

# **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 Intelligated; 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.

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