

# Global Wig Market 2018 by Manufacturers, Regions, Type and Application, Forecast to 2023

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## Abstracts

Traditionally, a wig is a head covering made from human hair, animal hair, or synthetic fiber that is worn for fashion or other reasons, including cultural tradition and religious observance.

In this report, we focus on the wig products including the covered hair wig and hair extension (weaving).

### SCOPE OF THE REPORT:

This report focuses on the Wig in global market, especially in North America, Europe and Asia-Pacific, South America, Middle East and Africa. This report categorizes the market based on manufacturers, regions, type and application.

First, as for the global wig industry, the industry structure is relatively dispersed. A quarter of market share in revenue is grasped by the top three manufacturers, Aderans, Rebecca and Artnature, which closes to 20.48 per cent totally in 2015. The Japan manufacturer Aderans, which has 9.81% market share in 2015, is the leader in the wig industry. The manufacturers following Aderans are Artnature and Rebecca, which respectively has 6.19% and 5.03% market share globally.

Second, the global consumption of wig products rises up from 27416.6 k units in 2011 to 38934.9 k units in 2015, with an average annual growth rate of 9.10%. At the same time, the revenue of world wig market has a leap from 3733.73 million dollars to 5962.20 million dollars. The reason causes this increase is the growing demand for the wig products, which is the outcome of the downstream needs are in a good situation.

Third, the downstream customers of wig products are women users and men users. In the recent years, people pay attention to their outlook; as a result, the consumption increase of wig will be obvious. In the foreseeable future, the wig products will show an optimistic upward trend.

The worldwide market for Wig is expected to grow at a CAGR of roughly xx% over the next five years, will reach xx million US\$ in 2023, from xx million US\$ in 2017, according to a new GIR (Global Info Research) study.

Market Segment by Manufacturers, this report covers

Aderans

Artnature

Hair Zone

SNG

Rebecca

Hengyuan

Ruimei

Sunshine Hair

Fortune Fashion

OSCAR

Jifa

Shenlong

ZhongYu

Dragon Proof

JRX

Minghui

Dadi

Moonwish

Seaforest

Merrylight

Jinda

Hair Beauty

Hengjia

Shengyuan

Xinte

Shunxin

#### Market Segment by Regions, regional analysis covers

North America (United States, Canada and Mexico)

Europe (Germany, France, UK, Russia and Italy)

Asia-Pacific (China, Japan, Korea, India and Southeast Asia)

South America (Brazil, Argentina, Colombia etc.)

Middle East and Africa (Saudi Arabia, UAE, Egypt, Nigeria and South Africa)

#### Market Segment by Type, covers

Covered Hair Wig

Hair Extension

Others

Market Segment by Applications, can be divided into

Women

Men

There are 15 Chapters to deeply display the global Wig market.

Chapter 1, to describe Wig Introduction, product scope, market overview, market opportunities, market risk, market driving force;

Chapter 2, to analyze the top manufacturers of Wig, with sales, revenue, and price of Wig, in 2016 and 2017;

Chapter 3, to display the competitive situation among the top manufacturers, with sales, revenue and market share in 2016 and 2017;

Chapter 4, to show the global market by regions, with sales, revenue and market share of Wig, for each region, from 2013 to 2018;

Chapter 5, 6, 7, 8 and 9, to analyze the market by countries, by type, by application and by manufacturers, with sales, revenue and market share by key countries in these regions;

Chapter 10 and 11, to show the market by type and application, with sales market share and growth rate by type, application, from 2013 to 2018;

Chapter 12, Wig market forecast, by regions, type and application, with sales and revenue, from 2018 to 2023;

Chapter 13, 14 and 15, to describe Wig sales channel, distributors, traders, dealers, Research Findings and Conclusion, appendix and data source

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