

Hair Growth Supplement and Treatment Market - Global Industry Size, Share, Trends, Opportunity, and Forecast, 2018-2028 Segmented By Type (Supplements, Pharmaceuticals, Devices) Region and Competition

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Abstracts

Global Hair Growth Supplement and Treatment Market has valued at USD 6.52 billion in 2022 and is anticipated to project robust growth in the forecast period with a CAGR of 6.24% through 2028. The Global Hair Growth Supplement and Treatment Market is a dynamic and rapidly expanding sector within the broader beauty and wellness industry. Characterized by a growing global concern over hair loss, thinning hair, and related issues, this market encompasses a wide range of products and services aimed at addressing these common cosmetic and health concerns.

In recent years, the market has experienced significant growth, driven by several factors. The increasing prevalence of hair-related problems, influenced by factors such as stress, pollution, genetics, and hormonal imbalances, has fueled demand for hair growth solutions. Additionally, the growing beauty consciousness and desire for lustrous and healthy hair have spurred the development of innovative hair growth supplements and treatments.

Hair growth supplements, often formulated with vitamins, minerals, and natural ingredients, have gained popularity as a convenient and non-invasive way to support hair health. These products are widely available over the counter and are considered a proactive approach to preventing hair loss and promoting hair growth. The market for these supplements includes a wide range of options, from oral pills to topical solutions.

Moreover, hair growth treatments encompass a broader spectrum of solutions, including

pharmaceuticals, medical procedures, and advanced therapies. This segment of the market caters to individuals seeking more intensive and clinically proven solutions for hair restoration, often under the guidance of medical professionals. Treatments like hair transplantation, laser therapy, and prescription medications are some of the prominent offerings in this category.

Key Market Drivers

Rising Prevalence of Hair-Related Issues

The rising prevalence of hair-related issues stands as a pivotal driver behind the remarkable growth of the Global Hair Growth Supplement and Treatment Market. Hair problems, such as hair loss, thinning, and overall hair health concerns, have become increasingly prevalent worldwide. This surge in hair-related issues can be attributed to a combination of factors, including genetics, stress, aging, environmental pollution, hormonal imbalances, and changing lifestyle patterns.

Genetics plays a substantial role in hair-related problems, as many individuals inherit a predisposition to hair loss or thinning from their parents. Stress, a common feature of modern life, can trigger hair loss due to the release of stress hormones that affect the hair growth cycle. Environmental factors, including pollution, exposure to harmful chemicals, and UV radiation, can weaken hair and lead to hair health issues. Hormonal imbalances, often seen in conditions like polycystic ovary syndrome (PCOS) or thyroid disorders, can also contribute to hair problems.

Furthermore, as individuals age, they naturally experience changes in their hair, such as reduced hair density and thinning. These age-related concerns have led to a surge in demand for effective hair growth solutions among the aging population.

The increasing prevalence of hair-related issues has led to a growing awareness of the importance of hair health, which, in turn, has driven individuals to seek remedies to address these concerns. As consumers become more informed about the causes of hair issues and the available treatment options, they are increasingly willing to invest in hair growth supplements, topical treatments, and other solutions. This heightened awareness, combined with the diversity of hair care products and treatments in the market, has made it easier for individuals to address their unique hair concerns.

Technological Advancements

Technological advancements have emerged as a driving force behind the remarkable growth of the Global Hair Growth Supplement and Treatment Market. These advancements are propelling the industry forward by introducing innovative products, therapies, and treatment methods that are more effective and precise than ever before.

One of the most notable technological advancements in the field of hair growth is the development of laser therapy. Low-level laser therapy (LLLT) devices, which are non-invasive and painless, have gained popularity as they stimulate hair follicles, enhance blood circulation in the scalp, and promote hair regrowth. These devices, often available for home use, offer a convenient and scientifically supported approach to hair restoration.

Precision medicine is another area where technology is making a significant impact. With advancements in genomics and personalized healthcare, it is becoming increasingly possible to tailor hair growth treatments to an individual's unique genetic makeup. This personalized approach enhances treatment efficacy and minimizes side effects, resulting in better outcomes for individuals seeking hair growth solutions.

