

Hair Growth Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Shampoos & Conditioners, Serums, Oils, Supplements and Vitamins, Others), By Distribution Channel (Online, Offline), By Region & Competition, 2020-2030F

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Abstracts

Market Overview

Global Hair Growth Products Market was valued at USD 8.71 billion in 2024 and is expected to grow to USD 10.50 billion by 2030 with a CAGR of 3.20% during the forecast period. The global hair growth products market is witnessing significant growth due to increasing prevalence of hair thinning and hair loss across all age groups and genders. Rising consumer awareness about hair care, coupled with a growing preference for effective and safe solutions, is fueling demand for specialized products such as serums, oils, shampoos, and supplements. Innovations in formulations, including natural, organic, and clinically tested ingredients, are attracting a broader consumer base. Additionally, the influence of social media, beauty trends, and celebrity endorsements is further driving market adoption. E-commerce platforms are expanding accessibility, enabling convenient purchase and product variety worldwide.

Key Market Drivers

Rising Prevalence of Hair Loss and Hair Thinning

A major driver of the global hair growth products market is the increasing incidence of hair loss and thinning among consumers worldwide. Medically referred to as alopecia,

this condition impacts millions across all ages and genders. Contributing factors include genetics, hormonal fluctuations, stress, poor diet, and environmental pollution. Since hair is closely linked to personal appearance and self-confidence, individuals are actively seeking effective solutions to prevent hair loss and encourage regrowth. This rising demand has prompted manufacturers to innovate products such as serums, shampoos, conditioners, oils, and dietary supplements that target thinning hair and scalp health.

Reports indicate that around 7 million people in the U.S. and 160 million globally either currently have, have had, or are expected to develop alopecia areata, with approximately 700,000 individuals in the U.S. currently affected. Furthermore, the aging population is increasingly prone to hair loss due to hormonal changes, driving further adoption of hair growth solutions. Consequently, the market continues to experience steady growth, as consumers show a strong willingness to invest in products that deliver visible and lasting results.

Key Market Challenges

High Cost of Advanced Hair Growth Products

One of the primary challenges in the global hair growth products market is the relatively high cost of advanced and clinically proven solutions. Products containing premium ingredients, biotechnology-driven formulations, or proprietary blends often come with a significant price tag. This can deter price-sensitive consumers, particularly in emerging markets, where affordability plays a critical role in purchasing decisions. Additionally, ongoing treatment regimens, which may span several months to achieve visible results, further increase the overall expense for users. The high cost also limits adoption among younger consumers or those experiencing mild hair thinning who may prefer cheaper, conventional alternatives. Consequently, while technological innovations enhance efficacy, they can also restrict market penetration in regions with lower disposable incomes, posing a challenge for manufacturers seeking global expansion.

Key Market Trends

Integration of Advanced Technologies in Product Development

Technological innovation is increasingly influencing the hair growth market. Companies are leveraging biotechnology, nanotechnology, and artificial intelligence (AI) to create more effective and personalized hair growth solutions. Nanotechnology, for instance,

enhances the delivery of active ingredients directly to hair follicles, improving absorption and efficacy. AI-driven diagnostic tools allow for customized treatments based on individual scalp conditions, hair type, and growth patterns. In the realm of AI, a study published in *Dermatology Times* in May 2025 highlighted that an AI-driven platform for customizing hair loss treatments significantly improved hair growth, scalp health, and hair texture in a 24-week study involving women with self-reported hair thinning

Additionally, research innovations are enabling the development of novel formulations with enhanced potency, such as peptide-based serums or hormone-regulating treatments. These advancements not only improve product performance but also reinforce consumer trust by offering clinically validated and science-backed solutions.

Key Market Players

Unilever PLC

L'Oréal SA

Johnson & Johnson Services, Inc.

The Procter & Gamble Company

Meda Pharmaceuticals Pty Ltd

AminoGenesis Pty Ltd

Viviscal Limited

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

Kao Corporation

Shiseido Company, Limited

Report Scope:

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

below:

Hair Growth Products Market, By Type:

Shampoos & Conditioners

Serums

Oils

Supplements and Vitamins

Others

Hair Growth Products Market, By Distribution Channel:

Online

Offline

Hair Growth Products Market, By Region:

North America

United States

Canada

Mexico

Europe

France

United Kingdom

Italy

Germany

Spain

Asia-Pacific

China

Japan

India

South Korea

Indonesia

South America

Argentina

Colombia

Brazil

Middle East & Africa

South Africa

Saudi Arabia

UAE

Turkey

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Global Hair Growth Products Market.

Available Customizations:

Global 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).

