

Europe 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)

<https://marketpublishers.com/r/EC28A7DC2CAAEN.html>

Date: December 2023

Pages: 67

Price: US\$ 3,550.00 (Single User License)

ID: EC28A7DC2CAAEN

Abstracts

The Europe hair wig market is expected to grow from US\$ 1,087.06 million in 2022 to US\$ 1,482.54 million by 2030. It is estimated to grow at a CAGR of 4.0% from 2022 to 2030.

Rising Incidence of Hair Loss Among Patients Undergoing Cancer Treatment Fuel Europe Hair Wig Market

Chemotherapy, radiation therapy, and some other medical treatments for cancer are designed to target rapidly dividing cells, which unfortunately include hair follicles. As a result, patients undergoing cancer treatment often experience significant hair loss, which can be emotionally distressing and affect their self-esteem. According to estimates from the International Agency for Research on Cancer (IARC), in 2018, 17.0 million new cancer cases and 9.5 million cancer deaths were reported across the world. By 2040, the new cancer cases and deaths are expected to grow to 27.5 million and 16.3 million, respectively, due to the changing lifestyles, dietary habits, alcohol, smoking, etc. The burden will probably be even more significant in economically transitioning countries in the future due to the increasing consumption of unhealthy diets, rising addiction to smoking, and physical inactivity. The demand for hair wigs has significantly increased due to the prevalent hair loss caused by cancer treatments. Wigs provide an effective solution for patients looking to maintain their appearance and regain some sense of normalcy amidst their battle with cancer. To meet the needs of cancer patients, Europe hair wig market players are offering a wide range of products, including natural hair wigs, synthetic wigs, and personalized designs. Wig

manufacturers have improved the quality and comfort of their products, ensuring that cancer patients have access to comfortable and realistic-looking wigs that help boost their confidence during a challenging period.

The wig market growth is also driven by increasing awareness and understanding of cancer and its effects on patients. Support organizations, medical centers, and community initiatives have actively promoted the availability and benefits of wigs for cancer patients, encouraging them to embrace wigs as an empowering option. Therefore, the increasing hair loss cases due to cancer treatments drive the Europe Hair wig market growth.

Europe Hair Wig Market Overview

The Europe hair wig market is segmented into Germany, France, the UK, Italy, Russia, and the Rest of Europe. In Europe, wigs 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 designed to cater to different ethnic hairstyles and needs.

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

Europe Hair Wig Market Segmentation

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

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

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

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

Based on country, the Europe hair wig market is segmented into Germany, France,

Italy, the UK, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe hair wig market in 2022.

Evergreen Products Group Ltd, HairUWear Inc, Indique Hair LLC, Lordhair Co Ltd and UniWigs Inc are some of the leading companies operating in the Europe hair wig market.

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