year. This report explores demand trends and competition, as well as details the characteristics of Hair Growth Products that contribute to its increasing demand across many markets.

Highlights and key features of the study

Global Hair Growth Products total market, 2021-2032, (USD Million)

Global Hair Growth Products total market by region & country, CAGR, 2021-2032, (USD Million)

U.S. VS China: Hair Growth Products total market, key domestic companies, and share, (USD Million)

Global Hair Growth Products revenue by player, revenue and market share 2021-2026, (USD Million)

Global Hair Growth Products total market by Type, CAGR, 2021-2032, (USD Million)

Global Hair Growth Products total market by Application, CAGR, 2021-2032, (USD Million)

This report profiles major players in the global Hair Growth Products market based on the following parameters - company overview, revenue, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Kenvue Inc., Perrigo Company plc, Costco Wholesale Corporation,

Hims & Hers Health, Inc., Thirty Madison, Inc., Unilever PLC, Church & Dwight Co., Inc., DS Healthcare Group, Inc., Vegamour, Inc., The Est?e Lauder Companies Inc., etc.

This report also provides key insights about market drivers, restraints, opportunities, new product launches or approvals.

Stakeholders would have ease in decision-making through various strategy matrices used in analyzing the world Hair Growth Products market

Detailed Segmentation:

Each section contains quantitative market data including market by value (US\$ Millions), by player, by regions, by Type, and by Application. Data is given for the years 2021-2032 by year with 2025 as the base year, 2026 as the estimate year, and 2027-2032 as the forecast year.

Global Hair Growth Products Market, By Region:

United States

China

Europe

Japan

South Korea

ASEAN

India

Rest of World

Global Hair Growth Products Market, Segmentation by Type:

Hair Growth Serums

Hair Growth Shampoos

Hair Growth Conditioners

Hair Growth Oils

Hair Growth Devices

Others

Global Hair Growth Products Market, Segmentation by Formulation:

Minoxidil-Based Products

Peptide-Based Products

Herbal Products

Others

Global Hair Growth Products Market, Segmentation by Technology:

Liquid Solutions

Foams

Others

Global Hair Growth Products Market, Segmentation by Application:

Online Retail

Offline Retail

Companies Profiled:

Kenvue Inc.

Perrigo Company plc

Costco Wholesale Corporation

Hims & Hers Health, Inc.

Thirty Madison, Inc.

Unilever PLC

Church & Dwight Co., Inc.

DS Healthcare Group, Inc.

Vegamour, Inc.

The Estée Lauder Companies Inc.

L'Oréal S.A.

Dr. Wolff Group

Taisho Pharmaceutical Holdings Co., Ltd.

Bloomage Biotechnology Corporation Limited

Beijing Zhangguang 101 Science & Technology Co., Ltd.

Bawang International (Group) Holding Limited

Yunnan Baiyao Group Co., Ltd.

Shanghai Jahwa United Co., Ltd.

Key Questions Answered

1. How big is the global Hair Growth Products market?
2. What is the demand of the global Hair Growth Products market?
3. What is the year over year growth of the global Hair Growth Products market?
4. What is the total value of the global Hair Growth Products market?
5. Who are the Major Players in the global Hair Growth Products market?
6. What are the growth factors driving the market demand?

Contents

1 SUPPLY SUMMARY

- 1.1 Hair Growth Products Introduction
- 1.2 World Hair Growth Products Market Size & Forecast (2021 & 2025 & 2032)
- 1.3 World Hair Growth Products Total Market by Region (by Headquarter Location)
 - 1.3.1 World Hair Growth Products Market Size by Region (2021-2032), (by Headquarter Location)
 - 1.3.2 United States Based Company Hair Growth Products Revenue (2021-2032)
 - 1.3.3 China Based Company Hair Growth Products Revenue (2021-2032)
 - 1.3.4 Europe Based Company Hair Growth Products Revenue (2021-2032)
 - 1.3.5 Japan Based Company Hair Growth Products Revenue (2021-2032)
 - 1.3.6 South Korea Based Company Hair Growth Products Revenue (2021-2032)
 - 1.3.7 ASEAN Based Company Hair Growth Products Revenue (2021-2032)
 - 1.3.8 India Based Company Hair Growth Products Revenue (2021-2032)
- 1.4 Market Drivers, Restraints and Trends
 - 1.4.1 Hair Growth Products Market Drivers
 - 1.4.2 Factors Affecting Demand
 - 1.4.3 Major Market Trends

