

Alopecia Areata Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, Segmented By Treatment (Medications and Therapies), By Route of Administration (Oral, Topical, and Injection), By End Use (Hospitals, Dermatology Clinics, and Homecare Settings), By Region and Competition, 2020-2030F

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Abstracts

Global Alopecia Areata Market was valued at USD 8.98 Billion in 2024 and is expected to reach USD 14.64 Billion by 2030 with a CAGR of 8.45% during the forecast period. The global alopecia areata market is primarily driven by the increasing prevalence of autoimmune disorders, growing awareness about the condition, and advancements in treatment options. Rising demand for effective therapies and the development of novel biologics, such as Janus kinase (JAK) inhibitors, are accelerating market growth. Expanding research into genetic and environmental factors contributing to alopecia areata supports innovation in therapies. The growing number of clinical trials and FDA approvals for treatments also fosters market expansion. Greater acceptance of cosmetic treatments and improved accessibility to healthcare services in developing regions contribute to the market's development.

Key Market Drivers

Increasing Prevalence of Autoimmune Disorders

Alopecia areata is a type of autoimmune disorder where the body's immune system mistakenly attacks hair follicles, leading to hair loss in patches. As the world sees a rise in the overall prevalence of autoimmune conditions—such as rheumatoid arthritis, lupus, and type 1 diabetes—alopecia areata is increasingly being recognized as part of this

trend. There are multiple reasons behind the rise in autoimmune diseases, including changes in environmental factors, genetic predisposition, and even lifestyle choices. As medical research advances, there is a better understanding of autoimmune conditions, leading to more early diagnoses and more cases being reported. This growing recognition of autoimmune diseases, coupled with a better understanding of alopecia areata, has led to increased demand for treatment options, fueling the growth of the market. Pharmaceutical companies and biotech firms are exploring new therapies, such as biologics and immunosuppressants, to meet this growing need, which boosts market expansion. The rising prevalence of autoimmune disorders increases the number of people eligible for treatment, further contributing to the growth of the alopecia areata treatment market.

Growing Awareness of Alopecia Areata

Awareness of alopecia areata has risen significantly over the past few years, thanks to the efforts of advocacy groups, non-profit organizations, and social media campaigns. The role of public figures and celebrities, such as models and actors, who openly discuss their experiences with alopecia, has played a significant part in removing the stigma associated with hair loss. According to National Alopecia Areata Foundation, nearly 7 million people in the U.S. and 160 million globally are affected by alopecia areata, either currently or at some point in their lives. In the U.S., approximately 700,000 people are living with some form of alopecia areata. While the condition can start at any age, it typically develops early in life, with over 80% of individuals showing signs before the age of 40, and 40% experiencing symptoms by the age of 20. Research indicates that women are more likely to develop alopecia areata than men, and certain racial and ethnic groups may have a higher risk of the condition. U.S.-based studies have found that the likelihood of developing alopecia areata is greater among Asian, Black, and Hispanic individuals compared to White individuals.

As more individuals, especially younger generations, become aware of alopecia areata, they are more likely to seek out treatment options or take preventive measures early in their condition's progression. Awareness campaigns have helped highlight the emotional and psychological toll that alopecia areata can have on patients, encouraging a more compassionate and proactive approach to treatment. This growing awareness has also contributed to better patient education regarding the availability of advanced treatment options, including JAK inhibitors, which can help in managing or even reversing the condition. Healthcare professionals are increasingly familiar with alopecia areata, which means that early diagnosis is becoming more common, increasing the demand for treatment. As awareness grows, the market sees more patients seeking out

therapies and more providers offering specialized treatments, creating a favorable environment for market growth.

Advances in Medical Research and Treatment Development

Over the last decade, there have been significant advancements in the development of treatments for alopecia areata. Traditionally, treatments were limited to corticosteroids or over-the-counter hair restoration products. In December 2023, Aclaris Therapeutics announced a licensing agreement with Sun Pharmaceutical Industries, Inc. This agreement grants Aclaris Therapeutics access to Sun Pharma's JAK inhibitor and other isotopic versions of ruxolitinib for the treatment of androgenetic alopecia and alopecia areata.

However, breakthroughs in the understanding of the immunological causes of alopecia areata have led to more targeted therapies that are both more effective and better tolerated by patients. Janus kinase (JAK) inhibitors, such as ruxolitinib and tofacitinib, have shown promising results in clinical trials by helping regulate immune system activity and preventing the immune system from attacking hair follicles. These medications offer hope for patients who previously had few effective options. Regenerative therapies, such as platelet-rich plasma (PRP) treatments and stem cell therapies, have gained popularity. As research continues to expand and improve, more novel therapies are entering the market, giving patients access to a variety of treatment options. These developments also create opportunities for pharmaceutical companies to invest heavily in alopecia areata research, further propelling market growth.

