

# **Europe 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 Europe false hair products market was valued at US\$ 2,491.67 million in 2022 and is expected to reach US\$ 3,502.50 million by 2030; it is estimated to grow at a CAGR of 4.3% from 2022 to 2030.

### **Rising Prevalence of Alopecia and Hair Damage Fuels the Europe False Hair Products Market**

Autoimmune disorders, genetics, hormonal imbalances, stress, and other factors can cause alopecia, a condition characterized by partial or complete hair loss. It affects people of all ages and genders, leading to emotional distress and loss of confidence. False hair products offer a practical and aesthetically pleasing solution to individuals affected by alopecia, enabling them to restore their appearance and self-esteem. Due to increasing awareness about the benefits of hair wigs, hair extensions, and hair pieces, people suffering from hair loss due to alopecia prefer false hair products as a viable option to cope with the challenges posed by hair loss.

Moreover, excessive heat styling, chemical treatments, environmental factors, or modern lifestyles are a few factors that lead to hair breakage, thinning, and overall deterioration in hair quality. As people become conscious of the importance of

maintaining healthy hair, they use false hair products to wear trendy hairstyles without damaging their natural hair.

Furthermore, the evolution of hair wig and hair extension technology and materials has expanded the Europe false hair products market. Advances in synthetic fibers and human hair processing have created natural-looking and comfortable wigs, extensions, and hair pieces. Modern false hair products are breathable, lightweight, and come in various styles and colors, allowing people suffering from alopecia or hair damage to choose from a wide range of false hair products.

### Europe False Hair Products Market Overview

The Europe false hair products market is segmented into Germany, France, the UK, Italy, Russia, and the Rest of Europe. In Europe, false hair products have been used since the early ages, as Persian, Sumerian, Egyptian, Greek, and Roman people wore them for hygienic purposes. Across the region, in early societies, Europeans used to completely shave their head and cover it with wigs to fight parasites and other diseases. They soon became a trend and began being elaborate and detailed. Hence, Europe's diverse population presents opportunities for wigs and extensions designed to cater to different ethnic hairstyles and needs.

The established fashion and accessories industry and desire for unique hairstyles and looks have driven the demand for false hair products in Europe. There is a high demand for false hair products in films, television shows, theatre, and events such as comic conventions and cosplay, especially among the younger demographics in the region. However, some individuals may experience allergic reactions to certain wig materials, leading them to avoid using false hair products altogether, which may hinder the Europe false hair products market growth.

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

#### Europe False Hair Products Market Segmentation

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

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

Based on material, the Europe 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 Europe 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 Europe 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 Europe false hair products market is segmented into Germany, France, Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe false hair products market share in 2022.

Balmain Hair Group BV, Evergreen Products Group Ltd, HairUWear Inc, Henan Ruimei Products Co Ltd, and Klix Hair Inc are some of the leading companies operating in the Europe false hair products market.

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