2 DEMAND SUMMARY

- 2.1 World Hair Growth Products Consumption Value (2021-2032)
- 2.2 World Hair Growth Products Consumption Value by Region
 - 2.2.1 World Hair Growth Products Consumption Value by Region (2021-2026)
 - 2.2.2 World Hair Growth Products Consumption Value Forecast by Region (2027-2032)
- 2.3 United States Hair Growth Products Consumption Value (2021-2032)
- 2.4 China Hair Growth Products Consumption Value (2021-2032)
- 2.5 Europe Hair Growth Products Consumption Value (2021-2032)
- 2.6 Japan Hair Growth Products Consumption Value (2021-2032)
- 2.7 South Korea Hair Growth Products Consumption Value (2021-2032)
- 2.8 ASEAN Hair Growth Products Consumption Value (2021-2032)
- 2.9 India Hair Growth Products Consumption Value (2021-2032)

3 WORLD HAIR GROWTH PRODUCTS COMPANIES COMPETITIVE ANALYSIS

- 3.1 World Hair Growth Products Revenue by Player (2021-2026)

3.2 Industry Rank and Concentration Rate (CR)

3.2.1 Global Hair Growth Products Industry Rank of Major Players

3.2.2 Global Concentration Ratios (CR4) for Hair Growth Products in 2025

3.2.3 Global Concentration Ratios (CR8) for Hair Growth Products in 2025

3.3 Hair Growth Products Company Evaluation Quadrant

3.4 Hair Growth Products Market: Overall Company Footprint Analysis

3.4.1 Hair Growth Products Market: Region Footprint

3.4.2 Hair Growth Products Market: Company Product Type Footprint

3.4.3 Hair Growth Products Market: Company Product Application Footprint

3.5 Competitive Environment

3.5.1 Historical Structure of the Industry

3.5.2 Barriers of Market Entry

3.5.3 Factors of Competition

3.6 Mergers & Acquisitions Activity

4 UNITED STATES VS CHINA VS REST OF WORLD (BY HEADQUARTER LOCATION)

4.1 United States VS China: Hair Growth Products Revenue Comparison (by Headquarter Location)

4.1.1 United States VS China: Hair Growth Products Revenue Comparison (2021 & 2025 & 2032) (by Headquarter Location)

4.1.2 United States VS China: Hair Growth Products Revenue Market Share Comparison (2021 & 2025 & 2032)

4.2 United States Based Companies VS China Based Companies: Hair Growth Products Consumption Value Comparison

4.2.1 United States VS China: Hair Growth Products Consumption Value Comparison (2021 & 2025 & 2032)

4.2.2 United States VS China: Hair Growth Products Consumption Value Market Share Comparison (2021 & 2025 & 2032)

4.3 United States Based Hair Growth Products Companies and Market Share, 2021-2026

4.3.1 United States Based Hair Growth Products Companies, Headquarters (States, Country)

4.3.2 United States Based Companies Hair Growth Products Revenue, (2021-2026)

4.4 China Based Companies Hair Growth Products Revenue and Market Share, 2021-2026

4.4.1 China Based Hair Growth Products Companies, Company Headquarters (Province, Country)

- 4.4.2 China Based Companies Hair Growth Products Revenue, (2021-2026)
- 4.5 Rest of World Based Hair Growth Products Companies and Market Share, 2021-2026
 - 4.5.1 Rest of World Based Hair Growth Products Companies, Headquarters (Province, Country)
 - 4.5.2 Rest of World Based Companies Hair Growth Products Revenue (2021-2026)

5 MARKET ANALYSIS BY TYPE

- 5.1 World Hair Growth Products Market Size Overview by Type: 2021 VS 2025 VS 2032
- 5.2 Segment Introduction by Type
 - 5.2.1 Hair Growth Serums
 - 5.2.2 Hair Growth Shampoos
 - 5.2.3 Hair Growth Conditioners
 - 5.2.4 Hair Growth Oils
 - 5.2.5 Hair Growth Devices
 - 5.2.6 Others
- 5.3 Market Segment by Type
 - 5.3.1 World Hair Growth Products Market Size by Type (2021-2026)
 - 5.3.2 World Hair Growth Products Market Size by Type (2027-2032)
 - 5.3.3 World Hair Growth Products Market Size Market Share by Type (2027-2032)

6 MARKET ANALYSIS BY FORMULATION

- 6.1 World Hair Growth Products Market Size Overview by Formulation: 2021 VS 2025 VS 2032
- 6.2 Segment Introduction by Formulation
 - 6.2.1 Minoxidil-Based Products
 - 6.2.2 Peptide-Based Products
 - 6.2.3 Herbal Products
 - 6.2.4 Others
- 6.3 Market Segment by Formulation
 - 6.3.1 World Hair Growth Products Market Size by Formulation (2021-2026)
 - 6.3.2 World Hair Growth Products Market Size by Formulation (2027-2032)
 - 6.3.3 World Hair Growth Products Market Size Market Share by Formulation (2027-2032)

