

Hair Weave Market: Global Industry Trends, Share, Size, Growth, Opportunity and Forecast 2023-2028

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Abstracts

Market Overview:

The global hair weave market size reached US\$ 2.6 Billion in 2022. Looking forward, IMARC Group expects the market to reach US\$ 3.4 Billion by 2028, exhibiting a growth rate (CAGR) of 4.8% during 2023-2028.

Hair weave refers to an artificial hairpiece attached to the wearer's natural hair by interweaving, fusing, gluing, or blending. It can either be made from real human hair or can be manufactured synthetically by man-made blended fibers. A hair weave can help in adding length, volume, texture, and color to the natural hair. Furthermore, it is used in camouflaging baldness or hair thinning along with catering to several beauty and grooming needs. Owing to this, hair weaves are widely used by both men and women in different forms, including fusion hair weave, clip in hair weave, glue in hair weave, and sew in hair weave, etc.

The global hair weave market is currently driven by a number of factors. This includes the rising consumer consciousness towards physical appearance, increasing need for camouflaging baldness, growing demand for non-surgical treatment of hair loss, emergence of e-commerce platforms, etc. The high prevalence of hectic and stressful lifestyles is resulting in excessive hair fall, baldness, hair thinning, etc. This has catalyzed the demand for hair weaves. Additionally, the rising geriatric population along with pre-mature baldness among young men is also driving the product demand. Furthermore, the growing consciousness towards beauty and physical appearance coupled with an increasing need for non-surgical solutions to overcome hair loss and baldness is further driving the demand for hair weaves. Moreover, the changing consumer preferences towards hair weaves owing to their natural look, high hair

density, cost-effectiveness, and wide availability in desired color, style, and texture, is also augmenting the market growth. Moreover, the rising consumer living standards supported by their growing disposable income levels have increased the per capita expenditure on personal grooming products, such as hair weaves. Additionally, the rising acceptance of hair weaves and extensions by global celebrities along with the high influence of beauty trends prevalent across social media platforms further bolsters the product demand. Apart from this, easy availability of hair weaves across several offline specialty stores as well as on various e-commerce sites has also propelled the market growth. With various technological upgradations, several manufacturers are launching newer and innovative products in the market, which will continue to spur the growth of the global hair weave market in the coming years. The market, however, is also facing strong competition from surgical hair restoration procedures such as hair transplants.

Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the global hair weave market report, along with forecasts at the global, regional and country level from 2023-2028. Our report has categorized the market based on material, distribution channel, gender, texture, grade.

Breakup by Material:

Human Hair

Synthetic Hair

Breakup by Distribution Channel:

Offline

Online

Breakup by Gender:

Male

Female

Breakup by Texture:

Brazilian Hair

Malaysian Hair

Indian Hair

Peruvian Hair

Others

Breakup by Grade:

Non-Remy Hair

Remy Hair

Virgin Hair

Breakup by Region:

North America

United States

Canada

Europe

Germany

United Kingdom

France

Italy

Russia

Spain

Others

Asia Pacific

China

Japan

India

South Korea

Australia

Indonesia

Others

Latin America

Brazil

Mexico

Others

Middle East and Africa

Saudi Arabia

Iran

Turkey

United Arab Emirates

South Africa

Others

Competitive Landscape:

The competitive landscape of the industry has also been examined along with the profiles of the key players.

Key Questions Answered in This Report:

How has the global hair weave market performed so far and how will it perform in the coming years?

What are the key regional markets?

What has been the impact of COVID-19 on the global hair weave market?

What is the breakup of the market based on the material?

What is the breakup of the market based on the distribution channel?

What is the breakup of the market based on the gender?

What is the breakup of the market based on the texture?

What is the breakup of the market based on the grade?

What are the various stages in the value chain of the industry?

What are the key driving factors and challenges in the market?

What is the structure of the global hair weave market and who are the key players?

What is the degree of competition in the market?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GLOBAL HAIR WEAVE MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Impact of Covid-19
- 5.4 Market Forecast

6 MARKET BREAKUP BY MATERIAL

- 6.1 Human Hair
 - 6.1.1 Market Trends
 - 6.1.2 Market Forecast
- 6.2 Synthetic Hair
 - 6.2.1 Market Trends
 - 6.2.2 Market Forecast

