

Middle East & Africa Hair Extension Market Forecast to 2030 - Regional Analysis - by Product Type (Tape-in, Fusion and Pre-bonded, 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 Middle East & Africa hair extension market was valued at US\$ 272.91 million in 2022 and is expected to reach US\$ 412.53 million by 2030; it is estimated to grow at a CAGR of 5.3% from 2022 to 2030.

Increased Promotion of Hair Extensions on Social Media fuel the Middle East & Africa Hair Extension Market

There is an emerging trend of promoting hair extension on social media platforms. These platforms also have integrated shopping facilities, which allow several influencers and hairstylists to market hair extension online. Consumers tend to purchase hair extension and skin-related products to enhance their appearance on social media platforms. 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.

Middle East & Africa Hair Extension Market Overview

The Middle East & Africa hair extension market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Gulf countries are economically developed countries, whereas the African countries are yet to match up to the economic conditions of the Gulf countries. The harsh weather conditions of the desert, lack of skilled laborers, and high labor wages hinder the regions development. However, urbanization in the Middle East is transforming the outlook of countries. The Middle Eastern countries look ahead to adopting advanced technologies and stand among the most highly urbanized regions. Responding to a shift in global economic power has positioned the Middle East firmly as the worlds fastest-growing market, including Dubai and Abu Dhabi, intending to turn into global hubs. Thus, the rising urban population is anticipated to boost the demand for hair extension in the Middle East. Middle East & Africa Hair Extension Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Hair Extension Market Segmentation

The Middle East & Africa hair extension market is segmented based on product type, source, distribution channel, and country. Based on product type, the Middle East & Africa hair extension market is segmented into tape-in, fusion and pre-bonded, clip-in, and others. The clip-in segment held the largest market share in 2022.

Based on source, the Middle East & Africa hair extension market is bifurcated into human hair and synthetic hair. The synthetic hair segment held a larger market share in 2022.

Based on distribution channel, the Middle East & Africa hair extension 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 hair extension market is segmented into Saudi Arabia, South Africa, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the Middle East & Africa hair extension market share in 2022.

Lullabellz, Hair Choice Luxury Hair Extensions, Ecotrader Europe Ltd, and Hairdreams Haarhandels GmbH are some of the leading companies operating in the Middle East & Africa hair extension market.

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