

# Hair Extension Market Forecast to 2030 - Global Analysis by Product Type (Tape-in, Fusion and Prebonded, 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 hair extension market size is expected to grow from US\$ 3.96 billion in 2022 to US\$ 5.77 billion by 2030; it is estimated to register a CAGR of 4.8% from 2022 to 2030.

Hair extensions, mainly sourced from human hair or synthetic material, are often attached firmly to the scalp and used to add length, volume, and color to natural hair. The extensions are being sold according to the consumers' requirements for the duration they want to be required for. Hair extensions combine with hair due to their complementary color, volume, and texture. These are customizable per the customers' requirements and designed by the hairdresser or stylist. Hair extensions are being sold in retail channels such as e-commerce, company sites, retail stores, and supermarkets for personal and professional use.

Based on product type, the hair extension market is segmented into tape-in, fusion and pre-bonded, clip-in, and others. The fusion and pre-bonded segment is expected to register the highest CAGR during the forecast period. Fusion and pre-bonded hair extensions are fused to the natural hair using various adhesives such as glue. Applying these extensions takes around 3–4 hours. A machine resembling a hot glue gun is used to primarily attach the hair extension to individual strands of natural hair. However, due to various chemicals in the glue, fusion and pre-bonded hair extension can cause breakage, hair loss, and scalp irritation. SO.CAP. USA uses 100% European-type



Remy human hair pre-bonded with 100% keratin tips to ensure a strong, healthy, and long-lasting bond.

In 2022, North America region accounted for the largest share of the global hair extension market. The North America hair extension market is segmented into the US, Canada, and Mexico. North America accounted for a remarkable share of the hair extension market in 2022. The hair extension companies operating in the region continuously enhance their overall business processes to meet the rising customer demands in the best possible way. Many domestic and international companies have a strong foothold in North America. SO.CAP.USA; Great Lengths Universal Hair Extensions S.p.A.; Cinderella Hair Extensions; easihair pro; Klix Hair Extensions; Locks & Bonds; Anhui Jinruixiang Hair Products Co., Ltd.; and Evergreen Product Group are among the key players operating in the North America hair extension market.

The key players operating in the global hair extension market include Locks & Bonds, Klix Hair Inc, Easihair Pro., Balmain Hair Group BV, Great Lengths SpA, Evergreen Products Group Ltd, Socap USA Inc., Cinderellahair Inc., Barclay Wolf Ltd, and Hairlocs Inc. Players operating in the global hair extension market focus on providing high-quality products to fulfill customer demand. They also focus on strategies such as investments in research and development activities, new product launches, and expanding production capacities.

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The overall global hair extension market size has been derived using primary and secondary sources. To begin the research process, exhaustive secondary research has been conducted using internal and external sources to obtain qualitative and quantitative information related to the market. Also, multiple primary interviews have been conducted with industry participants to validate the data and gain more analytical insights into the topic. The participants of this process include industry experts such as VPs, business development managers, market intelligence managers, and national sales managers—along with external consultants such as valuation experts, research analysts, and key opinion leaders—specializing in the hair extension market.



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