7 MARKET BREAKUP BY DISTRIBUTION CHANNEL

7.1 Offline

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Online

7.2.1 Market Trends

7.2.2 Market Forecast

8 MARKET BREAKUP BY GENDER

8.1 Male

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Female

8.2.1 Market Trends

8.2.2 Market Forecast

9 MARKET BREAKUP BY TEXTURE

9.1 Brazilian Hair

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 Malaysian Hair

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Indian Hair

9.3.1 Market Trends

9.3.2 Market Forecast

9.4 Peruvian Hair

9.4.1 Market Trends

9.4.2 Market Forecast

9.5 Others

9.5.1 Market Trends

9.5.2 Market Forecast

10 MARKET BREAKUP BY GRADE

10.1 Non-Remy Hair

- 10.1.1 Market Trends
- 10.1.2 Market Forecast
- 10.2 Remy Hair
 - 10.2.1 Market Trends
 - 10.2.2 Market Forecast
- 10.3 Virgin Hair
 - 10.3.1 Market Trends
 - 10.3.2 Market Forecast

11 MARKET BREAKUP BY REGION

- 11.1 North America
 - 11.1.1 United States
 - 11.1.1.1 Market Trends
 - 11.1.1.2 Market Forecast
 - 11.1.2 Canada
 - 11.1.2.1 Market Trends
 - 11.1.2.2 Market Forecast
- 11.2 Europe
 - 11.2.1 Germany
 - 11.2.1.1 Market Trends
 - 11.2.1.2 Market Forecast
 - 11.2.2 United Kingdom
 - 11.2.2.1 Market Trends
 - 11.2.2.2 Market Forecast
 - 11.2.3 France
 - 11.2.3.1 Market Trends
 - 11.2.3.2 Market Forecast
 - 11.2.4 Italy
 - 11.2.4.1 Market Trends
 - 11.2.4.2 Market Forecast
 - 11.2.5 Russia
 - 11.2.5.1 Market Trends
 - 11.2.5.2 Market Forecast
 - 11.2.6 Spain
 - 11.2.6.1 Market Trends
 - 11.2.6.2 Market Forecast
 - 11.2.7 Others
 - 11.2.7.1 Market Trends

- 11.2.7.2 Market Forecast
- 11.3 Asia Pacific
 - 11.3.1 China
 - 11.3.1.1 Market Trends
 - 11.3.1.2 Market Forecast
 - 11.3.2 Japan
 - 11.3.2.1 Market Trends
 - 11.3.2.2 Market Forecast
 - 11.3.3 India
 - 11.3.3.1 Market Trends
 - 11.3.3.2 Market Forecast
 - 11.3.4 South Korea
 - 11.3.4.1 Market Trends
 - 11.3.4.2 Market Forecast
 - 11.3.5 Australia
 - 11.3.5.1 Market Trends
 - 11.3.5.2 Market Forecast
 - 11.3.6 Indonesia
 - 11.3.6.1 Market Trends
 - 11.3.6.2 Market Forecast
 - 11.3.7 Others
 - 11.3.7.1 Market Trends
 - 11.3.7.2 Market Forecast
- 11.4 Latin America
 - 11.4.1 Brazil
 - 11.4.1.1 Market Trends
 - 11.4.1.2 Market Forecast
 - 11.4.2 Mexico
 - 11.4.2.1 Market Trends
 - 11.4.2.2 Market Forecast
 - 11.4.3 Others
 - 11.4.3.1 Market Trends
 - 11.4.3.2 Market Forecast
- 11.5 Middle East and Africa
 - 11.5.1 Saudi Arabia
 - 11.5.1.1 Market Trends
 - 11.5.1.2 Market Forecast
 - 11.5.2 Iran
 - 11.5.2.1 Market Trends

- 11.5.2.2 Market Forecast
- 11.5.3 Turkey
 - 11.5.3.1 Market Trends
 - 11.5.3.2 Market Forecast
- 11.5.4 United Arab Emirates
 - 11.5.4.1 Market Trends
 - 11.5.4.2 Market Forecast
- 11.5.5 South Africa
 - 11.5.5.1 Market Trends
 - 11.5.5.2 Market Forecast
- 11.5.6 Others
 - 11.5.6.1 Market Trends
 - 11.5.6.2 Market Forecast

12 SWOT ANALYSIS

- 12.1 Overview
- 12.2 Strengths
- 12.3 Weaknesses
- 12.4 Opportunities
- 12.5 Threats

13 VALUE CHAIN ANALYSIS

14 PORTERS FIVE FORCES ANALYSIS

- 14.1 Overview
- 14.2 Bargaining Power of Buyers
- 14.3 Bargaining Power of Suppliers
- 14.4 Degree of Competition
- 14.5 Threat of New Entrants
- 14.6 Threat of Substitutes

15 COMPETITIVE LANDSCAPE

- 15.1 Market Structure
- 15.2 Key Players
- 15.3 Profiles of Key Players

List Of Tables

LIST OF TABLES

Table 1: Global: Hair Weave Market: Key Industry Highlights, 2022 and 2028

Table 2: Global: Hair Weave Market Forecast: Breakup by Material (in Million US\$), 2023-2028

