

Hair Supplements Market Size, Share & Trends Analysis Report By Ingredients Type (Multi-Ingredients), By Ingredients (Vitamin, Minerals), By Application, By Form, By Type, By End User, By Distribution Channel, By Region, And Segment Forecasts, 2026 - 2033

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Abstracts

Summary

The global hair supplements market size was estimated at USD 3.93 billion in 2025 and is projected to reach USD 9.04 billion by 2033, growing at a CAGR of 11.1% from 2026 to 2033. The market is growing because more people are experiencing hair fall and thinning due to stress, lifestyle changes, aging, and nutritional gaps, leading them to seek simple, non-invasive solutions.

A key market trend is the shift toward natural and clean label formulations, with consumers increasingly preferring supplements made from vitamins, minerals, collagen, and botanicals rather than synthetic compounds. This trend is driven by growing awareness of ingredient safety, interest in plant-based wellness, and the influence of dermatologists and social media promoting holistic approaches to hair health.

Demand for hair supplements is rising as more people face hair fall and thinning due to stress, nutrition gaps, and lifestyle shifts. Consumers are adopting convenient daily solutions to improve strength and density, which has helped brands such as Nutrafol and Viviscal increase their reach by offering clinically backed formulations aimed at thinning and breakage.

Another driver is the strong move toward natural and science-based ingredients. Brands are using vitamins, minerals, and botanicals in more advanced combinations. For example, Nutrafol uses saw palmetto and ashwagandha for stress-related thinning, while JSHealth combines kelp and zinc for root support. Innovation in clean-label and plant-based formulations continues to attract consumers looking for safer and holistic options.

Digital awareness and improved accessibility also strengthen the market. Online platforms amplify product discovery through visible results and user testimonials. Many brands use subscription models and personalized quizzes to recommend tailored plans. Companies such as Ritual and Ouai have launched targeted hair supplements with transparent ingredient sourcing and modern packaging, making them appealing to younger, digitally engaged consumers.

Global Hair Supplements Market Report Segmentation

This report forecasts revenue growth at the global, regional, and country levels and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the global hair supplements market report based on ingredient type, ingredients, application, form, type, end user, distribution channel, and region:

Ingredient Type (Revenue, USD Million, 2021 - 2033)

Single Ingredient

Multi-Ingredients

Ingredients (Revenue, USD Million, 2021 - 2033)

Vitamin

Vitamin A

Vitamin C

Vitamin D

Vitamin E

Vitamin B12

Niacin

Biotin

Folic Acid

Multivitamin

Minerals

Botanical Extracts

Marine Extracts

Amino Acids & Proteins

Collagen

Keratin

Cysteine

Others

Probiotics, Prebiotics & Postbiotics

Resveratrol

Astaxanthin

Minoxidil

Finasteride

Dutasteride

Others

Application (Revenue, USD Million, 2021 - 2033)

Scalp Care/Health

Hair Growth/Thinning/Loss

Aging Hair

Hair Strength/Quality

Hair Thinning Prevention

Others

Form (Revenue, USD Million, 2021 - 2033)

Tablets

Capsules

Soft gels

Powders

Gummies

Liquids

Others

Type (Revenue, USD Million, 2021 - 2033)

OTC

Prescribed

End User (Revenue, USD Million, 2021 - 2033)

Male

Millennials

Gen X

Gen Z

Baby Boomers

Female

Pregnant Women

Millennials

Gen X

Gen Z

Non-Pregnant Women

Millennials

Gen X

Gen Z

Baby Boomers

Distribution Channel (Revenue, USD Million, 2021 - 2033)

Offline

Hypermarkets

Supermarkets/Grocery Stores

Discount Stores

Department Stores (Including Discounted)

Pharmacies

Drug Stores

Specialty Stores

Beauty & Cosmetic Stores

Health & Supplement Stores

Practitioner

Direct Sales

Travel Retail Stores

Others

D2C

Online

Amazon

Other Online Retail Stores

Regional Channel (Revenue, USD Million, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

UK

Germany

France

Italy

Spain

Asia Pacific

China

Japan

Australia & New Zealand

South Korea

Central & South America

Brazil

Middle East & Africa

South Africa

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