

South & Central America 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 South & Central America hair extension market was valued at US\$ 345.36 million in 2022 and is expected to reach US\$ 510.70 million by 2030; it is estimated to grow at a CAGR of 5.0% from 2022 to 2030.

Growing Utilization of Hair Extension in Entertainment and Fashion Industry fuel the South & Central America Hair Extension Market

The demand for hair extension in the entertainment and fashion industry is anticipated to grow significantly due to the increasing preference for hair extension among models and celebrities. The industry is anticipated to grow owing to the surge in the incidence of hair fall among women and men. Also, in terms of revenue, hair extension is highly adopted in the entertainment and fashion industry owing to rising incidence of alopecia. The fashion and entertainment industry has become vital for the sale and adoption of hair extension products. Production and fashion houses stock numerous hair extension for models and actors since they perform distinguished roles and characters. The upsurge in hair ailments among consumers is also assisting the industry to grow at a uniform pace. The number of individuals suffering from hair fall is increasing rapidly, owing to which several people are choosing hair extensions. Thus, such factors are creating lucrative opportunities for the growth of the hair extension market.

South & Central America Hair Extension Market Overview

The South & Central America hair extension market is segmented into Brazil, Argentina,

and the Rest of South & Central America. South & Central America is contributing majorly to the growth of hair extension owing to the changing lifestyle and urbanization. In South & Central America, Chile, Panama, Brazil, and Argentina are driving the market growth. The population and continuous improvement in disposable incomes have positively impacted the economic growth of Brazil and Argentina to a large extent. The shifting consumer lifestyle has been a critical factor propelling the growth of the hair extension market in the region, especially in Brazil. Although the region encompasses several opportunities for hair extensions, the industry is less developed than other regions. The increase in demand for hair extension and continuous innovation in hair extension have positively impacted the economy of Brazil and Argentina. Further, the rising demand for grooming products and the growing popularity of hair extension among consumers, primarily women owing to high-end natural hair extensions, will drive the hair extension market in South America.

South & Central America Hair Extension Market Revenue and Forecast to 2030 (US\$ Million)

South & Central America Hair Extension Market Segmentation

The South & Central America hair extension market is segmented based on product type, source, distribution channel, and country. Based on product type, the South & Central America 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 South & Central America 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 South & Central America 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 South & Central America hair extension market is segmented into Brazil, Argentina, and the Rest of South & Central America. The Rest of South & Central America dominated the South & Central America hair extension market share in 2022.

Rio Hair, Ecotrader Europe Ltd, Lullabellz, and Hair Argentina are some of the leading companies operating in the South & Central America hair extension market.

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