The utilization of advanced hair growth serums and topical treatments is also on the rise, thanks to technology. These formulations often contain active ingredients like minoxidil, finasteride, and botanical extracts, which have undergone rigorous scientific research and development to enhance their effectiveness in promoting hair regrowth and overall hair health. Additionally, the development of nanotechnology has enabled better delivery of these ingredients to the hair follicles, improving their absorption and efficacy.

Telemedicine and virtual consultations have revolutionized the patient-doctor relationship in the field of hair growth treatment. Individuals can now seek professional advice and diagnosis remotely, allowing for convenient and efficient access to experts in the field. This technology-driven approach has not only expanded the reach of healthcare services but has also made it easier for consumers to explore their hair growth treatment options.

Moreover, the use of 3D printing technology has influenced the development of customized hair prosthetics, including wigs, hairpieces, and extensions. These products can be tailored to match an individual's hair type, color, and style with remarkable precision, providing a natural and realistic appearance.

Over-the-Counter Convenience

The convenience of over-the-counter (OTC) hair growth supplements and treatments has played a pivotal role in boosting the Global Hair Growth Supplement and Treatment Market. OTC products have made it easier for individuals to access and use solutions for hair-related concerns without the need for a prescription, and this accessibility has contributed significantly to the market's expansion.

OTC hair growth supplements typically come in the form of oral pills, capsules, gummies, and topical solutions, and they are readily available at pharmacies, drugstores, and even online retailers. This convenience factor has appealed to a broad spectrum of consumers, as it eliminates the need for medical consultations and offers a cost-effective, do-it-yourself approach to hair care.

Consumers can choose from a wide range of OTC products, including vitamins, minerals, biotin, saw palmetto, and various natural and botanical ingredients known for their positive effects on hair health. These products often come with clear usage instructions and minimal side effects, making them approachable for those seeking to address hair loss, thinning, or general hair health concerns on their own terms.

The ease of access and use has expanded the consumer base, as it empowers individuals to address their hair concerns from the comfort of their homes. OTC products are a proactive approach that allows individuals to take charge of their hair health without the need for frequent medical appointments or interventions. This simplicity and accessibility align with the modern consumer's desire for self-care and wellness, driving the popularity of OTC hair growth solutions.

Moreover, OTC products often come with appealing packaging and marketing, making them attractive options for those who might have been hesitant to explore professional medical treatments. The perceived low risk, coupled with the affordability of OTC solutions, has broadened the market's reach, capturing a wide and diverse audience of consumers looking to improve their hair health.

Key Market Challenges

Efficacy and Credibility Concerns

One of the primary concerns in the hair growth market is the inconsistency in product efficacy. Many products are marketed as miracle solutions, but in reality, the results can vary significantly from person to person. What works for one individual may not work for

another, making it difficult for consumers to discern the most effective options. This inconsistency erodes consumer trust and underscores the need for transparent, evidence-based claims.

The market is flooded with an abundance of hair growth products and treatments, and not all of them undergo rigorous testing and clinical trials. This lack of standardization and oversight allows unproven and even fraudulent products to enter the market. As a result, consumers may be tempted to try products that lack scientific backing, potentially wasting their time and money while exposing themselves to unnecessary risks.

Due to the proliferation of products with questionable efficacy and the lack of clear guidelines for what consumers can expect, skepticism has grown within the market. Many consumers may be hesitant to invest in hair growth supplements and treatments, fearing they may fall victim to marketing hype rather than experiencing genuine improvements in their hair health.

In some cases, manufacturers may not fully disclose the ingredients in their products, making it challenging for consumers to make informed choices. This lack of transparency not only raises credibility concerns but also poses potential risks for individuals with allergies or sensitivities.

High Costs of Medical Procedures

The expense associated with medical hair growth procedures creates a barrier to entry for a substantial portion of the population. Those without adequate insurance coverage or the financial means to cover these costs may be unable to access potentially life-changing treatments.