Increasing Demand for Personalized Medicine

Personalized medicine, which tailors treatments to the individual characteristics of a patient's disease, has become an important trend in the healthcare sector. In the context of alopecia areata, personalized treatment approaches are gaining traction due to their potential for higher success rates and reduced side effects. For example, genetic testing and biomarkers may allow doctors to identify specific subtypes of alopecia areata, which can guide them in prescribing the most effective treatment. In June 2023, the FDA approved Yale's alopecia areata treatment, which utilizes ritlecitinib, a Janus kinase (JAK) inhibitor. This treatment is now approved for use in both adolescents and adults with alopecia areata.

As treatments become more targeted, patients are more likely to experience successful outcomes, which in turn drives the market for specialized therapies. Personalized

treatments, such as JAK inhibitors and biologics, offer a more customized approach compared to traditional treatments, which often have broader mechanisms and less precision. The growing interest in personalized medicine is accelerating the development and availability of drugs specifically designed to treat alopecia areata, boosting market demand as patients seek the most effective and personalized solutions to their condition.

Rising Awareness of Emotional and Psychological Impact

Alopecia areata, despite being a physical condition, often has profound emotional and psychological effects on individuals. The visible nature of hair loss can lead to significant distress, low self-esteem, anxiety, and even depression. This has made it a priority for healthcare systems to address the condition not just from a medical standpoint, but from a mental health perspective as well. Mental health professionals and patient advocacy groups have increasingly highlighted the psychological toll of alopecia areata, encouraging the development of comprehensive care strategies that incorporate emotional and psychological support. As the psychological impact of alopecia areata becomes more recognized, there is growing demand for treatments that address both the physical and emotional aspects of the condition. The understanding of these psychological effects is leading to better healthcare coverage, including insurance companies offering broader coverage for treatments related to alopecia areata. This in turn drives more people to seek treatment and contributes to the growth of the market.

Rising Investment and Research Funding

The increased focus on alopecia areata by pharmaceutical and biotechnology companies has led to a significant increase in research funding. Both public and private sectors are investing more in the development of effective treatments and better understanding the underlying causes of the condition. In August 2023, Kintor Pharmaceutical Limited announced the completion of patient enrollment for its phase II clinical trial focused on treating male androgenetic alopecia in China.

With growing clinical trial activity, there has been a surge in the number of new treatment options being evaluated for regulatory approval. The financial backing of government bodies, private investors, and pharmaceutical giants fuels the development of cutting-edge therapies that not only offer hope for patients but also open up new commercial opportunities. These research investments support the continuous innovation of the market, from more advanced drug development to exploring new forms of treatment such as gene therapy, further accelerating the growth of the alopecia

areata market. The funding helps boost awareness, training, and education, which all work together to increase the market's reach.

Key Market Challenges

High Treatment Costs

The cost of treatments for alopecia areata, particularly newer biologic therapies like JAK inhibitors, can be prohibitively high. These advanced treatments offer promising results, but their high costs often make them inaccessible to many patients, especially in lower-income countries or regions with less comprehensive healthcare coverage. Even in countries with strong healthcare systems, the cost of long-term treatment can burden patients financially. Insurance coverage for alopecia areata treatments is inconsistent, and some plans may not cover newer, more expensive therapies, further limiting patient access. As the demand for effective treatments grows, so does the cost, and this financial barrier remains one of the major challenges in ensuring that all patients can receive appropriate care.

Limited Awareness in Low-Resource Regions

Despite the increasing global awareness of alopecia areata, there is still a significant gap in knowledge, especially in low- and middle-income countries. In these regions, both the public and healthcare professionals may have limited awareness of the condition, leading to delayed diagnosis and inadequate treatment. Patients may not seek treatment for alopecia areata, or they may not understand the full scope of available therapies, opting for ineffective or traditional remedies instead. Lack of education and awareness in these areas also results in insufficient research and development of treatments that cater to the specific needs of diverse populations. As a result, the market's potential in these regions is underutilized, and many individuals continue to suffer from the condition without adequate medical intervention.

