

# **Asia Pacific Hair Extension Market Forecast to 2030 - Regional Analysis - by Product Type (Tape-in, Fusion and Pre-bonded, Clip-in, and Others), Source (Human Hair and Synthetic Hair), and Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others)**

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## **Abstracts**

The Asia Pacific hair extension market was valued at US\$ 788.10 million in 2022 and is expected to reach US\$ 1,226.17 million by 2030; it is estimated to grow at a CAGR of 5.7% from 2022 to 2030.

Growing Utilization of Hair Extension in Entertainment and Fashion Industry fuel the Asia Pacific Hair Extension Market

The demand for hair extension in the entertainment and fashion industry is anticipated to grow significantly due to the increasing preference for hair extension 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, hair extension is 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 hair extension products. Production and fashion houses stock numerous hair extension 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 hair extensions. Thus, such factors are creating lucrative opportunities for the growth of the hair extension market.

Asia Pacific Hair Extension Market Overview

The Asia Pacific hair extension market is segmented into China, India, Japan, South Korea, and Australia. The emerging nations in Asia Pacific are witnessing an upsurge in

the middle-class population, coupled with growth in urbanization, offering massive opportunities to the key market players in the hair extension market. The hair extension industry in the countries of Asia Pacific has experienced a considerable shift over the years.

Asia Pacific encompasses many opportunities for the growth of the hair extension market. The region is expected to become one of the prominent markets for hair extensions. South Asian countries are the world's largest exporters of human hair. China is dominating the regional market. The rising demand for hair extension in Asia-Pacific has attracted manufacturers to establish their presence in the region, further driving the hair extension market. The rising population and cultural traditions are surging the growth of the market.

Asia Pacific Hair Extension Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Hair Extension Market Segmentation

The Asia Pacific hair extension market is segmented based on product type, source, distribution channel, and country. Based on product type, the Asia Pacific hair extension market is segmented into tape-in, fusion and pre-bonded, clip-in, and others. The clip-in segment held the largest market share in 2022.

Based on source, the Asia Pacific hair extension market is bifurcated into human hair and synthetic hair. The synthetic hair segment held a larger market share in 2022.

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

Great Lengths SpA, Evergreen Products Group Ltd, Xuchang Bingyang Industrial Co. Ltd, and Angel Extensions are some of the leading companies operating in the Asia Pacific hair extension market.

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