Hair loss and thinning can affect individuals of all ages, but younger individuals may be particularly deterred by the high costs of medical procedures. Since many hair-related issues are progressive and may benefit from early intervention, the inability to afford these treatments can have long-lasting consequences.

For individuals who decide to invest in medical hair growth procedures, the financial burden can be significant. This strain can negatively impact the individual's overall well-being and may deter them from pursuing other essential aspects of healthcare.

While some health insurance plans may cover certain hair restoration procedures, coverage is often limited and varies from one provider to another. This inconsistency in

coverage can leave patients with significant out-of-pocket expenses.

Key Market Trends

Innovative Ingredients and Formulations

Innovative ingredients and formulations are playing a pivotal role in propelling the Global Hair Growth Supplement and Treatment Market to new heights. This trend represents a fundamental shift in the industry, driven by an increasing focus on scientific research and technological advancements, leading to more effective and targeted solutions for hair health.

One of the noteworthy aspects of this trend is the discovery and utilization of advanced ingredients that have shown promise in promoting hair growth and overall hair health. These ingredients include stem cells, peptides, and other bioactive compounds. Stem cells, in particular, are at the forefront of innovation, as they have the potential to stimulate the regeneration of hair follicles and enhance the growth of healthy hair. The use of peptides, known for their role in collagen synthesis and cellular signaling, is also gaining prominence, as they have shown promise in boosting hair follicle activity.

Furthermore, the industry is exploring advanced delivery systems that enhance the absorption of active ingredients into the scalp and hair follicles. Nanoencapsulation and microencapsulation technologies are being harnessed to improve the bioavailability of key compounds in hair growth products. These delivery systems ensure that the ingredients reach their target sites more effectively, resulting in improved outcomes for individuals seeking to combat hair loss and promote hair regrowth.

Natural and organic formulations are also becoming more prevalent, as consumers prioritize clean and eco-friendly ingredients in their hair care products. These formulations incorporate botanical extracts, essential oils, and plant-based ingredients known for their hair health benefits. This trend aligns with the broader consumer demand for sustainable and environmentally conscious choices, making the market more appealing to those who seek both effective and eco-friendly solutions.

The development of innovative ingredients and formulations not only enhances the efficacy of hair growth supplements and treatments but also promotes transparency and credibility within the industry. As scientific research continues to shed light on the mechanisms behind hair growth and hair loss, manufacturers are incorporating this knowledge into their product development, which, in turn, bolsters consumer

confidence.

R&D and Clinical Studies

Research and development (R&D) and clinical studies have emerged as critical drivers of growth in the Global Hair Growth Supplement and Treatment Market. In an industry where efficacy and credibility are paramount, the focus on scientific research and rigorous clinical testing is redefining the landscape of hair growth solutions.

R&D efforts are at the forefront of innovation, leading to the discovery of novel ingredients and technologies that promote hair health and regrowth. These initiatives delve into the intricacies of hair biology, identifying key factors that influence hair loss and thinning. Advanced ingredients like stem cells, peptides, and natural extracts are the results of these research endeavors. These ingredients, backed by scientific findings, offer more effective and targeted approaches to combating hair-related issues.

Clinical studies are instrumental in providing empirical evidence of a product's efficacy and safety. Rigorous testing in controlled settings helps validate claims made by hair growth products and treatments. Such studies are particularly vital for medical procedures and prescription products, where consumer trust hinges on the availability of concrete data supporting the treatment's effectiveness.

Moreover, clinical studies provide transparency and credibility to the industry. They instill trust in consumers by demonstrating that the products and treatments available in the market are not mere marketing gimmicks but are rooted in scientific principles and evidence. As consumers become more informed and discerning, the availability of clinical data becomes a critical factor in their decision-making process.

R&D and clinical studies also drive innovation in delivery systems, ensuring that active ingredients are efficiently transported to hair follicles and the scalp. Nanotechnology, for instance, is harnessed to enhance the absorption of key compounds, making treatments more effective.