Side Effects and Safety Concerns

Although many treatments for alopecia areata, such as corticosteroids and biologics, have shown positive results, they are not without side effects. Long-term use of corticosteroids, for example, can lead to complications such as skin thinning, weight gain, and an increased risk of infections. Similarly, JAK inhibitors, while promising, carry the risk of immune suppression, which could make patients more susceptible to infections. For patients considering these treatments, the fear of side effects often leads

to hesitation in seeking therapy. The long-term safety of newer treatments is still under evaluation, as many of these therapies have not been widely used for extended periods. The potential risks and side effects associated with existing treatments present a significant challenge in attracting and retaining patients, especially those concerned about their overall health.

Key Market Trends

Technological Advancements in Diagnostics

Advancements in diagnostic technologies are improving the accuracy and speed of alopecia areata diagnosis. Traditional methods, such as physical examinations and scalp biopsies, have been complemented by newer technologies like imaging techniques and blood tests. These advancements allow for earlier detection of the condition, making it easier to begin treatment at a stage when therapies are more likely to be effective. In March 2023, Sun Pharmaceuticals announced that they would present the results of a phase 3 clinical study on deuruxolitinib, an oral medication aimed at helping individuals with alopecia areata regenerate hair on their scalp.

With early diagnosis, patients are more likely to start treatment sooner, reducing the overall severity of the disease. Advanced diagnostic tools are enabling the identification of different subtypes of alopecia areata, which is crucial for developing targeted therapies. The availability of better diagnostic options also means that more people are being diagnosed with alopecia areata, increasing the potential patient pool and, as a result, driving the demand for effective treatments. In turn, this fuels investment in the research and development of new therapies, contributing to the market's overall growth.

Growing Availability of Over-the-Counter Products

The increased availability of over-the-counter (OTC) treatments for alopecia areata has helped drive the market by providing more accessible and affordable options for people with mild to moderate symptoms. These products include topical corticosteroids, minoxidil, and hair growth stimulants that can be purchased without a prescription. OTC treatments are often the first line of defense for individuals who experience early stages of hair loss but may not yet need prescription medication. As OTC products become more widely available, more people are able to manage their condition without seeking professional intervention, which helps to reduce the overall healthcare burden. However, as these treatments may not work for everyone, there is still strong demand for prescription treatments, which continue to grow as awareness of alopecia areata and

its treatment options increases.

Segmental Insights

Treatment Insights

Based on the Treatment, medications was dominating, owing to their established effectiveness and the increasing demand for pharmaceutical solutions that can manage or even reverse hair loss caused by this autoimmune disorder. While therapies such as corticosteroids and topical treatments have been long-established as a standard form of treatment, more recent advances in medications, particularly biologics and Janus kinase (JAK) inhibitors, have significantly enhanced the market's appeal. These medications are increasingly becoming the first line of treatment due to their targeted action in regulating the immune system and addressing the underlying causes of alopecia areata.

Medications, particularly oral and injectable drugs, are considered the most effective option for patients with moderate to severe forms of alopecia areata. The development of JAK inhibitors, such as tofacitinib and ruxolitinib, has proven groundbreaking, showing the potential to not only halt hair loss but also promote regrowth by targeting specific immune pathways involved in the condition. These treatments work by inhibiting Janus kinase enzymes that contribute to the immune response, effectively preventing the immune system from attacking the hair follicles. Clinical trials have demonstrated promising results, leading to growing interest from healthcare providers and patients alike.

The FDA's approval of JAK inhibitors for the treatment of alopecia areata has cemented medications as the leading force in the market. Unlike traditional corticosteroid therapies, which require frequent applications and may have more side effects, JAK inhibitors offer a more convenient and potentially long-term solution. As a result, their adoption is growing rapidly in the market, making medications the dominant treatment option for individuals suffering from alopecia areata. Biologic therapies, which harness the body's immune system to target specific pathways, have similarly gained traction due to their ability to provide a more targeted approach compared to generic treatments.

End Use Insights

Based on the end use segment, dermatology clinics was dominating the global alopecia areata market. While all these settings play vital roles in the treatment and management of the condition, dermatology clinics stand out due to their specialized focus on skin and

hair disorders, providing patients with access to experienced dermatologists who can offer the most targeted and effective treatments. The market for alopecia areata treatments has seen a significant shift toward dermatology clinics because these clinics are equipped with the expertise, advanced diagnostic tools, and a broad range of treatment options necessary to manage this complex autoimmune condition.