7 MARKET ANALYSIS BY TECHNOLOGY

7.1 World Hair Growth Products Market Size Overview by Technology: 2021 VS 2025 VS 2032

7.2 Segment Introduction by Technology

7.2.1 Liquid Solutions

7.2.2 Foams

7.2.3 Others

7.3 Market Segment by Technology

7.3.1 World Hair Growth Products Market Size by Technology (2021-2026)

7.3.2 World Hair Growth Products Market Size by Technology (2027-2032)

7.3.3 World Hair Growth Products Market Size Market Share by Technology (2027-2032)

8 MARKET ANALYSIS BY APPLICATION

8.1 World Hair Growth Products Market Size Overview by Application: 2021 VS 2025 VS 2032

8.2 Segment Introduction by Application

8.2.1 Online Retail

8.2.2 Offline Retail

8.3 Market Segment by Application

8.3.1 World Hair Growth Products Market Size by Application (2021-2026)

8.3.2 World Hair Growth Products Market Size by Application (2027-2032)

8.3.3 World Hair Growth Products Market Size Market Share by Application (2021-2032)

9 COMPANY PROFILES

9.1 Kenvue Inc.

9.1.1 Kenvue Inc. Details

9.1.2 Kenvue Inc. Major Business

9.1.3 Kenvue Inc. Hair Growth Products Product and Services

9.1.4 Kenvue Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)

9.1.5 Kenvue Inc. Recent Developments/Updates

9.1.6 Kenvue Inc. Competitive Strengths & Weaknesses

9.2 Perrigo Company plc

9.2.1 Perrigo Company plc Details

9.2.2 Perrigo Company plc Major Business

9.2.3 Perrigo Company plc Hair Growth Products Product and Services

9.2.4 Perrigo Company plc Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)

9.2.5 Perrigo Company plc Recent Developments/Updates

9.2.6 Perrigo Company plc Competitive Strengths & Weaknesses

9.3 Costco Wholesale Corporation

9.3.1 Costco Wholesale Corporation Details

9.3.2 Costco Wholesale Corporation Major Business

9.3.3 Costco Wholesale Corporation Hair Growth Products Product and Services

9.3.4 Costco Wholesale Corporation Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)

9.3.5 Costco Wholesale Corporation Recent Developments/Updates

9.3.6 Costco Wholesale Corporation Competitive Strengths & Weaknesses

9.4 Hims & Hers Health, Inc.

9.4.1 Hims & Hers Health, Inc. Details

9.4.2 Hims & Hers Health, Inc. Major Business

9.4.3 Hims & Hers Health, Inc. Hair Growth Products Product and Services

9.4.4 Hims & Hers Health, Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)

9.4.5 Hims & Hers Health, Inc. Recent Developments/Updates

9.4.6 Hims & Hers Health, Inc. Competitive Strengths & Weaknesses

9.5 Thirty Madison, Inc.

9.5.1 Thirty Madison, Inc. Details

9.5.2 Thirty Madison, Inc. Major Business

9.5.3 Thirty Madison, Inc. Hair Growth Products Product and Services

9.5.4 Thirty Madison, Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)

9.5.5 Thirty Madison, Inc. Recent Developments/Updates

9.5.6 Thirty Madison, Inc. Competitive Strengths & Weaknesses

9.6 Unilever PLC

9.6.1 Unilever PLC Details

9.6.2 Unilever PLC Major Business

9.6.3 Unilever PLC Hair Growth Products Product and Services

9.6.4 Unilever PLC Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)

9.6.5 Unilever PLC Recent Developments/Updates

9.6.6 Unilever PLC Competitive Strengths & Weaknesses

9.7 Church & Dwight Co., Inc.

9.7.1 Church & Dwight Co., Inc. Details

9.7.2 Church & Dwight Co., Inc. Major Business

- 9.7.3 Church & Dwight Co., Inc. Hair Growth Products Product and Services
- 9.7.4 Church & Dwight Co., Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
- 9.7.5 Church & Dwight Co., Inc. Recent Developments/Updates
- 9.7.6 Church & Dwight Co., Inc. Competitive Strengths & Weaknesses
- 9.8 DS Healthcare Group, Inc.
 - 9.8.1 DS Healthcare Group, Inc. Details
