

Middle East & Africa 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)

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Abstracts

The Middle East & Africa hair wig market is expected to grow from US\$ 227.82 million in 2022 to US\$ 333.57 million by 2030. It is estimated to grow at a CAGR of 4.9% from 2022 to 2030.

Rising Incidence of Hair Loss Among Patients Undergoing Cancer Treatment Fuel Middle East & Africa 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, Middle East & Africa 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. In this campaign, the trust joined hands with Dabur Amla Hair Oil to conduct a hair donation and wig donation drive on World Cancer Day 2022. The campaign aimed to eradicate the stigma around cancer and encourage early cancer detection among women. This campaign is committed to provide 150 wigs free of cost to underprivileged cancer patients to help them face life with renewed confidence. Therefore, the increasing hair loss cases due to cancer treatments drive the Middle East & Africa Hair Wig Market growth.

Middle East & Africa Hair Wig Market Overview

The Middle East & Africa Hair Wig Market in the Middle East & Africa 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 hair wig.

Middle East & Africa Hair Wig Market Revenue and Forecast to 2030 (US\$ Million)

Middle East & Africa Hair Wig Market Segmentation

The Middle East & Africa hair wig market is segmented into type, end user, distribution channel, and country.

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

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

Based on distribution channel, the Middle East & Africa specialty stores, online retail,

and others. The specialty stores segment held the largest share of the Middle East & Africa hair wig market in 2022.

Based on country, the Middle East & Africa hair wig 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 hair wig market in 2022.

Aleriana SRL, UniWigs Inc, JON RENAU, Smiffys (R.H Smith & Sons (Wigmakers) Limited), MapofBeauty are some of the leading companies operating in the Middle East & Africa hair wig market.

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