Dermatology clinics are often the first point of contact for individuals experiencing hair loss and other skin-related symptoms of alopecia areata. These specialized clinics provide comprehensive care, including diagnosis, treatment, and long-term management, which are key to addressing the multifactorial nature of the condition. Unlike general practitioners or other healthcare providers, dermatologists have specialized knowledge in autoimmune diseases like alopecia areata, enabling them to offer personalized treatment plans based on the severity and stage of the disease. Patients who seek dermatology clinics are typically looking for targeted therapies, such as corticosteroid injections, biologic treatments, and JAK inhibitors, which are more commonly administered or prescribed in these settings.

One of the primary reasons dermatology clinics dominate the market is the availability of advanced medical treatments and technologies that may not be accessible in hospitals or homecare settings. For example, dermatologists are trained in administering biologic injections and overseeing treatments like platelet-rich plasma (PRP) therapy, which requires specific medical expertise. These therapies have gained popularity in recent years due to their promising results, which has further boosted the demand for dermatology clinic services. Dermatology clinics often feature state-of-the-art equipment for diagnostic purposes, such as trichoscopy (scalp imaging) and biopsy procedures, which help determine the exact type of alopecia areata a patient is experiencing, ensuring that the prescribed treatments are appropriate and effective.

Regional Insights

North America was the dominant region in the global alopecia areata market. This is primarily due to a combination of factors including high healthcare expenditure, advanced medical infrastructure, widespread access to treatments, and a strong awareness of autoimmune disorders like alopecia areata. North America, especially the United States, holds a significant share of the market due to its robust healthcare system, increased research and development, and a growing patient population seeking effective treatment options for alopecia areata.

One of the key reasons for North America's dominance is its high healthcare

expenditure, which allows for the development and accessibility of the latest treatments and medications. The United States, in particular, has been at the forefront of medical advancements and innovation in the field of alopecia areata. Treatments like JAK inhibitors (such as tofacitinib and ruxolitinib) have been approved and are widely used in the country, offering a significant improvement over traditional therapies such as corticosteroids. The approval of these cutting-edge drugs by the U.S. Food and Drug Administration (FDA) has made the country a leader in the adoption of newer therapies for alopecia areata, further boosting the demand for medications in the region.

In addition to advanced pharmaceutical treatments, North America is home to a well-developed network of dermatology clinics and hospitals that specialize in treating autoimmune conditions, including alopecia areata. These healthcare settings have access to state-of-the-art diagnostic tools, as well as the expertise required to offer personalized care for patients with alopecia areata. Dermatologists in North America are well-equipped to provide effective treatments, including biologics, immunotherapies, and targeted therapies, ensuring that patients have access to the latest and most effective options. The high number of dermatology specialists and treatment centers in this region is a significant factor driving the dominance of North America in the global market.

Key Market Players

Pfizer Inc.

Merck & Co., Inc.

GSK Plc

Bayer AG

Dr. Reddy's Laboratories Ltd.

Viatis Inc.

AstraZeneca Plc

Abbott Laboratories Inc.

Sun Pharmaceutical Industries Ltd.

Eli Lilly and Company

Report Scope:

In this report, the Global Alopecia Areata Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Alopecia Areata Market, By Treatment:

Medications

Therapies

Alopecia Areata Market, By Route of Administration:

Oral

Topical

Injection

Alopecia Areata Market, By End Use:

Hospitals

Dermatology Clinics

Homecare Settings

Alopecia Areata Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

India

Japan

Australia

South Korea

South America

Brazil

Argentina

Colombia

Middle East & Africa

South Africa

Saudi Arabia

UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Alopecia Areata Market.

Available Customizations:

Global Alopecia Areata market report with the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

Contents

1. PRODUCT OVERVIEW

- 1.1. Market Definition
- 1.2. Scope of the Market
 - 1.2.1. Markets Covered
 - 1.2.2. Years Considered for Study
 - 1.2.3. Key Market Segmentations

2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validations
- 2.7. Assumptions and Limitations

3. EXECUTIVE SUMMARY

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Players
- 3.4. Overview of Key Regions/Countries
- 3.5. Overview of Market Drivers, Challenges, Trends

4. VOICE OF CUSTOMER

5. GLOBAL ALOPECIA AREATA MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value
- 5.2. Market Share & Forecast
 - 5.2.1. By Treatment (Medications and Therapies)
 - 5.2.2. By Route of Administration (Oral, Topical, and Injection)
 - 5.2.3. By End Use (Hospitals, Dermatology Clinics, and Homecare Settings)
 - 5.2.4. By Region