 - 9.8.2 DS Healthcare Group, Inc. Major Business
 - 9.8.3 DS Healthcare Group, Inc. Hair Growth Products Product and Services
 - 9.8.4 DS Healthcare Group, Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.8.5 DS Healthcare Group, Inc. Recent Developments/Updates
 - 9.8.6 DS Healthcare Group, Inc. Competitive Strengths & Weaknesses
- 9.9 Vegamour, Inc.
 - 9.9.1 Vegamour, Inc. Details
 - 9.9.2 Vegamour, Inc. Major Business
 - 9.9.3 Vegamour, Inc. Hair Growth Products Product and Services
 - 9.9.4 Vegamour, Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.9.5 Vegamour, Inc. Recent Developments/Updates
 - 9.9.6 Vegamour, Inc. Competitive Strengths & Weaknesses
- 9.10 The Est?e Lauder Companies Inc.
 - 9.10.1 The Est?e Lauder Companies Inc. Details
 - 9.10.2 The Est?e Lauder Companies Inc. Major Business
 - 9.10.3 The Est?e Lauder Companies Inc. Hair Growth Products Product and Services
 - 9.10.4 The Est?e Lauder Companies Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.10.5 The Est?e Lauder Companies Inc. Recent Developments/Updates
 - 9.10.6 The Est?e Lauder Companies Inc. Competitive Strengths & Weaknesses
- 9.11 L?Or?al S.A.
 - 9.11.1 L?Or?al S.A. Details
 - 9.11.2 L?Or?al S.A. Major Business
 - 9.11.3 L?Or?al S.A. Hair Growth Products Product and Services
 - 9.11.4 L?Or?al S.A. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.11.5 L?Or?al S.A. Recent Developments/Updates
 - 9.11.6 L?Or?al S.A. Competitive Strengths & Weaknesses
- 9.12 Dr. Wolff Group
 - 9.12.1 Dr. Wolff Group Details

- 9.12.2 Dr. Wolff Group Major Business
- 9.12.3 Dr. Wolff Group Hair Growth Products Product and Services
- 9.12.4 Dr. Wolff Group Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
- 9.12.5 Dr. Wolff Group Recent Developments/Updates
- 9.12.6 Dr. Wolff Group Competitive Strengths & Weaknesses
- 9.13 Taisho Pharmaceutical Holdings Co., Ltd.
 - 9.13.1 Taisho Pharmaceutical Holdings Co., Ltd. Details
 - 9.13.2 Taisho Pharmaceutical Holdings Co., Ltd. Major Business
 - 9.13.3 Taisho Pharmaceutical Holdings Co., Ltd. Hair Growth Products Product and Services
 - 9.13.4 Taisho Pharmaceutical Holdings Co., Ltd. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.13.5 Taisho Pharmaceutical Holdings Co., Ltd. Recent Developments/Updates
 - 9.13.6 Taisho Pharmaceutical Holdings Co., Ltd. Competitive Strengths & Weaknesses
- 9.14 Bloomage Biotechnology Corporation Limited
 - 9.14.1 Bloomage Biotechnology Corporation Limited Details
 - 9.14.2 Bloomage Biotechnology Corporation Limited Major Business
 - 9.14.3 Bloomage Biotechnology Corporation Limited Hair Growth Products Product and Services
 - 9.14.4 Bloomage Biotechnology Corporation Limited Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.14.5 Bloomage Biotechnology Corporation Limited Recent Developments/Updates
 - 9.14.6 Bloomage Biotechnology Corporation Limited Competitive Strengths & Weaknesses
- 9.15 Beijing Zhangguang 101 Science & Technology Co., Ltd.
 - 9.15.1 Beijing Zhangguang 101 Science & Technology Co., Ltd. Details
 - 9.15.2 Beijing Zhangguang 101 Science & Technology Co., Ltd. Major Business
 - 9.15.3 Beijing Zhangguang 101 Science & Technology Co., Ltd. Hair Growth Products Product and Services
 - 9.15.4 Beijing Zhangguang 101 Science & Technology Co., Ltd. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.15.5 Beijing Zhangguang 101 Science & Technology Co., Ltd. Recent Developments/Updates
 - 9.15.6 Beijing Zhangguang 101 Science & Technology Co., Ltd. Competitive Strengths & Weaknesses
- 9.16 Bawang International (Group) Holding Limited
 - 9.16.1 Bawang International (Group) Holding Limited Details

