

# **Asia Pacific False Hair Products Market Forecast to 2030 – Regional Analysis – by Product Type (Hair Extension, Hair Wig, and Hair Pieces), Material (Human Hair and Synthetic Hair), End User (Men, Women, and Kids), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Asia Pacific false hair products market was valued at US\$ 1,865.51 million in 2022 and is expected to reach US\$ 2,864.99 million by 2030; it is estimated to grow at a CAGR of 5.5% from 2022 to 2030.

Growing Utilization of False Hair Products in Entertainment and Fashion Industry Fuels the Asia Pacific False Hair Products Market

The demand for false hair products in the entertainment and fashion industry is anticipated to grow significantly due to the increasing preference for hair extension, hair wigs, and hair pieces among models and celebrities. The industry is anticipated to grow owing to the surge in the incidence of hair fall among women and men. Also, in terms of revenue, false hair products are highly adopted in the entertainment and fashion industry owing to rising incidence of alopecia.

The fashion and entertainment industry has become vital for the sale and adoption of false hair products. Production and fashion houses stock numerous hair extension, hair wigs, and hair pieces for models and actors since they perform distinguished roles and characters. The upsurge in hair ailments among consumers is also assisting the industry to grow at a uniform pace. The number of individuals suffering from hair fall is

increasing rapidly, owing to which several people are choosing false hair products. Thus, such factors are creating lucrative opportunities for the growth of the Asia Pacific false hair products market.

### Asia Pacific False Hair Products Market Overview

The Asia Pacific false hair products market is segmented into China, India, Japan, South Korea, and Australia. An increasing number of people facing hair loss in India, China, and Japan due to stress, auto-immune diseases (Alopecia), pollution, fungal infections, cancer, hormonal imbalance, and Polycystic Ovary Syndrome (POS) is propelling the demand for false hair products as a solution for an appearance enhancement. Advancements in wig and extension manufacturing techniques and materials have resulted in better quality, realistic-looking wigs, attracting consumers to opt for them. Evergreen Products Group Ltd, Henan Ruimei Products Co Ltd, Artnature Co Ltd, and Lordhair Co Ltd are among the key manufacturers that dominate the Asia Pacific false hair products market. Further, these leading manufacturers in the region are continuously looking forward to expanding their presence in the market.

Asia Pacific is expected to become one of the prominent markets for false hair products. South Asian countries are the world's largest exporters of human hair. The rising demand for false hair products in the region has attracted manufacturers to establish their presence in the region, further driving the Asia Pacific false hair products market growth. Rising population and cultural traditions are also fueling the growth of the market. Asia Pacific is also witnessing a significant rise in the beauty & fashion industry, driving the demand for false hair products as a trendy accessory for various hairstyle preferences.

### Asia Pacific False Hair Products Market Revenue and Forecast to 2030 (US\$ Mn)

### Asia Pacific False Hair Products Market Segmentation

The Asia Pacific false hair products market is segmented product type, material, end user, distribution channel, and country.

Based on product type, the Asia Pacific false hair products market is segmented into hair extension, hair wig, and hair pieces. The hair wig segment held the largest market share in 2022.

Based on material, the Asia Pacific false hair products market is bifurcated into human

hair and synthetic hair. The synthetic hair segment held a larger market share in 2022.

Based on end user, the Asia Pacific false hair products market is segmented into men, women, and kids. The women segment held the largest market share in 2022.

Based on distribution channel, the Asia Pacific false hair products market is segmented into supermarkets and hypermarkets, specialty stores, online retail, and others. The specialty stores segment held the largest market share in 2022.

Based on country, the Asia Pacific false hair products market is segmented into Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific false hair products market share in 2022.

Artnature Co Ltd, Balmain Hair Group BV, Evergreen Products Group Ltd, HairUWear Inc, Henan Ruimei Products Co Ltd, and Papillon Hair World are some of the leading companies operating in the Asia Pacific false hair products market.

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