- 5.2.5. By Company (2024)
- 5.3. Market Map

6. NORTH AMERICA ALOPECIA AREATA MARKET OUTLOOK

- 6.1. Market Size & Forecast
 - 6.1.1. By Value
- 6.2. Market Share & Forecast
 - 6.2.1. By Treatment
 - 6.2.2. By Route of Administration
 - 6.2.3. By End Use
 - 6.2.4. By Country
- 6.3. North America: Country Analysis
 - 6.3.1. United States Alopecia Areata Market Outlook
 - 6.3.1.1. Market Size & Forecast
 - 6.3.1.1.1. By Value
 - 6.3.1.2. Market Share & Forecast
 - 6.3.1.2.1. By Treatment
 - 6.3.1.2.2. By Route of Administration
 - 6.3.1.2.3. By End Use
 - 6.3.2. Canada Alopecia Areata Market Outlook
 - 6.3.2.1. Market Size & Forecast
 - 6.3.2.1.1. By Value
 - 6.3.2.2. Market Share & Forecast
 - 6.3.2.2.1. By Treatment
 - 6.3.2.2.2. By Route of Administration
 - 6.3.2.2.3. By End Use
 - 6.3.3. Mexico Alopecia Areata Market Outlook
 - 6.3.3.1. Market Size & Forecast
 - 6.3.3.1.1. By Value
 - 6.3.3.2. Market Share & Forecast
 - 6.3.3.2.1. By Treatment
 - 6.3.3.2.2. By Route of Administration
 - 6.3.3.2.3. By End Use

7. EUROPE ALOPECIA AREATA MARKET OUTLOOK

- 7.1. Market Size & Forecast
 - 7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Treatment

7.2.2. By Route of Administration

7.2.3. By End Use

7.2.4. By Country

7.3. Europe: Country Analysis

7.3.1. Germany Alopecia Areata Market Outlook

7.3.1.1. Market Size & Forecast

7.3.1.1.1. By Value

7.3.1.2. Market Share & Forecast

7.3.1.2.1. By Treatment

7.3.1.2.2. By Route of Administration

7.3.1.2.3. By End Use

7.3.2. United Kingdom Alopecia Areata Market Outlook

7.3.2.1. Market Size & Forecast

7.3.2.1.1. By Value

7.3.2.2. Market Share & Forecast

7.3.2.2.1. By Treatment

7.3.2.2.2. By Route of Administration

7.3.2.2.3. By End Use

7.3.3. Italy Alopecia Areata Market Outlook

7.3.3.1. Market Size & Forecast

7.3.3.1.1. By Value

7.3.3.2. Market Share & Forecast

7.3.3.2.1. By Treatment

7.3.3.2.2. By Route of Administration

7.3.3.2.3. By End Use

7.3.4. France Alopecia Areata Market Outlook

7.3.4.1. Market Size & Forecast

7.3.4.1.1. By Value

7.3.4.2. Market Share & Forecast

7.3.4.2.1. By Treatment

7.3.4.2.2. By Route of Administration

7.3.4.2.3. By End Use

7.3.5. Spain Alopecia Areata Market Outlook

7.3.5.1. Market Size & Forecast

7.3.5.1.1. By Value

7.3.5.2. Market Share & Forecast

7.3.5.2.1. By Treatment

7.3.5.2.2. By Route of Administration

7.3.5.2.3. By End Use

8. ASIA-PACIFIC ALOPECIA AREATA MARKET OUTLOOK

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Treatment

8.2.2. By Route of Administration

8.2.3. By End Use

8.2.4. By Country

8.3. Asia-Pacific: Country Analysis

8.3.1. China Alopecia Areata Market Outlook

8.3.1.1. Market Size & Forecast

8.3.1.1.1. By Value

8.3.1.2. Market Share & Forecast

8.3.1.2.1. By Treatment

8.3.1.2.2. By Route of Administration

8.3.1.2.3. By End Use

8.3.2. India Alopecia Areata Market Outlook

8.3.2.1. Market Size & Forecast

8.3.2.1.1. By Value

8.3.2.2. Market Share & Forecast

8.3.2.2.1. By Treatment

8.3.2.2.2. By Route of Administration

8.3.2.2.3. By End Use

8.3.3. Japan Alopecia Areata Market Outlook

8.3.3.1. Market Size & Forecast

8.3.3.1.1. By Value

8.3.3.2. Market Share & Forecast

8.3.3.2.1. By Treatment

8.3.3.2.2. By Route of Administration

8.3.3.2.3. By End Use

8.3.4. South Korea Alopecia Areata Market Outlook

8.3.4.1. Market Size & Forecast

8.3.4.1.1. By Value

8.3.4.2. Market Share & Forecast

8.3.4.2.1. By Treatment

- 8.3.4.2.2. By Route of Administration
- 8.3.4.2.3. By End Use
- 8.3.5. Australia Alopecia Areata Market Outlook
 - 8.3.5.1. Market Size & Forecast
 - 8.3.5.1.1. By Value
 - 8.3.5.2. Market Share & Forecast
 - 8.3.5.2.1. By Treatment
 - 8.3.5.2.2. By Route of Administration
 - 8.3.5.2.3. By End Use

