

Hair Thinning Market Size, Share & Trends Analysis Report By Product (Multivitamins & Supplements, Hair Fiber), By End-use (Women, Men), By Distribution Channel (Hypermarket & Supermarket), By Region, And Segment Forecasts, 2024 - 2030

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Abstracts

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Hair Thinning Market Growth & Trends

The global hair thinning market size is anticipated to reach USD 2.75 billion by 2030, exhibiting a CAGR of 10.50% from 2024 to 2030, according to a new report by Grand View Research, Inc., driven by several key factors. The rising awareness of healthcare has led to an increasing demand for products & treatments tailored to each customer's unique needs and preferences. This shift toward personalization is reshaping the hair care industry and fueling innovation to develop specialized supplements & treatments.

Moreover, individuals are increasingly adopting proactive steps to enhance their overall well-being and hair health, which is a vital factor propelling market growth. Another factor expected to drive the demand for personalized hair growth solutions is the recognition that hair health is not a one-size-fits-all issue. Hair loss and thinning can result from various factors, including genetics, hormonal imbalances, stress, diet, and environment. These factors can vary significantly from person to person, making it essential for individuals to have access to treatments that address their specific underlying causes.

In addition, increasing awareness about the potential adverse effects associated with synthetic or chemical-based treatments is creating consumer hesitation regarding the

ingredients they apply to their hair & scalp and their potential long-term consequences. As a result, the demand for organic hair growth supplements & treatments that utilize natural ingredients and are free from harmful chemicals is rising. Consumers are becoming increasingly mindful of the impact of their choices on the environment and are seeking sustainable and eco-friendly options.

Organic hair care products often use environment-friendly sourcing & production methods, appealing to those prioritizing personal and environmental well-being. Moreover, the rising preference for using hair fibers and the uptake of hair growth supplements can further propel the hair thinning market growth. Hair fibers are often used by individuals with decreased hair density, categorized as having mild to moderate hair loss. They can be a valuable tool in enhancing the appearance of their existing hair.

Furthermore, the influence of social media and digital marketing has significantly impacted the growth of the hair thinning market. With the proliferation of social networking platforms and online health communities, consumers have greater access to information and product recommendations. Marketers leverage these platforms to promote hair loss supplements, engage with consumers, and build brand awareness, thereby driving sales and market growth.

Hair Thinning Market Report Highlights

The multivitamins & supplements segment dominated the product segment with 64.78% share in 2023. The shift toward personalization is reshaping the hair care industry and fueling innovation to develop specialized supplements & treatments.

In 2023, women dominated the end-use segment and are expected to grow at a significant CAGR.

In 2023, hypermarkets & supermarkets dominated the distribution channels segment, online distribution is expected to grow at a significant CAGR.

Asia-Pacific dominated the market in 2023 with a share of 45.34% driven by various factors including increasing health consciousness, the growing prevalence of hair-related issues such as hair loss and thinning among both men & women in the region has increased the demand for hair growth solutions.

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