

Men's Hair Loss Prevention and Growth Products Market – Global Industry Size, Share, Trends, Opportunity and Forecast, By Type (Shampoo, Conditioner, Oil, Serum, Others), By Category (Conventional, Organic), By Sales Channel (Supermarkets/Hypermarkets, Convenience Stores, Pharmacies/Drug Stores, Online, Others), By Region & Competition, 2020-2030F

<https://marketpublishers.com/r/M7D2CA7ABEACEN.html>

Date: September 2025

Pages: 181

Price: US\$ 4,500.00 (Single User License)

ID: M7D2CA7ABEACEN

Abstracts

Global Men's Hair Loss Prevention and Growth Products Market was valued at USD 1.42 billion in 2024 and is expected to grow to USD 2.02 billion by 2030 with a CAGR of 6.09% during the forecast period. The global men's hair loss prevention and growth products market focuses on addressing thinning hair, baldness, and scalp health concerns among men. Rising awareness of personal grooming, increasing disposable incomes, and a growing emphasis on appearance have fueled demand for effective solutions. Key products include shampoos, conditioners, serums, oils, and topical treatments, often enriched with natural ingredients like biotin, caffeine, and herbal extracts. Technological advancements, such as nanotechnology and AI-driven personalized treatments, are enhancing product efficacy. Additionally, the shift toward natural, chemical-free formulations reflects consumer preference for safer, skin-friendly options that promote sustainable hair growth.

Key Market Drivers

Rising Awareness of Personal Grooming and Male Beauty Standards

Over the past decade, there has been a significant shift in men's attitudes toward personal grooming and appearance. Once considered a primarily female-oriented domain, grooming and hair care for men have gained increasing social acceptance and importance. Media portrayal, social networks, and influencer marketing have played a pivotal role in shaping contemporary male beauty standards. Men are now more conscious of their hair health, recognizing it as a key aspect of overall appearance and self-confidence. This growing awareness drives demand for preventive and restorative hair care solutions, from shampoos and conditioners to topical treatments and serums designed to combat thinning hair and hair loss. According to a 2025 study, over two-thirds of U.S. men use personal care products beyond basic hygiene, and nearly half of American men aged 18–24 are expanding their routines to include facial makeup.

Key Market Challenges

High Competition and Market Saturation

The men's hair loss prevention and growth products market is highly competitive, with numerous global and regional brands vying for consumer attention. Established multinational companies compete alongside smaller, niche brands that often focus on natural or premium formulations. This saturation makes differentiation a significant challenge, as many products offer similar benefits, ingredients, and price points. The presence of counterfeit or low-quality products, particularly in emerging markets, further intensifies competition and can erode consumer trust. Companies must invest heavily in research, marketing, and brand positioning to stand out in a crowded marketplace, which can increase operational costs and affect profitability.

Key Market Trends

Expansion of Multi-Functional and Advanced Product Offerings

Men's hair care products are evolving beyond single-purpose treatments. Multi-functional formulations that combine hair loss prevention, scalp health improvement, and hair strengthening are becoming more prevalent. For example, shampoos may now include anti-dandruff properties, conditioners may promote hair thickening, and serums may combine growth stimulants with antioxidants for overall scalp health. Additionally, technological innovations such as nanotechnology, liposomal delivery systems, and peptide-based formulations are enhancing the penetration and effectiveness of active ingredients. This trend caters to consumers seeking convenience and comprehensive

solutions while positioning brands as cutting-edge and technologically advanced.

Key Market Players

The Procter & Gamble Company

L'oreal S.A.

Unilever

Kao Corporation

Shiseido Company, Limited

Taisho Pharmaceutical Holdings Co., Ltd

Johnson & Johnson Services, Inc.

Rohto Pharmaceutical Co., Ltd.

Church & Dwight Co., Inc.

Forest Essentials

Report Scope:

In this report, the Global Men's Hair Loss Prevention and Growth Products Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Men's Hair Loss Prevention and Growth Products Market, By Type:

Shampoo

Conditioner

Oil

Serum

Others

Men's Hair Loss Prevention and Growth Products Market, By Category:

Conventional

Organic

Men's Hair Loss Prevention and Growth Products Market, By Sales Channel:

Supermarkets/Hypermarkets

Convenience Stores

Pharmacies/Drug Stores

Online

Others

Men's Hair Loss Prevention and 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

Men's Hair Loss Prevention and Growth Products Market – Global Industry Size, Share, Trends, Opportunity and F...

Men's Hair Loss Prevention and Growth Products Market.

Available Customizations:

Global Men's Hair Loss Prevention and 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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