Segmental Insights

Type Insights

Based on the Type, Supplements emerged as the dominant segment in the global market for Global Hair Growth Supplement and Treatment Market in 2022. Hair growth

supplements are readily available to consumers without the need for a prescription. They are often sold over the counter (OTC) in pharmacies, drugstores, and online retailers, making them highly accessible to a broad demographic. This ease of access enables a larger number of individuals to incorporate supplements into their daily hair care routines. Hair growth supplements are consumer-friendly in terms of usage. They come in various forms, including pills, capsules, gummies, and even beverages, providing consumers with options that align with their preferences. The convenience and simplicity of incorporating supplements into one's daily routine make them a popular choice. Hair growth supplements are often cost-effective compared to pharmaceutical treatments and medical procedures, which can be considerably more expensive. This affordability makes them an attractive option for consumers who seek effective solutions without straining their budgets.

Regional Insights

North America emerged as the dominant player in the Global Hair Growth Supplement and Treatment Market in 2022, holding the largest market share. North America has a well-developed healthcare infrastructure and a highly educated consumer base. Individuals in this region are generally well-informed about the significance of hair health and the available treatment options. The high level of consumer awareness and education has driven the demand for hair growth supplements and treatments. North America, particularly the United States and Canada, is characterized by a high standard of living and strong purchasing power among consumers. This economic prosperity enables individuals to invest in hair care and hair growth solutions, including supplements, pharmaceuticals, and devices. North America boasts a robust healthcare industry with access to a wide range of medical professionals, including dermatologists and trichologists who specialize in hair and scalp health. This accessibility to specialized care contributes to the demand for hair growth treatments, both pharmaceutical and medical.

Key Market Players

Nutraceutical Wellness Inc. (Unilever)

Viviscal Limited. (Church & Dwight)

GNC Holdings, Inc. (Harbin Pharmaceutical Group)

OUAI HAIRCARE (P&G)

InVite Health

Johnson & Johnson Services, Inc

Merck & Co., Inc.

Curallux, LLC.

iRestore Hair Growth System

Lexington International, LLC (Hairmax)

Report Scope:

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

Global Hair Growth Supplement and Treatment Market, By Type:

Supplements

Pharmaceuticals

Devices

Global Hair Growth Supplement and Treatment 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

Kuwait

Turkey

Egypt

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Global Hair Growth Supplement and Treatment Market.

Available Customizations:

Global Hair Growth Supplement and Treatment Market report with the given market data, Tech Sci 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 & Validation
- 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. GLOBAL HAIR GROWTH SUPPLEMENT AND TREATMENT MARKET OUTLOOK

- 4.1. Market Size & Forecast
 - 4.1.1. By Value
- 4.2. Market Share & Forecast
 - 4.2.1. By Type (Supplements, Pharmaceuticals, Devices)
 - 4.2.2. By Region
 - 4.2.3. By Company (2022)
- 4.3. Market Map
 - 4.3.1. By Type
 - 4.3.2. By Region