- 9.16.2 Bawang International (Group) Holding Limited Major Business
- 9.16.3 Bawang International (Group) Holding Limited Hair Growth Products Product and Services
- 9.16.4 Bawang International (Group) Holding Limited Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
- 9.16.5 Bawang International (Group) Holding Limited Recent Developments/Updates
- 9.16.6 Bawang International (Group) Holding Limited Competitive Strengths & Weaknesses
- 9.17 Yunnan Baiyao Group Co., Ltd.
 - 9.17.1 Yunnan Baiyao Group Co., Ltd. Details
 - 9.17.2 Yunnan Baiyao Group Co., Ltd. Major Business
 - 9.17.3 Yunnan Baiyao Group Co., Ltd. Hair Growth Products Product and Services
 - 9.17.4 Yunnan Baiyao Group Co., Ltd. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.17.5 Yunnan Baiyao Group Co., Ltd. Recent Developments/Updates
 - 9.17.6 Yunnan Baiyao Group Co., Ltd. Competitive Strengths & Weaknesses
- 9.18 Shanghai Jahwa United Co., Ltd.
 - 9.18.1 Shanghai Jahwa United Co., Ltd. Details
 - 9.18.2 Shanghai Jahwa United Co., Ltd. Major Business
 - 9.18.3 Shanghai Jahwa United Co., Ltd. Hair Growth Products Product and Services
 - 9.18.4 Shanghai Jahwa United Co., Ltd. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026)
 - 9.18.5 Shanghai Jahwa United Co., Ltd. Recent Developments/Updates
 - 9.18.6 Shanghai Jahwa United Co., Ltd. Competitive Strengths & Weaknesses

10 INDUSTRY CHAIN ANALYSIS

- 10.1 Hair Growth Products Industry Chain
- 10.2 Hair Growth Products Upstream Analysis
- 10.3 Hair Growth Products Midstream Analysis
- 10.4 Hair Growth Products Downstream Analysis

11 RESEARCH FINDINGS AND CONCLUSION

12 APPENDIX

- 12.1 Methodology
- 12.2 Research Process and Data Source
- 12.3 Disclaimer

List Of Tables

LIST OF TABLES

Table 1. World Hair Growth Products Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Table 2. World Hair Growth Products Revenue by Region (2021-2026) & (USD Million), (by Headquarter Location)

Table 3. World Hair Growth Products Revenue by Region (2027-2032) & (USD Million), (by Headquarter Location)

Table 4. World Hair Growth Products Revenue Market Share by Region (2021-2026), (by Headquarter Location)

Table 5. World Hair Growth Products Revenue Market Share by Region (2027-2032), (by Headquarter Location)

Table 6. Major Market Trends

Table 7. World Hair Growth Products Consumption Value Growth Rate Forecast by Region (2021 & 2025 & 2032) & (USD Million)

Table 8. World Hair Growth Products Consumption Value by Region (2021-2026) & (USD Million)

Table 9. World Hair Growth Products Consumption Value Forecast by Region (2027-2032) & (USD Million)

Table 10. World Hair Growth Products Revenue by Player (2021-2026) & (USD Million)

Table 11. Revenue Market Share of Key Hair Growth Products Players in 2025

Table 12. World Hair Growth Products Industry Rank of Major Player, Based on Revenue in 2025

Table 13. Global Hair Growth Products Company Evaluation Quadrant

Table 14. Head Office of Key Hair Growth Products Players

Table 15. Hair Growth Products Market: Company Product Type Footprint

Table 16. Hair Growth Products Market: Company Product Application Footprint

Table 17. Hair Growth Products Mergers & Acquisitions Activity

Table 18. United States VS China Hair Growth Products Revenue Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 19. United States VS China Hair Growth Products Consumption Value Comparison, (2021 & 2025 & 2032) & (USD Million)

Table 20. United States Based Hair Growth Products Companies, Headquarters (States, Country)

Table 21. United States Based Companies Hair Growth Products Revenue, (2021-2026) & (USD Million)

Table 22. United States Based Companies Hair Growth Products Revenue Market

Share (2021-2026)

Table 23. China Based Hair Growth Products Companies, Headquarters (Province, Country)

Table 24. China Based Companies Hair Growth Products Revenue, (2021-2026) & (USD Million)

Table 25. China Based Companies Hair Growth Products Revenue Market Share (2021-2026)

Table 26. Rest of World Based Hair Growth Products Companies, Headquarters (Province, Country)

Table 27. Rest of World Based Companies Hair Growth Products Revenue (2021-2026) & (USD Million)

Table 28. Rest of World Based Companies Hair Growth Products Revenue Market Share (2021-2026)

Table 29. World Hair Growth Products Market Size by Type, (USD Million), 2021 & 2025 & 2032

Table 30. World Hair Growth Products Market Size Value by Type (2021-2026) & (USD Million)

Table 31. World Hair Growth Products Market Size by Type (2027-2032) & (USD Million)