Table 3: Global: Hair Weave Market Forecast: Breakup by Distribution Channel (in Million US\$), 2023-2028

Table 4: Global: Hair Weave Market Forecast: Breakup by Gender (in Million US\$), 2023-2028

Table 5: Global: Hair Weave Market Forecast: Breakup by Texture (in Million US\$), 2023-2028

Table 6: Global: Hair Weave Market Forecast: Breakup by Grade (in Million US\$), 2023-2028

Table 7: Global: Hair Weave Market Forecast: Breakup by Region (in Million US\$), 2023-2028

Table 8: Global: Hair Weave Market: Competitive Structure

Table 9: Global: Hair Weave Market: Key Players

List Of Figures

LIST OF FIGURES

Figure 1: Global: Hair Weave Market: Major Drivers and Challenges

Figure 2: Global: Hair Weave Market: Sales Value (in Billion US\$), 2017-2022

Figure 3: Global: Hair Weave Market: Breakup by Material (in %), 2022

Figure 4: Global: Hair Weave Market: Breakup by Distribution Channel (in %), 2022

Figure 5: Global: Hair Weave Market: Breakup by Gender (in %), 2022

Figure 6: Global: Hair Weave Market: Breakup by Texture (in %), 2022

Figure 7: Global: Hair Weave Market: Breakup by Grade (in %), 2022

Figure 8: Global: Hair Weave Market: Breakup by Region (in %), 2022

Figure 9: Global: Hair Weave Market Forecast: Sales Value (in Billion US\$), 2023-2028

Figure 10: Global: Hair Weave (Human Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 11: Global: Hair Weave (Human Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 12: Global: Hair Weave (Synthetic Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 13: Global: Hair Weave (Synthetic Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 14: Global: Hair Weave (Offline) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 15: Global: Hair Weave (Offline) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 16: Global: Hair Weave (Online) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 17: Global: Hair Weave (Online) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 18: Global: Hair Weave (Male) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 19: Global: Hair Weave (Male) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 20: Global: Hair Weave (Female) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 21: Global: Hair Weave (Female) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 22: Global: Hair Weave (Brazilian Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 23: Global: Hair Weave (Brazilian Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 24: Global: Hair Weave (Malaysian Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 25: Global: Hair Weave (Malaysian Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 26: Global: Hair Weave (Indian Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 27: Global: Hair Weave (Indian Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 28: Global: Hair Weave (Peruvian Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 29: Global: Hair Weave (Peruvian Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 30: Global: Hair Weave (Other Texture Types) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 31: Global: Hair Weave (Other Texture Types) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 32: Global: Hair Weave (Non-Remy Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 33: Global: Hair Weave (Non-Remy Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 34: Global: Hair Weave (Remy Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 35: Global: Hair Weave (Remy Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 36: Global: Hair Weave (Virgin Hair) Market: Sales Value (in Million US\$), 2017 & 2022

Figure 37: Global: Hair Weave (Virgin Hair) Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 38: North America: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 39: North America: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 40: United States: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 41: United States: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 42: Canada: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 43: Canada: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 44: Europe: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 45: Europe: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 46: Germany: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 47: Germany: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 48: United Kingdom: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 49: United Kingdom: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 50: France: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 51: France: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 52: Italy: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 53: Italy: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 54: Russia: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 55: Russia: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 56: Spain: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 57: Spain: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 58: Others: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 59: Others: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 60: Asia Pacific: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 61: Asia Pacific: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 62: China: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 63: China: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 64: Japan: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 65: Japan: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 66: India: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 67: India: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 68: South Korea: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 69: South Korea: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 70: Australia: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 71: Australia: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 72: Indonesia: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 73: Indonesia: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 74: Others: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 75: Others: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 76: Latin America: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 77: Latin America: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 78: Brazil: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 79: Brazil: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 80: Mexico: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 81: Mexico: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 82: Others: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 83: Others: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 84: Middle East and Africa: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 85: Middle East and Africa: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 86: Saudi Arabia: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 87: Saudi Arabia: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 88: Iran: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 89: Iran: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 90: Turkey: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 91: Turkey: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 92: United Arab Emirates: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 93: United Arab Emirates: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 94: South Africa: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 95: South Africa: Hair Weave Market Forecast: Sales Value (in Million US\$), 2023-2028

Figure 96: Others: Hair Weave Market: Sales Value (in Million US\$), 2017 & 2022

Figure 97: Others: Hair Weave Market Forecast: Sales Value (in Million US\$),
2023-2028

Figure 98: Global: Hair Weave Industry: SWOT Analysis

Figure 99: Global: Hair Weave Industry: Value Chain Analysis

Figure 100: Global: Hair Weave Industry: Porter's Five Forces Analysis

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