

Japan Hair Growth Products Market By Product Type (Shampoo & Conditioner, Serums, Oils, Vitamins & Supplements, Others), By Nature (Organic, Regular), By Gender (Men, Women), By Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Market Overview

The Japan Hair Growth Products Market was valued at USD 519.23 million in 2024 and is projected to reach USD 698.45 million by 2030, growing at a CAGR of 5.07%. This growth is underpinned by rising instances of hair loss among both genders, driven by aging, stress, hormonal shifts, and modern lifestyle factors. Japan's aging population is a key contributor, as older consumers increasingly seek effective, non-invasive solutions to combat thinning hair and maintain a youthful appearance. Simultaneously, younger demographics are becoming more conscious of personal grooming and aesthetics, boosting product demand. Innovation in product formulations—particularly natural and organic options—resonates strongly with health-conscious consumers. E-commerce growth, influencer marketing, and broader accessibility are expanding market reach across urban and semi-urban areas. These factors, combined with cultural emphasis on appearance and wellness, are steadily advancing the demand for hair growth solutions across the country.

Key Market Drivers

Rising Aging-Population Across the Region

The steadily increasing elderly population in Japan is a major force driving demand in the hair growth products market. As of 2024, the number of elderly individuals in the country rose to 36.25 million, accounting for 29.3% of the total population. This demographic is particularly prone to hair thinning and loss due to hormonal and physiological changes associated with aging. As a result, there is growing interest in hair care treatments that are easy to use, non-invasive, and backed by scientific credibility. Older consumers are drawn to solutions that help maintain a youthful appearance and are increasingly willing to spend on premium products that deliver visible results. This trend is further supported by the high disposable incomes typical of Japan's older demographic, encouraging manufacturers to invest in research and development of advanced, user-friendly hair growth formulations.

Key Market Challenges

Fluctuating Prices of Raw Material

A significant challenge for the Japan hair growth products market lies in the volatile pricing of raw materials. Many hair growth products depend on specialized active ingredients, natural extracts, and essential oils, some of which are imported and subject to seasonal availability. Global supply chain disruptions caused by climate change, geopolitical tensions, and trade fluctuations can impact ingredient availability and cost stability. Japan's reliance on imported raw materials also makes the market sensitive to currency fluctuations and international trade dynamics. These factors can elevate production costs, forcing companies to either reduce profit margins or raise product prices—potentially alienating price-sensitive consumers. Additionally, premium brands targeting affluent segments must balance quality with cost management. To mitigate these challenges, companies are increasingly exploring locally sourced and sustainable ingredient alternatives to ensure long-term pricing and supply chain stability.

Key Market Trends

Rising Demand for Organic Products

There is a growing shift in the Japan hair growth products market toward organic and naturally derived formulations. Consumers are seeking alternatives free from harsh chemicals and synthetic additives, reflecting a broader societal trend toward health-conscious, sustainable living. Traditional Japanese ingredients such as camellia oil, rice water, and green tea are making a resurgence in modern hair care formulations,

offering cultural relevance alongside health benefits. Clean beauty trends and widespread social media influence are also promoting transparency in ingredient sourcing and product safety. As a result, both emerging and established brands are introducing product lines that emphasize purity, sustainability, and skin-friendly benefits. This trend is also boosting demand for packaging innovations and eco-certifications that align with consumer expectations for ethical and eco-conscious products.

Key Market Players

Kao Corporation

Shiseido Company, Limited

Milbon

Kaminomoto Company Limited

KOS? Corporation

POLA Corporation

HCP Wellness Private Limited

Daiichi Sankyo Healthcare Co., Ltd

Lifevision Healthcare

Henin Lukinz Pvt. Ltd

Report Scope:

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

Japan Hair Growth Products Market, By Product Type:

Shampoo & Conditioner

Serums

Oils

Vitamins & Supplements

Others

Japan Hair Growth Products Market, By Nature:

Organic

Regular

Japan Hair Growth Products Market, By Gender:

Men

Women

Japan Hair Growth Products Market, By Distribution Channel:

Supermarket & Hypermarket

Convenience Stores

Specialty Stores

Online

Others

Japan Hair Growth Products Market, By Region:

Hokkaido & Tohoku

Chubu

Chugoku

Kyushu

Rest of Japan

Competitive Landscape

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

Available Customizations:

Japan 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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