Table 32. World Hair Growth Products Market Size by Formulation, (USD Million), 2021 & 2025 & 2032

Table 33. World Hair Growth Products Market Size Value by Formulation (2021-2026) & (USD Million)

Table 34. World Hair Growth Products Market Size by Formulation (2027-2032) & (USD Million)

Table 35. World Hair Growth Products Market Size by Technology, (USD Million), 2021 & 2025 & 2032

Table 36. World Hair Growth Products Market Size Value by Technology (2021-2026) & (USD Million)

Table 37. World Hair Growth Products Market Size by Technology (2027-2032) & (USD Million)

Table 38. World Hair Growth Products Market Size by Application, (USD Million), 2021 & 2025 & 2032

Table 39. World Hair Growth Products Market Size by Application (2021-2026) & (USD Million)

Table 40. World Hair Growth Products Market Size by Application (2027-2032) & (USD Million)

Table 41. Kenvue Inc. Basic Information, Manufacturing Base and Competitors

Table 42. Kenvue Inc. Major Business

Table 43. Kenvue Inc. Hair Growth Products Product and Services
Table 44. Kenvue Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 45. Kenvue Inc. Recent Developments/Updates
Table 46. Kenvue Inc. Competitive Strengths & Weaknesses
Table 47. Perrigo Company plc Basic Information, Manufacturing Base and Competitors
Table 48. Perrigo Company plc Major Business
Table 49. Perrigo Company plc Hair Growth Products Product and Services
Table 50. Perrigo Company plc Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 51. Perrigo Company plc Recent Developments/Updates
Table 52. Perrigo Company plc Competitive Strengths & Weaknesses
Table 53. Costco Wholesale Corporation Basic Information, Manufacturing Base and Competitors
Table 54. Costco Wholesale Corporation Major Business
Table 55. Costco Wholesale Corporation Hair Growth Products Product and Services
Table 56. Costco Wholesale Corporation Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 57. Costco Wholesale Corporation Recent Developments/Updates
Table 58. Costco Wholesale Corporation Competitive Strengths & Weaknesses
Table 59. Hims & Hers Health, Inc. Basic Information, Manufacturing Base and Competitors
Table 60. Hims & Hers Health, Inc. Major Business
Table 61. Hims & Hers Health, Inc. Hair Growth Products Product and Services
Table 62. Hims & Hers Health, Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 63. Hims & Hers Health, Inc. Recent Developments/Updates
Table 64. Hims & Hers Health, Inc. Competitive Strengths & Weaknesses
Table 65. Thirty Madison, Inc. Basic Information, Manufacturing Base and Competitors
Table 66. Thirty Madison, Inc. Major Business
Table 67. Thirty Madison, Inc. Hair Growth Products Product and Services
Table 68. Thirty Madison, Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)
Table 69. Thirty Madison, Inc. Recent Developments/Updates
Table 70. Thirty Madison, Inc. Competitive Strengths & Weaknesses
Table 71. Unilever PLC Basic Information, Manufacturing Base and Competitors
Table 72. Unilever PLC Major Business
Table 73. Unilever PLC Hair Growth Products Product and Services
Table 74. Unilever PLC Hair Growth Products Revenue, Gross Margin and Market

Share (2021-2026) & (USD Million)

Table 75. Unilever PLC Recent Developments/Updates

Table 76. Unilever PLC Competitive Strengths & Weaknesses

Table 77. Church & Dwight Co., Inc. Basic Information, Manufacturing Base and Competitors

Table 78. Church & Dwight Co., Inc. Major Business

Table 79. Church & Dwight Co., Inc. Hair Growth Products Product and Services

Table 80. Church & Dwight Co., Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 81. Church & Dwight Co., Inc. Recent Developments/Updates

Table 82. Church & Dwight Co., Inc. Competitive Strengths & Weaknesses

Table 83. DS Healthcare Group, Inc. Basic Information, Manufacturing Base and Competitors

Table 84. DS Healthcare Group, Inc. Major Business

Table 85. DS Healthcare Group, Inc. Hair Growth Products Product and Services

Table 86. DS Healthcare Group, Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 87. DS Healthcare Group, Inc. Recent Developments/Updates

Table 88. DS Healthcare Group, Inc. Competitive Strengths & Weaknesses

Table 89. Vegamour, Inc. Basic Information, Manufacturing Base and Competitors

Table 90. Vegamour, Inc. Major Business

Table 91. Vegamour, Inc. Hair Growth Products Product and Services

Table 92. Vegamour, Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 93. Vegamour, Inc. Recent Developments/Updates

