

Vietnam Wig Products Industry Research Report 2025-2034

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Abstracts

Wig products are hair accessories made of human hair or synthetic hair through multiple processes. They are widely used in fashion decoration, hair defect repair, film and television performance, makeup teaching and other fields. According to the material, they can be divided into human hair products and chemical fiber products; according to the production method, they can be divided into woven (clockwork) and handmade (hand-hooked) wigs; according to the product form, they include full head covers, wigs, clockwork, teaching heads and other forms.

The wig product industry chain can be divided into upstream raw material collection and supply, midstream manufacturing and processing, and downstream distribution and sales. The upstream uses human hair and synthetic fibers from India, Southeast Asia and other places as the main raw materials, which are obtained through various methods such as hair donations from temples, street hair collection, and farmer collection.

The midstream is concentrated in low-cost production bases such as China and Vietnam, using two processes, machine weaving and hand-hooking, and transforming raw materials into various styles of full head covers, wigs and springs through bleaching, dyeing, shaping and other steps. The downstream covers multiple channels such as wholesalers, retailers, e-commerce platforms and hair salons.

The global wig products market has continued to grow in recent years, showing a trend of diversification and personalization. According to public data, the global wig products market size exceeded US\$4 billion in 2024 and is in a rapid growth stage. According to CRI analysis, the main driving factors for the growth in demand for wig products include the expanding medical market and fashion and beauty needs.

North America and Europe are the world's major consumer markets for wig products. North America accounts for more than 40% of global wig product consumption. Europe and Asia-Pacific follow closely behind, accounting for about 30% and 20% respectively. The North American market is mainly dominated by medical wigs and casual decorative wigs. The demand for hair loss rehabilitation and the hairdressing trend brought by social media jointly drive the market expansion. Consumption in the European market is stable, mainly driven by the dual needs of film and television performances and medical use.

In recent years, the production and export volume of wig products in Vietnam have continued to grow. Vietnam is becoming an important wig production and export base in the world. According to CRI analysis, Vietnam's wig production is mainly concentrated in the southern industrial belt, with Ho Chi Minh City, Binh Duong Province and Dong Nai Province constituting the core production areas. With complete upstream and downstream supporting facilities and convenient logistics networks, it has attracted many OEM and private brand factories to settle down.

The Vietnamese wig industry chain has formed a full-process manufacturing capability from "hair selection" to "mid-/high-end customization" from the collection of raw materials (mostly from local plateau areas or imported high-end human hair) to rinsing, dyeing, drying, weaving/hand hooking, shaping and more than ten other processes.

According to CRI analysis, in recent years, Vietnamese wig products are mainly exported to North America, Europe and the Middle East. According to CRI data, in 2024, the export value of Vietnamese wig products exceeded US\$ 1 million, reaching US\$1.84 million. According to CRI analysis, the United States is the largest exporter of Vietnamese wig products, accounting for about 30% of the total export of Vietnamese wig products. In addition, European countries such as Italy, France, Germany and the United Kingdom are also important export markets for Vietnamese wig products.

CRI predicts that under the background of global supply chain reconstruction and green transformation, Vietnamese wig product companies are expected to accelerate the expansion of international market share through technology upgrades and capacity expansion.

CRI recommends that global wig product manufacturers, trading companies and related investment companies conduct timely research on the Vietnamese market and prepare for the layout of the Vietnamese wig product market. CRI's Shanghai, China and Hanoi,

Vietnam offices will help foreign companies enter the Vietnamese wig product production and trade market.

Topics covered:

Overview of the Wig Products Industry in Vietnam

The Economic and Policy Environment of Wig Products Industry in Vietnam

The Market Size of Wig Products Industry in Vietnam (2025-2034)

Analysis of Major Wig Products Industry Manufacturers in Vietnam

Main Driving Forces and Market Opportunities of Wig Products Industry in Vietnam

What are the main driving forces, challenges and opportunities of wig products industry in Vietnam during the forecast period of 2025-2034?

Which companies are the main players in Vietnam's wig products industry market and what are their competitive advantages?

What is the expected revenue of Vietnam's wig products industry market during the forecast period of 2025-2034?

Which part of Vietnam's wig products industry market will be expected to dominate the market in 2034?

What are the main disadvantages facing Vietnam's wig products industry?

How can foreign capital enter Vietnam's wig products industry?

Products Mentioned

Wig, textile, wig accessories, wig products, human hair products, medical wigs, decorative wigs

Companies Mentioned

Vin Hair
Gla Hair
Sunny Hair

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