9. SOUTH AMERICA ALOPECIA AREATA MARKET OUTLOOK

- 9.1. Market Size & Forecast
 - 9.1.1. By Value
- 9.2. Market Share & Forecast
 - 9.2.1. By Treatment
 - 9.2.2. By Route of Administration
 - 9.2.3. By End Use
 - 9.2.4. By Country
- 9.3. South America: Country Analysis
 - 9.3.1. Brazil Alopecia Areata Market Outlook
 - 9.3.1.1. Market Size & Forecast
 - 9.3.1.1.1. By Value
 - 9.3.1.2. Market Share & Forecast
 - 9.3.1.2.1. By Treatment
 - 9.3.1.2.2. By Route of Administration
 - 9.3.1.2.3. By End Use
 - 9.3.2. Argentina Alopecia Areata Market Outlook
 - 9.3.2.1. Market Size & Forecast
 - 9.3.2.1.1. By Value
 - 9.3.2.2. Market Share & Forecast
 - 9.3.2.2.1. By Treatment
 - 9.3.2.2.2. By Route of Administration
 - 9.3.2.2.3. By End Use
 - 9.3.3. Colombia Alopecia Areata Market Outlook
 - 9.3.3.1. Market Size & Forecast
 - 9.3.3.1.1. By Value
 - 9.3.3.2. Market Share & Forecast
 - 9.3.3.2.1. By Treatment

9.3.3.2.2. By Route of Administration

9.3.3.2.3. By End Use

10. MIDDLE EAST AND AFRICA ALOPECIA AREATA MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Treatment

10.2.2. By Route of Administration

10.2.3. By End Use

10.2.4. By Country

10.3. MEA: Country Analysis

10.3.1. South Africa Alopecia Areata Market Outlook

10.3.1.1. Market Size & Forecast

10.3.1.1.1. By Value

10.3.1.2. Market Share & Forecast

10.3.1.2.1. By Treatment

10.3.1.2.2. By Route of Administration

10.3.1.2.3. By End Use

10.3.2. Saudi Arabia Alopecia Areata Market Outlook

10.3.2.1. Market Size & Forecast

10.3.2.1.1. By Value

10.3.2.2. Market Share & Forecast

10.3.2.2.1. By Treatment

10.3.2.2.2. By Route of Administration

10.3.2.2.3. By End Use

10.3.3. UAE Alopecia Areata Market Outlook

10.3.3.1. Market Size & Forecast

10.3.3.1.1. By Value

10.3.3.2. Market Share & Forecast

10.3.3.2.1. By Treatment

10.3.3.2.2. By Route of Administration

10.3.3.2.3. By End Use

11. MARKET DYNAMICS

11.1. Drivers

11.2. Challenges

12. MARKET TRENDS & DEVELOPMENTS

- 12.1. Merger & Acquisition (If Any)
- 12.2. Product Launches (If Any)
- 12.3. Recent Developments

13. PORTER'S FIVE FORCES ANALYSIS

- 13.1. Competition in the Industry
- 13.2. Potential of New Entrants
- 13.3. Power of Suppliers
- 13.4. Power of Customers
- 13.5. Threat of Substitute Products

14. COMPETITIVE LANDSCAPE

- 14.1. Pfizer Inc.
 - 14.1.1. Business Overview
 - 14.1.2. Company Snapshot
 - 14.1.3. Products & Services
 - 14.1.4. Financials (As Reported)
 - 14.1.5. Recent Developments
 - 14.1.6. Key Personnel Details
 - 14.1.7. SWOT Analysis
- 14.2. Merck & Co., Inc.
- 14.3. GSK Plc
- 14.4. Bayer AG
- 14.5. Dr. Reddy's Laboratories Ltd.
- 14.6. Viatris Inc.
- 14.7. AstraZeneca Plc
- 14.8. Abbott Laboratories Inc.
- 14.9. Sun Pharmaceutical Industries Ltd.
- 14.10. Eli Lilly and Company

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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