

Middle East & Africa 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)

<https://marketpublishers.com/r/M3C115B6A445EN.html>

Date: January 2024

Pages: 77

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

ID: M3C115B6A445EN

Abstracts

The Middle East & Africa false hair products market was valued at US\$ 557.94 million in 2022 and is expected to reach US\$ 833.50 million by 2030; it is estimated to grow at a CAGR of 5.1% from 2022 to 2030.

Increased Promotion of False Hair Products on Social Media Fuels the Middle East & Africa False Hair Products Market

Social media platforms have integrated shopping facilities, which allow several influencers and hairstylists to promote and sell false hair products online. Consumers tend to purchase false hair products and skin-related products to enhance their appearance on social media platforms. Moreover, the growing adoption of false hair products by famous Hollywood and social media celebrities, influences viewers to use false hair products to create looks inspired by these celebrities.

Several false hair products 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 false hair products. False hair products are best shown off in consumer-generated content, where they exhibit their hair wig or hair extension in video and picture tutorials. Therefore, the rising use of social media platforms to promote false hair products is expected to bolster the false hair products market in the coming years.

Middle East & Africa False Hair Products Market Overview

The Middle East & Africa false hair products market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The market is predominantly driven by the passion among women to achieve longer and high-volume hair and cultural and religious customs that place high importance on the hair & beauty industry. The countries such as Saudi Arabia, the UAE, and Qatar have a considerable and growing market for false hair products.

In Africa, the false hair products market is expanding rapidly due to the rising popularity of braided and other elaborate hairstyles. Countries such as Ghana, Nigeria, South Africa, and Kenya have a large and growing market for false hair products. Cultural and religious aspects play a noteworthy role in the false hair products market in the region, with many women opting for modern hairstyles that cover their hair or add volume and length to their natural hair. Many women prefer wearing false hair products to add extra volume or length to their natural hair while maintaining a modest appearance. The religions in the Middle East & Africa have precise requirements regarding the appearance of hair, particularly for women. In Islam, women are needed to cover their hair in public, while in Orthodox Judaism, married women are expected to cover their hair with a headscarf or wig. As a result, the demand for false hair products that capitulate with religious dress codes can be high in specific communities.

Middle East & Africa False Hair Products Market Revenue and Forecast to 2030 (US\$ Mn)

Middle East & Africa False Hair Products Market Segmentation

The Middle East & Africa false hair products market is segmented product type, material, end user, distribution channel, and country.

Based on product type, the Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa 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 Middle East & Africa false hair products market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa false hair products market share in 2022.

Balmain Hair Group BV, Easihair Pro, Evergreen Products Group Ltd, HairUWear Inc, and Klix Hair Inc are some of the leading companies operating in the Middle East & Africa false hair products market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. MIDDLE EAST & AFRICA FALSE HAIR PRODUCTS MARKET LANDSCAPE

- 4.1 Overview
- 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Intensity of Competitive Rivalry
 - 4.2.5 Threat of Substitutes
- 4.3 Ecosystem Analysis

5. MIDDLE EAST & AFRICA FALSE HAIR PRODUCTS MARKET - KEY INDUSTRY DYNAMICS

- 5.1 Market Drivers
 - 5.1.1 Rising Incidence of Hair Loss Among Patients Undergoing Cancer Treatment
 - 5.1.2 Rising Prevalence of Alopecia and Hair Damage
- 5.2 Market Restraints
 - 5.2.1 Hair Damage Concerns Surrounding Hair Extensions
- 5.3 Market Opportunities
 - 5.3.1 Growing Utilization of False Hair Products in Entertainment and Fashion Industry