Table 94. Vegamour, Inc. Competitive Strengths & Weaknesses

Table 95. The Est?e Lauder Companies Inc. Basic Information, Manufacturing Base and Competitors

Table 96. The Est?e Lauder Companies Inc. Major Business

Table 97. The Est?e Lauder Companies Inc. Hair Growth Products Product and Services

Table 98. The Est?e Lauder Companies Inc. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 99. The Est?e Lauder Companies Inc. Recent Developments/Updates

Table 100. The Est?e Lauder Companies Inc. Competitive Strengths & Weaknesses

Table 101. L?Or?al S.A. Basic Information, Manufacturing Base and Competitors

Table 102. L?Or?al S.A. Major Business

Table 103. L?Or?al S.A. Hair Growth Products Product and Services

Table 104. L?Or?al S.A. Hair Growth Products Revenue, Gross Margin and Market

Share (2021-2026) & (USD Million)

Table 105. L'Oréal S.A. Recent Developments/Updates

Table 106. L'Oréal S.A. Competitive Strengths & Weaknesses

Table 107. Dr. Wolff Group Basic Information, Manufacturing Base and Competitors

Table 108. Dr. Wolff Group Major Business

Table 109. Dr. Wolff Group Hair Growth Products Product and Services

Table 110. Dr. Wolff Group Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 111. Dr. Wolff Group Recent Developments/Updates

Table 112. Dr. Wolff Group Competitive Strengths & Weaknesses

Table 113. Taisho Pharmaceutical Holdings Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 114. Taisho Pharmaceutical Holdings Co., Ltd. Major Business

Table 115. Taisho Pharmaceutical Holdings Co., Ltd. Hair Growth Products Product and Services

Table 116. Taisho Pharmaceutical Holdings Co., Ltd. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 117. Taisho Pharmaceutical Holdings Co., Ltd. Recent Developments/Updates

Table 118. Taisho Pharmaceutical Holdings Co., Ltd. Competitive Strengths & Weaknesses

Table 119. Bloomage Biotechnology Corporation Limited Basic Information, Manufacturing Base and Competitors

Table 120. Bloomage Biotechnology Corporation Limited Major Business

Table 121. Bloomage Biotechnology Corporation Limited Hair Growth Products Product and Services

Table 122. Bloomage Biotechnology Corporation Limited Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 123. Bloomage Biotechnology Corporation Limited Recent Developments/Updates

Table 124. Bloomage Biotechnology Corporation Limited Competitive Strengths & Weaknesses

Table 125. Beijing Zhangguang 101 Science & Technology Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 126. Beijing Zhangguang 101 Science & Technology Co., Ltd. Major Business

Table 127. Beijing Zhangguang 101 Science & Technology Co., Ltd. Hair Growth Products Product and Services

Table 128. Beijing Zhangguang 101 Science & Technology Co., Ltd. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 129. Beijing Zhangguang 101 Science & Technology Co., Ltd. Recent

Developments/Updates

Table 130. Beijing Zhangguang 101 Science & Technology Co., Ltd. Competitive Strengths & Weaknesses

Table 131. Bawang International (Group) Holding Limited Basic Information, Manufacturing Base and Competitors

Table 132. Bawang International (Group) Holding Limited Major Business

Table 133. Bawang International (Group) Holding Limited Hair Growth Products Product and Services

Table 134. Bawang International (Group) Holding Limited Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 135. Bawang International (Group) Holding Limited Recent Developments/Updates

Table 136. Bawang International (Group) Holding Limited Competitive Strengths & Weaknesses

Table 137. Yunnan Baiyao Group Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 138. Yunnan Baiyao Group Co., Ltd. Major Business

Table 139. Yunnan Baiyao Group Co., Ltd. Hair Growth Products Product and Services

Table 140. Yunnan Baiyao Group Co., Ltd. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 141. Yunnan Baiyao Group Co., Ltd. Recent Developments/Updates

Table 142. Yunnan Baiyao Group Co., Ltd. Competitive Strengths & Weaknesses

Table 143. Shanghai Jahwa United Co., Ltd. Basic Information, Manufacturing Base and Competitors

Table 144. Shanghai Jahwa United Co., Ltd. Major Business

Table 145. Shanghai Jahwa United Co., Ltd. Hair Growth Products Product and Services

Table 146. Shanghai Jahwa United Co., Ltd. Hair Growth Products Revenue, Gross Margin and Market Share (2021-2026) & (USD Million)

Table 147. Shanghai Jahwa United Co., Ltd. Recent Developments/Updates

Table 148. Shanghai Jahwa United Co., Ltd. Competitive Strengths & Weaknesses

Table 149. Global Key Players of Hair Growth Products Upstream (Raw Materials)