Contents

1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

2. RESEARCH METHODOLOGY

- 2.1. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

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
- 3.5. Overview of Market Drivers, Challenges, and Trends

4. VOICE OF CUSTOMER

- 4.1. Brand Awareness
- 4.2. Factors Influence Purchase Decision

5. GLOBAL HAIR GROWTH PRODUCTS MARKET OUTLOOK

- 5.1. Market Size & Forecast
 - 5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type (Shampoos & Conditioners, Serums, Oils, Supplements and Vitamins, Others)

5.2.2. By Distribution Channel (Online, Offline)

5.2.3. By Region

5.2.4. By Company (2024)

5.3. Market Map

6. NORTH AMERICA HAIR GROWTH PRODUCTS MARKET OUTLOOK

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type

6.2.2. By Distribution Channel

6.2.3. By Country

6.3. North America: Country Analysis

6.3.1. United States Hair Growth Products 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 Type

6.3.1.2.2. By Distribution Channel

6.3.2. Canada Hair Growth Products 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 Type

6.3.2.2.2. By Distribution Channel

6.3.3. Mexico Hair Growth Products 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 Type

6.3.3.2.2. By Distribution Channel

7. EUROPE HAIR GROWTH PRODUCTS MARKET OUTLOOK

7.1. Market Size & Forecast

- 7.1.1. By Value
- 7.2. Market Share & Forecast
 - 7.2.1. By Type
 - 7.2.2. By Distribution Channel
 - 7.2.3. By Country
- 7.3. Europe: Country Analysis
 - 7.3.1. France Hair Growth Products 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 Type
 - 7.3.1.2.2. By Distribution Channel
 - 7.3.2. Germany Hair Growth Products 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 Type
 - 7.3.2.2.2. By Distribution Channel
 - 7.3.3. Spain Hair Growth Products 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 Type
 - 7.3.3.2.2. By Distribution Channel
 - 7.3.4. Italy Hair Growth Products 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 Type
 - 7.3.4.2.2. By Distribution Channel
 - 7.3.5. United Kingdom Hair Growth Products 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 Type
 - 7.3.5.2.2. By Distribution Channel

8. ASIA-PACIFIC HAIR GROWTH PRODUCTS MARKET OUTLOOK

- 8.1. Market Size & Forecast
 - 8.1.1. By Value
- 8.2. Market Share & Forecast
 - 8.2.1. By Type
 - 8.2.2. By Distribution Channel
 - 8.2.3. By Country
- 8.3. Asia-Pacific: Country Analysis
 - 8.3.1. China Hair Growth Products 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 Type
 - 8.3.1.2.2. By Distribution Channel
 - 8.3.2. Japan Hair Growth Products 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 Type
 - 8.3.2.2.2. By Distribution Channel
 - 8.3.3. India Hair Growth Products 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 Type
 - 8.3.3.2.2. By Distribution Channel
 - 8.3.4. South Korea Hair Growth Products 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 Type
 - 8.3.4.2.2. By Distribution Channel
 - 8.3.5. Indonesia Hair Growth Products 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 Type
 - 8.3.5.2.2. By Distribution Channel

9. MIDDLE EAST & AFRICA HAIR GROWTH PRODUCTS MARKET OUTLOOK

9.1. Market Size & Forecast

9.1.1. By Value

9.2. Market Share & Forecast

9.2.1. By Type

9.2.2. By Distribution Channel

9.2.3. By Country

9.3. MEA: Country Analysis

9.3.1. South Africa Hair Growth Products 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 Type

9.3.1.2.2. By Distribution Channel

9.3.2. Saudi Arabia Hair Growth Products 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 Type

9.3.2.2.2. By Distribution Channel

9.3.3. UAE Hair Growth Products 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 Type

9.3.3.2.2. By Distribution Channel

9.3.4. Turkey Hair Growth Products Market Outlook

9.3.4.1. Market Size & Forecast

9.3.4.1.1. By Value

9.3.4.2. Market Share & Forecast

9.3.4.2.1. By Type

9.3.4.2.2. By Distribution Channel

10. SOUTH AMERICA HAIR GROWTH PRODUCTS MARKET OUTLOOK

10.1. Market Size & Forecast

10.1.1. By Value

10.2. Market Share & Forecast

10.2.1. By Type

- 10.2.2. By Distribution Channel
- 10.2.3. By Country
- 10.3. South America: Country Analysis
 - 10.3.1. Brazil Hair Growth Products 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 Type
 - 10.3.1.2.2. By Distribution Channel
 - 10.3.2. Argentina Hair Growth Products 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 Type
 - 10.3.2.2.2. By Distribution Channel
 - 10.3.3. Colombia Hair Growth Products 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 Type
 - 10.3.3.2.2. By Distribution Channel

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. DISRUPTIONS: CONFLICTS, PANDEMICS AND TRADE BARRIERS

14. PORTERS FIVE FORCES ANALYSIS

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants

- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Products

15. COMPETITIVE LANDSCAPE

- 15.1. Company Profiles
 - 15.1.1. Unilever PLC
 - 15.1.1.1. Business Overview
 - 15.1.1.2. Company Snapshot
 - 15.1.1.3. Products & Services
 - 15.1.1.4. Financials (As Per Availability)
 - 15.1.1.5. Key Market Focus & Geographical Presence
 - 15.1.1.6. Recent Developments
 - 15.1.1.7. Key Management Personnel
 - 15.1.2. L'Oréal SA
 - 15.1.3. Johnson & Johnson Services, Inc.
 - 15.1.4. The Procter & Gamble Company
 - 15.1.5. Meda Pharmaceuticals Pty Ltd
 - 15.1.6. AminoGenesis Pty Ltd
 - 15.1.7. Viviscal Limited
 - 15.1.8. Wella Company International Operations Switzerland S.r.l. (Nioxins)
 - 15.1.9. Kao Corporation
 - 15.1.10. Shiseido Company, Limited

16. STRATEGIC RECOMMENDATIONS

17. ABOUT US & DISCLAIMER

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