

Hair Extensions Market Size and Forecast (2021 - 2031), Global and Regional Share, Trend, and Growth Opportunity Analysis Report Coverage: By Product Type (Tape-in, Fusion and Pre-Bonded, Clip-in, Weft, and Others), Source (Human Hair and Synthetic Hair), Distribution Channel (Supermarkets and Hypermarkets, Specialty Stores, Online Retail, and Others), and Geography

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Abstracts

The hair extensions market size is projected to reach US\$ 3.98 billion in 2023 to US\$ 6.00 billion by 2031; it is estimated to register a CAGR of 5.3% from 2023 to 2031.

Hair extensions are mainly sourced from human hair, or synthetic hair, which is often attached firmly to the scalp and used to add length, volume, and color to natural hair. Hair extensions are being sold according to the consumers' requirements for the duration they want to be required for. Hair extensions combine with hair because of 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 and are available in retail channels such as e-commerce, company sites, retail stores, and supermarkets for personal and professional use.

In the current market scenario, several hair extension organizations are also moving toward social media platforms such as Instagram, Facebook, Pinterest, and YouTube to endorse their brand and work. Such organizations record their clients' best hair transformations and upload them on social media 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 favorite social platforms to sell hair extensions. Hair extensions are best shown off in consumer-generated content, where they exhibit their hair extension in video and picture tutorials. All these factors are proliferating the demand for hair extensions.

Based on product type, hair extension market is categorized into tape-in, fusion and pre-bonded, clip-in, and others. In 2022, the clip-in segment dominated the global hair extension market. Clip-in hair extension make hair longer and thicker; they are easy to apply, offering a temporary change. Also, clip-in hair extension don't damage hair; they are easy to wash and maintain. Hence, clip-in hair extension segment demand is surging in the global hair extension market.

A few players operating in the hair extensions 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 hair extensions market focus on providing high-quality products to fulfill customer demand. Also, they are focusing on launching new and high-quality products for their customers.

The overall hair extensions market size has been derived using both 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 extensions market.

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