Table 150. Global Hair Growth Products Typical Customers

List Of Figures

LIST OF FIGURES

Figure 1. Hair Growth Products Picture

Figure 2. World Hair Growth Products Total Revenue: 2021 & 2025 & 2032, (USD Million)

Figure 3. World Hair Growth Products Total Revenue (2021-2032) & (USD Million)

Figure 4. World Hair Growth Products Revenue by Region (2021, 2025 and 2032) & (USD Million), (by Headquarter Location)

Figure 5. World Hair Growth Products Revenue Market Share by Region (2021-2032), (by Headquarter Location)

Figure 6. United States Based Company Hair Growth Products Revenue (2021-2032) & (USD Million)

Figure 7. China Based Company Hair Growth Products Revenue (2021-2032) & (USD Million)

Figure 8. Europe Based Company Hair Growth Products Revenue (2021-2032) & (USD Million)

Figure 9. Japan Based Company Hair Growth Products Revenue (2021-2032) & (USD Million)

Figure 10. South Korea Based Company Hair Growth Products Revenue (2021-2032) & (USD Million)

Figure 11. ASEAN Based Company Hair Growth Products Revenue (2021-2032) & (USD Million)

Figure 12. India Based Company Hair Growth Products Revenue (2021-2032) & (USD Million)

Figure 13. Hair Growth Products Market Drivers

Figure 14. Factors Affecting Demand

Figure 15. World Hair Growth Products Consumption Value (2021-2032) & (USD Million)

Figure 16. World Hair Growth Products Consumption Value Market Share by Region (2021-2032)

Figure 17. United States Hair Growth Products Consumption Value (2021-2032) & (USD Million)

Figure 18. China Hair Growth Products Consumption Value (2021-2032) & (USD Million)

Figure 19. Europe Hair Growth Products Consumption Value (2021-2032) & (USD Million)

Figure 20. Japan Hair Growth Products Consumption Value (2021-2032) & (USD Million)

Million)

Figure 21. South Korea Hair Growth Products Consumption Value (2021-2032) & (USD Million)

Figure 22. ASEAN Hair Growth Products Consumption Value (2021-2032) & (USD Million)

Figure 23. India Hair Growth Products Consumption Value (2021-2032) & (USD Million)

Figure 24. Producer Shipments of Hair Growth Products by Player Revenue (\$MM) and Market Share (%): 2025

Figure 25. Global Four-firm Concentration Ratios (CR4) for Hair Growth Products Markets in 2025

Figure 26. Global Four-firm Concentration Ratios (CR8) for Hair Growth Products Markets in 2025

Figure 27. United States VS China: Hair Growth Products Revenue Market Share Comparison (2021 & 2025 & 2032)

Figure 28. United States VS China: Hair Growth Products Consumption Value Market Share Comparison (2021 & 2025 & 2032)

Figure 29. World Hair Growth Products Market Size by Type, (USD Million), 2021 & 2025 & 2032

Figure 30. World Hair Growth Products Market Size Market Share by Type in 2025

Figure 31. Hair Growth Serums

Figure 32. Hair Growth Shampoos

Figure 33. Hair Growth Conditioners

Figure 34. Hair Growth Oils

Figure 35. Hair Growth Devices

Figure 36. Others

Figure 37. World Hair Growth Products Market Size Market Share by Type (2021-2032)

Figure 38. World Hair Growth Products Market Size by Formulation, (USD Million), 2021 & 2025 & 2032

Figure 39. World Hair Growth Products Market Size Market Share by Formulation in 2025

Figure 40. Minoxidil-Based Products

Figure 41. Peptide-Based Products

Figure 42. Herbal Products

Figure 43. Others

Figure 44. World Hair Growth Products Market Size Market Share by Formulation (2021-2032)

Figure 45. World Hair Growth Products Market Size by Technology, (USD Million), 2021 & 2025 & 2032

Figure 46. World Hair Growth Products Market Size Market Share by Technology in

2025

Figure 47. Liquid Solutions

Figure 48. Foams

Figure 49. Others

Figure 50. World Hair Growth Products Market Size Market Share by Technology
(2021-2032)

Figure 51. World Hair Growth Products Market Size by Application, (USD Million), 2021
& 2025 & 2032

Figure 52. World Hair Growth Products Market Size Market Share by Application in
2025

Figure 53. Online Retail

Figure 54. Offline Retail

Figure 55. World Hair Growth Products Market Size Market Share by Application
(2021-2032)

Figure 56. Hair Growth Products Industrial Chain

Figure 57. Methodology

Figure 58. Research Process and Data Source

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