

# USA Hair Loss & Growth Treatments and Products Market Report 2018

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## Abstracts

This report studies the Hair Loss & Growth Treatments and Products development status and future trend in United States, focuses on top players in United States, also splits Hair Loss & Growth Treatments and Products by type and by applications, to fully and deeply research and reveal the market general situation and future forecast.

Hair loss&growth treatments and products are the products which are the way to treat hair loss and promote hair growth (including hair loss and growth devices, shampoos and conditioners, medicine product like vitamins and supplements).

In the last several years, USA market of hair loss&growth treatments and products developed rapidly, with an average growth rate of 3.22%. In 2017, USA Revenue of hair loss&growth treatments and products is nearly 931 M USD, which is 39.23% of global market.

In United States market, the top players cover Procter & Gamble, L'Oreal, Unilever, Merck and Johnson & Johnson Consumer Inc. etc., which are playing important roles in United States.

The market is highly fragmented with a tail of manufacturers ranging from international giants to small startups. Procter & Gamble, Johnson & Johnson and Merck takes a combined market share of 33.23% of USA market in 2017. Procter & Gamble is a US leader in Shampoos and Conditioners market, Johnson & Johnson has a majority share in OTC hair loss products (topical) market, while Merck has leading Rx medicine market with product brand as Propecia.

Hair loss&growth treatments and products are mainly used in homecare settings, hair

loss treatment clinic, etc. By end users, there are hair loss prevention formulas made for men, for women, and even for certain age groups. Men takes around 65% share of USA market, while the share of female products and non-sexual oriented market are expanding in recent years.

On the basis of product, the Hair Loss & Growth Treatments and Products market is primarily split into

Hair Loss and Growth Devices

Shampoos and Conditioners

Medicine Product

Others

On the basis on the end users/applications, this report covers

Direct Sales

Distributor

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