5.4 Future Trends

5.4.1 Increased Promotion of False Hair Products on Social Media

5.5 Impact of Drivers and Restraints:

6. FALSE HAIR PRODUCTS MARKET - MIDDLE EAST & AFRICA MARKET ANALYSIS

6.1 Middle East & Africa False Hair Products Market Revenue (US\$ Million), 2022 – 2030

6.2 Middle East & Africa False Hair Products Market Forecast and Analysis

7. MIDDLE EAST & AFRICA FALSE HAIR PRODUCTS MARKET ANALYSIS – PRODUCT TYPE

7.1 Hair extension

7.1.1 Overview

7.1.2 Hair Extension Market Revenue and Forecast to 2030 (US\$ Million)

7.2 Hair Wig

7.2.1 Overview

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

7.3 Hair Pieces

7.3.1 Overview

7.3.2 Hair Pieces Market Revenue and Forecast to 2030 (US\$ Million)

8. MIDDLE EAST & AFRICA FALSE HAIR PRODUCTS MARKET ANALYSIS – MATERIAL

8.1 Human Hair

8.1.1 Overview

8.1.2 Human Hair Market Revenue and Forecast to 2030 (US\$ Million)

8.2 Synthetic Hair

8.2.1 Overview

8.2.2 Synthetic Hair Market Revenue and Forecast to 2030 (US\$ Million)

9. MIDDLE EAST & AFRICA FALSE HAIR PRODUCTS MARKET ANALYSIS – END USER

9.1 Men

9.1.1 Overview

- 9.1.2 Men Market Revenue, and Forecast to 2030 (US\$ Million)
- 9.2 Women
 - 9.2.1 Overview
 - 9.2.2 Women Market Revenue, and Forecast to 2030 (US\$ Million)
- 9.3 Kids
 - 9.3.1 Overview
 - 9.3.2 Kids Market Revenue, and Forecast to 2030 (US\$ Million)

10. MIDDLE EAST & AFRICA FALSE HAIR PRODUCTS MARKET ANALYSIS – DISTRIBUTION CHANNEL

- 10.1 Supermarkets and Hypermarkets
 - 10.1.1 Overview
 - 10.1.2 Supermarkets and Hypermarkets Market Revenue, and Forecast to 2030 (US\$ Million)
- 10.2 Specialty Stores
 - 10.2.1 Overview
 - 10.2.2 Specialty Stores Market Revenue, and Forecast to 2030 (US\$ Million)
- 10.3 Online Retail
 - 10.3.1 Overview
 - 10.3.2 Online Retail Market Revenue, and Forecast to 2030 (US\$ Million)
- 10.4 Others
 - 10.4.1 Overview
 - 10.4.2 Others Market Revenue, and Forecast to 2030 (US\$ Million)

11. MIDDLE EAST & AFRICA FALSE HAIR PRODUCTS MARKET - COUNTRY ANALYSIS

- 11.1 Overview
 - 11.1.1 Middle East & Africa False Hair Products Market Revenue and Forecasts and Analysis - By Countries
 - 11.1.1.1 Middle East & Africa False Hair Products Market Breakdown by Country
 - 11.1.1.2 South Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts to 2030 (US\$ Million)
 - 11.1.1.2.1 South Africa: Middle East & Africa False Hair Products Market Breakdown by Product Type
 - 11.1.1.2.2 South Africa: Middle East & Africa False Hair Products Market Breakdown by Material
 - 11.1.1.2.3 South Africa: Middle East & Africa False Hair Products Market

Breakdown by End User

11.1.1.2.4 South Africa: Middle East & Africa False Hair Products Market

Breakdown by Distribution Channel

11.1.1.3 UAE: Middle East & Africa False Hair Products Market Revenue and Forecasts to 2030 (US\$ Million)

11.1.1.3.1 UAE: Middle East & Africa False Hair Products Market Breakdown by Product Type

11.1.1.3.2 UAE: Middle East & Africa False Hair Products Market Breakdown by Material

11.1.1.3.3 UAE: Middle East & Africa False Hair Products Market Breakdown by End User

11.1.1.3.4 UAE: Middle East & Africa False Hair Products Market Breakdown by Distribution Channel

11.1.1.4 Saudi Arabia: Middle East & Africa False Hair Products Market Revenue and Forecasts to 2030 (US\$ Million)

11.1.1.4.1 Saudi Arabia: Middle East & Africa False Hair Products Market Breakdown by Product Type

11.1.1.4.2 Saudi Arabia: Middle East & Africa False Hair Products Market Breakdown by Material

11.1.1.4.3 Saudi Arabia: Middle East & Africa False Hair Products Market Breakdown by End User

11.1.1.4.4 Saudi Arabia: Middle East & Africa False Hair Products Market Breakdown by Distribution Channel

11.1.1.5 Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts to 2030 (US\$ Million)

11.1.1.5.1 Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Breakdown by Product Type

11.1.1.5.2 Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Breakdown by Material

11.1.1.5.3 Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Breakdown by End User

11.1.1.5.4 Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Breakdown by Distribution Channel

