

# **North America 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)**

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## **Abstracts**

The North America false hair products market was valued at US\$ 2,995.52 million in 2022 and is expected to reach US\$ 4,079.11 million by 2030; it is estimated to grow at a CAGR of 3.9% from 2022 to 2030.

**Rising Production Volume of Consumer Goods and Increasing Adoption of Automated Technologies Fuels the North America False Hair Products 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 false hair products has significantly increased due to the prevalent hair loss caused by cancer treatments. False hair products such as wigs, extensions, etc. 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, false hair products market players are offering a wide range of products, including natural hair wigs, synthetic wigs, synthetic hair extensions and hair pieces, natural hair extensions and hair pieces, and personalized designs. False hair products manufacturers have improved the quality and comfort of their products, ensuring that cancer patients have access to comfortable and realistic-looking false hair products that help boost their confidence during a challenging period.

The North America false hair products 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 and extensions for cancer patients, encouraging them to embrace false hair products as an empowering option. Therefore, the increasing hair loss cases due to cancer treatments drive the North America false hair products market growth.

### North America False Hair Products Market Overview

The North America false hair products market is segmented into the US, Canada, and Mexico. The parcel sortation system market in North America has been growing steadily; it is driven by huge export-import volumes of various consumer goods, coupled with the trade agreements of North American countries with other countries. Also, the rise in e-commerce has resulted in a rise in the number of parcels, and a robust logistics infrastructure for air transportation systems has also boosted the parcel sortation system market in North America. Further, the presence of leading logistics companies such as UPS, FedEx, Amazon Logistics, and DHL Express, as well as a few major manufacturers of parcel sortation systems such as Bastian Solutions Inc; Honeywell Intelligrated; Tompkin Robotics; and Dematic, are boosting the parcel sortation system market in North America.

### North America False Hair Products Market Revenue and Forecast to 2030 (US\$ Mn)

### North America False Hair Products Market Segmentation

The North America false hair products market is segmented product type, material, end

user, distribution channel, and country.

Based on product type, the North America 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 North America 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 North America 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 North America 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 North America false hair products market is segmented into the US, Canada, and Mexico. The US dominated the North America false hair products market share in 2022.

Balmain Hair Group BV, Easihair Pro, Evergreen Products Group Ltd, HairUWear Inc, Klix Hair Inc, Locks & Bonds, and Shake-N-Go Inc are some of the leading companies operating in the North America 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. NORTH AMERICA 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
  - 4.3.1 List of Vendors in the Value Chain
    - 4.3.1.1 List of Raw Material Suppliers for False Hair Products
    - 4.3.1.2 List of Manufacturers and Distributors of False Hair Products

### **5. NORTH AMERICA 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 - NORTH AMERICA MARKET ANALYSIS**

- 6.1 North America False Hair Products Market Revenue (US\$ Million), 2022 – 2030
- 6.2 North America False Hair Products Market Forecast and Analysis

## **7. NORTH AMERICA 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. NORTH AMERICA 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. NORTH AMERICA 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. NORTH AMERICA 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. NORTH AMERICA FALSE HAIR PRODUCTS MARKET - COUNTRY ANALYSIS**

### 11.1 North America Overview

#### 11.1.1 North America False Hair Products Market Revenue and Forecasts and Analysis - By Countries

##### 11.1.1.1 North America False Hair Products Market Breakdown by Country

##### 11.1.1.2 US: North America False Hair Products Market Revenue and Forecasts to 2030 (US\$ Mn)

##### 11.1.1.2.1 US: North America False Hair Products Market Breakdown by Product Type

###### 11.1.1.2.2 US: North America False Hair Products Market Breakdown by Material

###### 11.1.1.2.3 US: North America False Hair Products Market Breakdown by End User

##### 11.1.1.2.4 US: North America False Hair Products Market Breakdown by Distribution Channel

##### 11.1.1.3 Canada: North America False Hair Products Market Revenue and Forecasts

to 2030 (US\$ Mn)

11.1.1.3.1 Canada: North America False Hair Products Market Breakdown by Product Type

11.1.1.3.2 Canada: North America False Hair Products Market Breakdown by Material

11.1.1.3.3 Canada: North America False Hair Products Market Breakdown by End User

11.1.1.3.4 Canada: North America False Hair Products Market Breakdown by Distribution Channel

11.1.1.4 Mexico: North America False Hair Products Market Revenue and Forecasts to 2030 (US\$ Mn)

11.1.1.4.1 Mexico: North America False Hair Products Market Breakdown by Product Type

11.1.1.4.2 Mexico: North America False Hair Products Market Breakdown by Material

11.1.1.4.3 Mexico: North America False Hair Products Market Breakdown by End User

11.1.1.4.4 Mexico: North America 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

## **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 Shake-N-Go Inc
  - 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 Locks & Bonds
  - 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 Klix Hair Inc
  - 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
- 14.6 Easihair Pro
  - 14.6.1 Key Facts
  - 14.6.2 Business Description
  - 14.6.3 Products and Services
  - 14.6.4 Financial Overview
  - 14.6.5 SWOT Analysis
  - 14.6.6 Key Developments
- 14.7 Balmain Hair Group BV
  - 14.7.1 Key Facts
  - 14.7.2 Business Description
  - 14.7.3 Products and Services
  - 14.7.4 Financial Overview



14.7.5 SWOT Analysis

14.7.6 Key Developments

## **15. APPENDIX**

## List Of Tables

### LIST OF TABLES

Table 1. North America False Hair Products Market Segmentation

Table 2. North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million)

Table 3. North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – Product Type

Table 4. North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – Material

Table 5. North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – End User

Table 6. North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Million) – Distribution Channel

Table 7. US: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Product Type

Table 8. US: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Material

Table 9. US: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By End User

Table 10. US: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Distribution Channel

Table 11. Canada: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Product Type

Table 12. Canada: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Material

Table 13. Canada: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By End User

Table 14. Canada: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Distribution Channel

Table 15. Mexico: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Product Type

Table 16. Mexico: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Material

Table 17. Mexico: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By End User

Table 18. Mexico: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn) – By Distribution Channel



## List Of Figures

### LIST OF FIGURES

Figure 1. North America False Hair Products Market Segmentation, By Country

Figure 2. Porter's Five Forces Analysis

Figure 3. Ecosystem: North America False Hair Products Market

Figure 4. North America False Hair Products Market - Key Industry Dynamics

Figure 5. Impact Analysis of Drivers and Restraints

Figure 6. North America False Hair Products Market Revenue (US\$ Million), 2020 – 2030

Figure 7. North America 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. North America 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. North America 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. North America 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. North America False Hair Products Market, by Key Country- Revenue (2022) (US\$ Mn)

Figure 24. North America False Hair Products Market Breakdown by Key Countries, 2022 and 2030 (%)

Figure 25. US: North America False Hair Products Market Revenue and Forecasts To 2030 (US\$ Mn)

Figure 26. Canada: North America False Hair Products Market Revenue and Forecasts

To 2030 (US\$ Mn)

Figure 27. Mexico: North America False Hair Products Market Revenue and Forecasts

To 2030 (US\$ Mn)

Figure 28. Heat Map Analysis- By Key Players

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