

Asia Pacific Hair Wig Market Forecast to 2030 – Regional Analysis – Type (Human Hair and Synthetic Hair), End User (Men and Women), and Distribution Channel (Specialty Stores, Online Retail, and Others)

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Abstracts

The Asia Pacific hair wig market is expected to grow from US\$ 922.50 million in 2022 to US\$ 1,411.05 million by 2030. It is estimated to grow at a CAGR of 5.5% from 2022 to 2030.

Increased Promotion of Hair Wigs on Social Media Fuel Asia Pacific Hair wig market

Social media platforms have integrated shopping facilities, which allow several influencers and hairstylists to promote and sell hair wigs online. Consumers tend to purchase hair wigs and skin-related products to enhance their appearance on social media platforms. Moreover, the growing adoption of hair wigs by famous Hollywood and social media celebrities, especially in emerging countries such as China and India, influences viewers to use wigs to create looks inspired by these celebrities. Several hair wig companies prefer Instagram, Facebook, Pinterest, YouTube, and other social media platforms to endorse their brand and work. Such organizations record clients' best hair transformation videos and upload them on social media platforms to showcase their work and reach target consumers. Secret Hair is one such company that has grown through social media by showcasing its work and using appropriate hashtags to reach the desired consumers. Instagram is among the most used social media platforms to sell hair wigs. Hair wigs are best shown off in consumer-generated content, where they exhibit their hair wig in video and picture tutorials. Therefore, the rising use of social media platforms to promote hair wigs is expected to bolster the Asia Pacific hair wig market in the coming years.

Asia Pacific Hair Wig Market Overview

The Asia Pacific hair wig 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 hair wig as a solution for an appearance enhancement. Advancements in wig 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 hair wig market. Further, these leading manufacturers in the region are continuously looking forward to expanding their presence in the market.

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

Asia Pacific Hair Wig Market Segmentation

The Asia Pacific hair wig market is segmented into type, end user, distribution channel and country.

Based on type, the Asia Pacific hair wig market is bifurcated into hair and synthetic hair. The synthetic hair segment held a larger share of the Asia Pacific hair wig market in 2022.

Based on end user, the Asia Pacific hair wig market is bifurcated into men and women. The women segment held a larger share of the Asia Pacific hair wig market in 2022.

Based on distribution channel, the Asia Pacific specialty stores, online retail, and others. The specialty stores segment held the largest share of the Asia Pacific hair wig market in 2022.

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

Evergreen Products Group Ltd, HairUWear Inc, Henan Ruimei Products Co Ltd, Artnature Co Ltd, Lordhair Co Ltd, Papillon Hair World, UniWigs Inc, and Indique Hair LLC are some of the leading companies operating in the Asia Pacific hair wig market.

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