

South & Central America 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 South & Central America hair wig market is expected to grow from US\$ 167.27 million in 2022 to US\$ 236.54 million by 2030. It is estimated to grow at a CAGR of 4.4% from 2022 to 2030.

Increased Promotion of Hair Wigs on Social Media Fuel South & Central America Hair Wig Market

Social media platforms have integrated shopping facilities, which allow several influencers and hairstylists to promote and sell hair wigs online. Consumers tend to purchase hair wigs and skin-related products to enhance their appearance on social media platforms. Several hair wig companies prefer Instagram, Facebook, Pinterest, YouTube, and other social media platforms to endorse their brand and work. Such organizations record clients' best hair transformation videos and upload them on social media platforms to showcase their work and reach target consumers. Secret Hair is one such company that has grown through social media by showcasing its work and using appropriate hashtags to reach the desired consumers. Instagram is among the most used social media platforms to sell hair wigs. Hair wigs are best shown off in consumer-generated content, where they exhibit their hair wig in video and picture tutorials. Therefore, the rising use of social media platforms to promote hair wigs is expected to bolster the South & Central America Hair Wig Market in the coming years.

South & Central America Hair Wig Market Overview

The South & Central America Hair Wig Market in South & Central America 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 hair wig, in South & Central America. Hair wigs 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 hair wig in the region.

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

South & Central America Hair Wig Market Segmentation

The South & Central America hair wig market is segmented into type, end user, distribution channel, and country.

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

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

Based on distribution channel, the South & Central America Specialty Stores, Online Retail, and Others. The specialty stores segment held the largest share of the South & Central America hair wig market in 2022.

Based on country, the South & Central America hair wig market is segmented into the Brazil, Argentina, and the Rest of South and Central America. The Rest of South and Central America dominated the South & Central America hair wig market in 2022.

Evergreen Products Group Ltd, Aleriana SRL, LolaSilk (Peepfly), Luvmehair South Africa, and A Few Grey Hairs are some of the leading companies operating in the South & Central America hair wig market.

Contents

1. INTRODUCTION

- 1.1 The Insight Partners Research Report Guidance
- 1.2 Market Segmentation

2. EXECUTIVE SUMMARY

- 2.1 Key Market Insights
- 2.2 Market Attractiveness

3. RESEARCH METHODOLOGY

- 3.1 Coverage
- 3.2 Secondary Research
- 3.3 Primary Research

4. SOUTH & CENTRAL AMERICA HAIR WIG MARKET LANDSCAPE

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
- 4.3 Ecosystem Analysis

5. SOUTH & CENTRAL AMERICA HAIR WIG 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 Rising Competition from Hair Extensions and Hair Transplant Procedures
- 5.3 Market Opportunities
 - 5.3.1 Increasing Popularity of Wigs Among Women
- 5.4 Future Trends
 - 5.4.1 Increased Promotion of Hair Wigs on Social Media
- 5.5 Impact of Drivers and Restraints:

6. HAIR WIG MARKET - SOUTH & CENTRAL AMERICA MARKET ANALYSIS

6.1 South & Central America Hair Wig Market Revenue (US\$ Million), 2020 – 2030

6.2 South & Central America Hair Wig Market Forecast and Analysis

7. SOUTH & CENTRAL AMERICA HAIR WIG MARKET ANALYSIS – TYPE

7.1 Human Hair

7.1.1 Overview

7.1.2 Human Hair Market Revenue and Forecast to 2030 (US\$ Million)

7.2 Synthetic Hair

7.2.1 Overview

7.2.2 Synthetic Hair Market Revenue and Forecast to 2030 (US\$ Million)

8. SOUTH & CENTRAL AMERICA HAIR WIG MARKET ANALYSIS – END USER

8.1 Men

8.1.1 Overview

8.1.2 Men Market Revenue, and Forecast to 2030 (US\$ Million)

8.2 Women

8.2.1 Overview

8.2.2 Women Market Revenue, and Forecast to 2030 (US\$ Million)

9. SOUTH & CENTRAL AMERICA HAIR WIG MARKET ANALYSIS – DISTRIBUTION CHANNEL

9.1 Specialty Stores

9.1.1 Overview

9.1.2 Specialty Stores Market Revenue, and Forecast to 2030 (US\$ Million)

9.2 Online Retail

9.2.1 Overview

9.2.2 Online Retail Market Revenue, and Forecast to 2030 (US\$ Million)

9.3 Others

9.3.1 Overview

9.3.2 Others Market Revenue, and Forecast to 2030 (US\$ Million)

10. SOUTH & CENTRAL AMERICA HAIR WIG MARKET – COUNTRY ANALYSIS

10.1 South & Central America

10.1.1 South & Central America Hair Wig Market Overview

10.1.2 South & Central America Hair Wig Market, By Key Country- Revenue 2022(US\$ Million)

10.1.3 South & Central America Hair Wig Market Revenue and Forecasts and Analysis - By Countries

10.1.3.1 South & Central America Hair Wig Market Breakdown by Country

10.1.3.2 Brazil Hair Wig Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.3.2.1 Brazil Hair Wig Market Breakdown by Type

10.1.3.2.2 Brazil Hair Wig Market Breakdown by End User

10.1.3.2.3 Brazil Hair Wig Market Breakdown by Distribution Channel

10.1.3.3 Argentina Hair Wig Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.3.3.1 Argentina Hair Wig Market Breakdown by Type

10.1.3.3.2 Argentina Hair Wig Market Breakdown by End User

10.1.3.3.3 Argentina Hair Wig Market Breakdown by Distribution Channel

10.1.3.4 Rest of South & Central America Hair Wig Market Revenue and Forecasts to 2030 (US\$ Million)

10.1.3.4.1 Rest of South & Central America Hair Wig Market Breakdown by Type

10.1.3.4.2 Rest of South & Central America Hair Wig Market Breakdown by End User

10.1.3.4.3 Rest of South & Central America Hair Wig Market Breakdown by Distribution Channel

11. INDUSTRY LANDSCAPE

11.1 Overview

11.2 Market Initiative

11.3 New Product Development

11.4 Merger and Acquisition

12. COMPANY PROFILES

12.1 Evergreen Products Group Ltd

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 Aleriana SRL

12.2.1 Key Facts

- 12.2.2 Business Description
- 12.2.3 Products and Services
- 12.2.4 Financial Overview
- 12.2.5 SWOT Analysis
- 12.2.6 Key Developments
- 12.3 Pepperfly (Pty) Ltd
 - 12.3.1 Key Facts
 - 12.3.2 Business Description
 - 12.3.3 Products and Services
 - 12.3.4 Financial Overview
 - 12.3.5 SWOT Analysis
 - 12.3.6 Key Developments
- 12.4 LuvmeHair ZA
 - 12.4.1 Key Facts
 - 12.4.2 Business Description
 - 12.4.3 Products and Services
 - 12.4.4 Financial Overview
 - 12.4.5 SWOT Analysis
 - 12.4.6 Key Developments
- 12.5 Few Grey Hairs Ltd
 - 12.5.1 Key Facts
 - 12.5.2 Business Description
 - 12.5.3 Products and Services
 - 12.5.4 Financial Overview
 - 12.5.5 SWOT Analysis
 - 12.5.6 Key Developments

13. APPENDIX

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