12. INDUSTRY LANDSCAPE

12.1 Overview

12.2 New Product Development

13. COMPETITIVE LANDSCAPE

- 13.1 Heat Map Analysis- By Key Players
- 13.2 Company Positioning & Concentration

14. COMPANY PROFILES

14.1 Evergreen Products Group Ltd

- 14.1.1 Key Facts
- 14.1.2 Business Description
- 14.1.3 Products and Services
- 14.1.4 Financial Overview
- 14.1.5 SWOT Analysis
- 14.1.6 Key Developments

14.2 HairUWear Inc

- 14.2.1 Key Facts
- 14.2.2 Business Description
- 14.2.3 Products and Services
- 14.2.4 Financial Overview
- 14.2.5 SWOT Analysis
- 14.2.6 Key Developments

14.3 Balmain Hair Group BV

- 14.3.1 Key Facts
- 14.3.2 Business Description
- 14.3.3 Products and Services
- 14.3.4 Financial Overview
- 14.3.5 SWOT Analysis
- 14.3.6 Key Developments

14.4 Klix Hair Inc

- 14.4.1 Key Facts
- 14.4.2 Business Description
- 14.4.3 Products and Services
- 14.4.4 Financial Overview
- 14.4.5 SWOT Analysis
- 14.4.6 Key Developments

14.5 Easihair Pro

- 14.5.1 Key Facts
- 14.5.2 Business Description
- 14.5.3 Products and Services

14.5.4 Financial Overview

14.5.5 SWOT Analysis

14.5.6 Key Developments

15. APPENDIX

List Of Tables

LIST OF TABLES

Table 1. Middle East & Africa False Hair Products Market Segmentation

Table 2. Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million)

Table 3. Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 4. Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 5. Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – End User

Table 6. Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – Distribution Channel

Table 7. South Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Product Type

Table 8. South Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Material

Table 9. South Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By End User

Table 10. South Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Distribution Channel

Table 11. UAE: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Product Type

Table 12. UAE: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Material

Table 13. UAE: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By End User

Table 14. UAE: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Distribution Channel

Table 15. Saudi Arabia: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Product Type

Table 16. Saudi Arabia: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Material

Table 17. Saudi Arabia: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By End User

Table 18. Saudi Arabia: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Distribution Channel

Table 19. Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Product Type

Table 20. Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Material

Table 21. Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By End User

Table 22. Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – By Distribution Channel

List Of Figures

LIST OF FIGURES

- Figure 1. Middle East & Africa False Hair Products Market Segmentation, By Country
- Figure 2. Porter's Five Forces Analysis
- Figure 3. Ecosystem: Middle East & Africa False Hair Products Market
- Figure 4. Middle East & Africa False Hair Products Market - Key Industry Dynamics
- Figure 5. Impact Analysis of Drivers and Restraints
- Figure 6. Middle East & Africa False Hair Products Market Revenue (US\$ Million), 2020 – 2030
- Figure 7. Middle East & Africa False Hair Products Market Share (%) – Product Type, 2022 and 2030
- Figure 8. Hair Extension Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 9. Hair Wig Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 10. Hair Pieces Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 11. Middle East & Africa False Hair Products Market Share (%) – Material, 2022 and 2030
- Figure 12. Human Hair Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 13. Synthetic Hair Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 14. Middle East & Africa False Hair Products Market Share (%) –End User, 2022 and 2030
- Figure 15. Men Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 16. Women Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 17. Kids Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 18. Middle East & Africa False Hair Products Market Share (%) –Distribution Channel, 2022 and 2030
- Figure 19. Supermarkets and Hypermarkets Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 20. Specialty Stores Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 21. Online Retail Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 22. Others Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 23. Middle East & Africa False Hair Products Market, by Key Country- Revenue (2022) (US\$ Million)
- Figure 24. Middle East & Africa False Hair Products Market Breakdown by Key Countries, 2022 and 2030 (%)
- Figure 25. South Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million)
- Figure 26. UAE: Middle East & Africa False Hair Products Market Revenue and

Forecasts To 2030 (US\$ Million)

Figure 27. Saudi Arabia: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 28. Rest of Middle East & Africa: Middle East & Africa False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million)

Figure 29. Heat Map Analysis- By Key Players

Figure 30. Company Positioning & Concentration

I would like to order

Product name: Middle East & Africa 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)

Product link: <https://marketpublishers.com/r/M3C115B6A445EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M3C115B6A445EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below
and fax the completed form to +44 20 7900 3970