

# **South & Central 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)**

<https://marketpublishers.com/r/S0BEE1F5380CEN.html>

Date: February 2024

Pages: 67

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

ID: S0BEE1F5380CEN

## **Abstracts**

The South & Central America false hair products market was valued at US\$ 573.54 million in 2022 and is expected to reach US\$ 835.12 million by 2030; it is estimated to grow at a CAGR of 4.8% from 2022 to 2030.

**Rising Incidence of Hair Loss Among Patients Undergoing Cancer Treatment Fuels the South & Central 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 South & Central 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 false hair products market growth.

### South & Central America False Hair Products Market Overview

The South & Central America false hair products market is segmented into Brazil, Argentina, and the Rest of South & Central America. The market is vibrant and growing at a fast pace, with great potential for innovation and expansion in the coming years. Rising disposable incomes of the population and the growing interest in personal grooming boost the demand for beauty and personal care products and accessories, such as false hair products, in South & Central America. False hair products have become popular accessories in the fashion industry, with celebrities and influencers endorsing them on social media and other promoting channels. The desire to keep up with fashion and beauty trends has led to an upsurge in demand for false hair products in the region.

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

### South & Central America False Hair Products Market Segmentation

The South & Central America false hair products market is segmented into product type, material, end user, distribution channel, and country.

Based on product type, the South & Central 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 South & Central 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 South & Central 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 South & Central 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 South & Central America false hair products market is segmented to Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America false hair products market share in 2022.

Br.Hair Company, Hair Argentina, HairUWear Inc, and Rio Hair are some of the leading companies operating in the South & Central America false hair products market .

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