5. ASIA PACIFIC HAIR GROWTH SUPPLEMENT AND TREATMENT MARKET OUTLOOK

5.1. Market Size & Forecast

5.1.1. By Value

5.2. Market Share & Forecast

5.2.1. By Type

5.2.2. By Country

5.3. Asia Pacific: Country Analysis

5.3.1. China Hair Growth Supplement and Treatment Market Outlook

5.3.1.1. Market Size & Forecast

5.3.1.1.1. By Value

5.3.1.2. Market Share & Forecast

5.3.1.2.1. By Type

5.3.2. India Hair Growth Supplement and Treatment Market Outlook

5.3.2.1. Market Size & Forecast

5.3.2.1.1. By Value

5.3.2.2. Market Share & Forecast

5.3.2.2.1. By Type

5.3.3. Australia Hair Growth Supplement and Treatment Market Outlook

5.3.3.1. Market Size & Forecast

5.3.3.1.1. By Value

5.3.3.2. Market Share & Forecast

5.3.3.2.1. By Type

5.3.4. Japan Hair Growth Supplement and Treatment Market Outlook

5.3.4.1. Market Size & Forecast

5.3.4.1.1. By Value

5.3.4.2. Market Share & Forecast

5.3.4.2.1. By Type

5.3.5. South Korea Hair Growth Supplement and Treatment Market Outlook

5.3.5.1. Market Size & Forecast

5.3.5.1.1. By Value

5.3.5.2. Market Share & Forecast

5.3.5.2.1. By Type

6. EUROPE HAIR GROWTH SUPPLEMENT AND TREATMENT 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 Country
- 6.3. Europe: Country Analysis
 - 6.3.1. France Hair Growth Supplement and Treatment 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
 - 6.3.2. Germany Hair Growth Supplement and Treatment 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
 - 6.3.3. Spain Hair Growth Supplement and Treatment 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
 - 6.3.4. Italy Hair Growth Supplement and Treatment Market Outlook
 - 6.3.4.1. Market Size & Forecast
 - 6.3.4.1.1. By Value
 - 6.3.4.2. Market Share & Forecast
 - 6.3.4.2.1. By Type
 - 6.3.5. United Kingdom Hair Growth Supplement and Treatment Market Outlook
 - 6.3.5.1. Market Size & Forecast
 - 6.3.5.1.1. By Value
 - 6.3.5.2. Market Share & Forecast
 - 6.3.5.2.1. By Type

7. NORTH AMERICA HAIR GROWTH SUPPLEMENT AND TREATMENT 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 Country

7.3. North America: Country Analysis

7.3.1. United States Hair Growth Supplement and Treatment 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

7.3.2. Mexico Hair Growth Supplement and Treatment 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

7.3.3. Canada Hair Growth Supplement and Treatment 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

8. SOUTH AMERICA HAIR GROWTH SUPPLEMENT AND TREATMENT 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 Country

8.3. South America: Country Analysis

8.3.1. Brazil Hair Growth Supplement and Treatment 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

8.3.2. Argentina Hair Growth Supplement and Treatment 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

8.3.3. Colombia Hair Growth Supplement and Treatment 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

9. MIDDLE EAST AND AFRICA HAIR GROWTH SUPPLEMENT AND TREATMENT 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 Country
- 9.3. MEA: Country Analysis
 - 9.3.1. South Africa Hair Growth Supplement and Treatment 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
 - 9.3.2. Saudi Arabia Hair Growth Supplement and Treatment 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
 - 9.3.3. UAE Hair Growth Supplement and Treatment 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
 - 9.3.4. Egypt Hair Growth Supplement and Treatment 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

10. MARKET DYNAMICS

- 10.1. Drivers
- 10.2. Challenges

11. MARKET TRENDS & DEVELOPMENTS

- 11.1. Recent Developments
- 11.2. Product Launches
- 11.3. Mergers & Acquisitions

12. GLOBAL HAIR GROWTH SUPPLEMENT AND TREATMENT MARKET: SWOT ANALYSIS

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 Product

14. COMPETITIVE LANDSCAPE

- 14.1. Nutraceutical Wellness Inc. (Unilever)
 - 14.1.1. Business Overview
 - 14.1.2. Company Snapshot
 - 14.1.3. Products & Services
 - 14.1.4. Financials (In case of listed)
 - 14.1.5. Recent Developments
 - 14.1.6. SWOT Analysis
- 14.2. Viviscal Limited. (Church & Dwight)
- 14.3. GNC Holdings, Inc. (Harbin Pharmaceutical Group)
- 14.4. OUAI HAIRCARE (P&G)
- 14.5. InVite Health
- 14.6. Johnson & Johnson Services, Inc
- 14.7. Merck & Co., Inc.
- 14.8. Curallux, LLC.
- 14.9. iRestore Hair Growth System
- 14.10. Lexington International, LLC (Hairmax)

15. STRATEGIC RECOMMENDATIONS

16. ABOUT US & DISCLAIMER

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