

Australia Hair Growth Products Market, By Product Type (Shampoos & Conditioners, Serums, Oils, Supplements and Vitamins, Others), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Australia Hair Growth Products Market was valued at USD 244.78 million in 2024 and is projected to reach USD 296.21 million by 2030, growing at a CAGR of 3.29% during the forecast period. The market is evolving rapidly, fueled by a rising consumer preference for natural, sustainable, and multifunctional hair care solutions. Increasing awareness around scalp health—driven by the emerging “skinification” trend—has led to heightened demand for products that address concerns such as dandruff, thinning hair, and overall scalp wellness. Brands like Typebea are leveraging clinically proven ingredients, including baicapil and salicylic acid, to meet these needs. The popularity of organic, vegan, and cruelty-free formulations reflects a broader consumer shift toward ethical and environmentally friendly products. Additionally, advancements in product innovation and the introduction of personalized hair care technologies are elevating consumer engagement and satisfaction, contributing to the sustained growth of the market.

Key Market Drivers

Rising Prevalence of Hair and Scalp Concerns

The increasing occurrence of hair loss and scalp-related conditions is a major factor driving demand for hair growth products in Australia. Conditions such as alopecia,

seborrheic dermatitis, and dandruff are becoming more common due to factors like stress, hormonal imbalances, poor nutrition, and environmental pollutants. These issues affect both men and women and have led to a growing market for products that target scalp health and hair density. An aging population, particularly susceptible to hair thinning, is also contributing to market expansion. Consumers are seeking effective topical treatments, serums, and supplements to combat hair loss, and there is rising awareness about the benefits of early intervention and routine hair care to maintain scalp and hair vitality.

Key Market Challenges

High Market Saturation and Intense Competition

The Australia hair growth products market faces significant saturation, with numerous international and domestic players competing across various price points and product types. From pharmaceutical-grade solutions to clean beauty offerings, the crowded landscape presents challenges in differentiation and brand recognition. Consumers are inundated with similar product claims, making it difficult for new or smaller brands to gain trust or visibility. In addition, larger players often dominate through aggressive pricing and promotions, placing pressure on niche and startup brands to remain profitable while investing in innovation, marketing, and customer retention strategies. This competitive intensity limits long-term scalability for emerging companies and raises barriers to market entry.

Key Market Trends

Rise of Scalp Care and the "Skinification" Trend

The convergence of skincare principles with hair care is fueling demand for scalp-centric products in Australia. The "skinification" trend—treating the scalp with the same care as facial skin—has led to increased use of exfoliating shampoos, scalp serums, and pre-wash treatments formulated with active ingredients such as niacinamide, hyaluronic acid, and salicylic acid. Consumers are becoming more informed about how scalp health influences hair growth and thickness. This trend is particularly strong among millennials and Gen Z consumers, who are adopting structured hair care routines that mirror their skincare regimens. As brands respond with innovative, treatment-focused offerings, scalp care is emerging as a central pillar of the hair growth segment.

Key Market Players

Swisse Wellness Pty Ltd

Nanogen Limited

Deciem Beauty Group Inc.

The Procter & Gamble Company

Meda Pharmaceuticals Pty Ltd

AminoGenesis Pty Ltd

Viviscal Limited

Wella Company International Operations Switzerland S.?r.l. (Nioxins)

Shiseid%li%Australia Pty., Ltd.

Janssen-Cilag Pty Limited (Johnson & Johnson)

Report Scope:

In this report, the Australia Hair Growth Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Australia Hair Growth Products Market, By Product Type:

Shampoos & Conditioners

Serums

Oils

Supplements and Vitamins

Others

Australia Hair Growth Products Market, By Distribution Channel:

Online

Offline

Australia Hair Growth Products Market, By Region:

Australia Capital Territory & New South Wales

Northern Territory & Southern Australia

Western Australia

Queensland

Victoria & Tasmania

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Australia Hair Growth Products Market.

Available Customizations:

Australia Hair Growth Products 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).

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