

Global Hair Growth Supplements Market 2024 by Manufacturers, Regions, Type and Application, Forecast to 2030

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Abstracts

According to our (Global Info Research) latest study, the global Hair Growth Supplements market size was valued at US\$ 598 million in 2023 and is forecast to a readjusted size of USD 876 million by 2030 with a CAGR of 5.7% during review period.

Hair supplements which contains proteins and vitamins that are good for hair, such as vitamins ,protein and plant extracts. To a certain extent, they can improve hair quality and promote hair growth. one Unit refers to 60 Tablets, Capsules or Gummies in this report.

Hair Growth Supplements Market Drivers

Rising Incidence of Hair Loss: An increase in hair loss conditions such as androgenetic alopecia (male and female pattern baldness) and other forms of alopecia is a major driver for hair growth supplements. Stress, poor diet, genetics, and environmental factors contribute to this rising incidence.

Growing Awareness of Hair Health: Increased consumer awareness regarding the importance of hair health and the available treatment options has led to a higher demand for hair growth supplements. Educational campaigns and influence from social media have made more consumers proactive about their hair care.

Shift Towards Natural and Organic Products: There is a growing trend towards using natural and organic ingredients in personal care products, including hair supplements. Consumers are favoring products that are free from synthetic chemicals and made with herbal or plant-based ingredients, driving the demand for naturally formulated hair growth supplements.

E-commerce and Online Retail: The rise of e-commerce platforms has made hair growth supplements more accessible to consumers. Online retail allows for a wider variety of products and brands, along with consumer reviews that can influence

purchasing decisions, thereby expanding market reach.

Influence of Celebrity Endorsements and Social Media: With many celebrities and influencers promoting hair growth products on social media, consumer interest in these supplements has significantly increased. This visibility can drive sales and brand recognition.

Product Innovation: Continuous innovation in formulation and delivery methods enhances the effectiveness of hair growth supplements. New products that provide additional benefits, such as improving scalp health or preventing dandruff, are attracting more consumers.

Hair Growth Supplements Market Restraints

Lack of Regulatory Oversight: The dietary supplement market, including hair growth supplements, is often less regulated than pharmaceuticals. The lack of stringent testing and approval processes can lead to concerns about the efficacy and safety of these products, which may deter some consumers.

Variable Results: The effectiveness of hair growth supplements can vary significantly from person to person. Many consumers may experience limited or no results, leading to dissatisfaction and skepticism about the products, which could affect overall market growth.

High Competition and Market Saturation: The hair growth supplement market is highly competitive and saturated with numerous brands and products. This competition can lead to price wars and make it difficult for new entrants to gain market share.

Potential Side Effects and Allergies: Some consumers may experience side effects or allergic reactions to certain ingredients in hair growth supplements. Incidences of negative reactions can lead to consumer distrust and reluctance to try new products.

Economic Factors: Economic downturns or financial uncertainty can affect consumer spending on non-essential products like hair growth supplements. In tough economic times, consumers may prioritize basic necessities over beauty and wellness products.

Emergence of Alternative Treatments: The availability of various alternative treatments for hair loss, such as topical solutions, hair transplants, and laser therapies, may limit the growth of the hair growth supplement market as consumers explore more immediate or scientifically backed solutions.

This report is a detailed and comprehensive analysis for global Hair Growth Supplements market. Both quantitative and qualitative analyses are presented by manufacturers, by region & country, by Type and by Sales Channel. As the market is constantly changing, this report explores the competition, supply and demand trends, as well as key factors that contribute to its changing demands across many markets. Company profiles and product examples of selected competitors, along with market share estimates of some of the selected leaders for the year 2024, are provided.

Key Features:

Global Hair Growth Supplements market size and forecasts, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Hair Growth Supplements market size and forecasts by region and country, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Hair Growth Supplements market size and forecasts, by Type and by Sales Channel, in consumption value (\$ Million), sales quantity (K Units), and average selling prices (US\$/Unit), 2019-2030

Global Hair Growth Supplements market shares of main players, shipments in revenue (\$ Million), sales quantity (K Units), and ASP (US\$/Unit), 2019-2024

The Primary Objectives in This Report Are:

To determine the size of the total market opportunity of global and key countries

To assess the growth potential for Hair Growth Supplements

To forecast future growth in each product and end-use market

To assess competitive factors affecting the marketplace

This report profiles key players in the global Hair Growth Supplements market based on the following parameters - company overview, sales quantity, revenue, price, gross margin, product portfolio, geographical presence, and key developments. Key companies covered as a part of this study include Viviscal(Church & Dwight), Nutrafol, Arkopharma, Nature's Bounty, Philip Kingsley, Inneov, Keranique, The Mane Choice(MAV Beauty Brands), Vitabiotics, SportsResearch, etc.

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

Market Segmentation

Hair Growth Supplements market is split by Type and by Sales Channel. For the period 2019-2030, the growth among segments provides accurate calculations and forecasts for consumption value by Type, and by Sales Channel in terms of volume and value.

This analysis can help you expand your business by targeting qualified niche markets.

Market segment by Type

- Tablets
- Capsules

- Gummies
- Others

Market segment by Sales Channel

- Hypermarket & Supermarket
- Pharmacy & Drug Store
- E-commerce
- Others

Major players covered

- Viviscal(Church & Dwight)
- Nutrafol
- Arkopharma
- Nature's Bounty
- Philip Kingsley
- Inneov
- Keranique
- The Mane Choice(MAV Beauty Brands)
- Vitabiotics
- SportsResearch
- Natrol(New Mountain Capital)
- Brock Beauty
- Olly(Unilever)
- Vital Proteins
- Eu Natural(APG)(APG)
- HUM Nutrition
- OUAH Haircare
- SugarBearHair

Market segment by region, regional analysis covers

North America (United States, Canada, and Mexico)

Europe (Germany, France, United Kingdom, Russia, Italy, and Rest of Europe)

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

South America (Brazil, Argentina, Colombia, and Rest of South America)

Middle East & Africa (Saudi Arabia, UAE, Egypt, South Africa, and Rest of Middle East & Africa)

The content of the study subjects, includes a total of 15 chapters:

Chapter 1, to describe Hair Growth Supplements product scope, market overview, market estimation caveats and base year.

Chapter 2, to profile the top manufacturers of Hair Growth Supplements, with price, sales quantity, revenue, and global market share of Hair Growth Supplements from 2019 to 2024.

Chapter 3, the Hair Growth Supplements competitive situation, sales quantity, revenue, and global market share of top manufacturers are analyzed emphatically by landscape contrast.

Chapter 4, the Hair Growth Supplements breakdown data are shown at the regional level, to show the sales quantity, consumption value, and growth by regions, from 2019 to 2030.

Chapter 5 and 6, to segment the sales by Type and by Sales Channel, with sales market share and growth rate by Type, by Sales Channel, from 2019 to 2030.

Chapter 7, 8, 9, 10 and 11, to break the sales data at the country level, with sales quantity, consumption value, and market share for key countries in the world, from 2019 to 2024. and Hair Growth Supplements market forecast, by regions, by Type, and by Sales Channel, with sales and revenue, from 2025 to 2030.

Chapter 12, market dynamics, drivers, restraints, trends, and Porters Five Forces analysis.

Chapter 13, the key raw materials and key suppliers, and industry chain of Hair Growth Supplements.

Chapter 14 and 15, to describe Hair Growth Supplements sales channel, distributors, customers, research findings and conclusion.

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