

# **Hair Growth Supplement and Treatment Market Size, Trends, Analysis, and Outlook By Type of Supplements (Single-ingredient, Multi-ingredient), By Form (Supplements, Powder, Gummies & Soft Gels, Tablets, Capsules, Liquid), By Distribution Channel (HyperMarkets/SuperMarkets, Specialty Stores, Online Pharmacies, Drug & Pharma Stores), By Treatment (Pharmaceuticals, Devices), by Region, Country, Segment, and Companies, 2024-2030**

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## **Abstracts**

The global Hair Growth Supplement and Treatment market size is poised to register 6.39% growth from 2024 to 2030, presenting significant growth prospects for companies operating in the industry. The industry study analyzes the global Hair Growth Supplement and Treatment market across By Type of Supplements (Single-ingredient, Multi-ingredient), By Form (Supplements, Powder, Gummies & Soft Gels, Tablets, Capsules, Liquid), By Distribution Channel (HyperMarkets/SuperMarkets, Specialty Stores, Online Pharmacies, Drug & Pharma Stores), By Treatment (Pharmaceuticals, Devices).

The hair growth supplement and treatment market is experiencing steady growth, propelled by increasing prevalence of hair loss conditions such as androgenetic alopecia, rising consumer awareness of hair health and wellness, and growing demand for natural and holistic hair care solutions. Hair growth supplements and treatments encompass a wide range of products including oral supplements, topical serums, shampoos, and scalp treatments formulated to nourish hair follicles, stimulate hair growth, and improve overall hair health. With a focus on addressing underlying causes

of hair loss, promoting scalp circulation, and prolonging the hair growth cycle, consumers are turning to hair growth supplements and treatments as part of their daily hair care regimens to support hair growth, prevent hair thinning, and maintain healthy and vibrant hair. Additionally, advancements in nutraceutical ingredients, botanical extracts, and biotechnology-based formulations, along with expanding distribution channels such as e-commerce platforms and specialty retailers, are driving market expansion as stakeholders seek to capitalize on growing consumer demand for safe, effective, and science-backed solutions for hair loss prevention and hair rejuvenation.

## Hair Growth Supplement and Treatment Market Drivers, Trends, Opportunities, and Growth Opportunities

This comprehensive study discusses the latest trends and the most pressing challenges for industry players and investors. The Hair Growth Supplement and Treatment market research analyses the global market trends, key drivers, challenges, and opportunities in the industry. In addition, the latest Future of Hair Growth Supplement and Treatment survey report provides the market size outlook across types, applications, and other segments across the world and regions. It provides data-driven insights and actionable recommendations for companies in the Hair Growth Supplement and Treatment industry.

## Key market trends defining the global Hair Growth Supplement and Treatment demand in 2024 and Beyond

The industry continues to remain an attractive hub for opportunities for both domestic and global vendors. As the market evolves, factors such as emerging market dynamics, demand from end-user sectors, a growing patient base, changes in consumption patterns, and widening distribution channels continue to play a major role.

## Hair Growth Supplement and Treatment Market Segmentation- Industry Share, Market Size, and Outlook to 2030

The Hair Growth Supplement and Treatment industry comprises a wide range of segments and sub-segments. The rising demand for these product types and applications is supporting companies to increase their investment levels across niche segments. Accordingly, leading companies plan to generate a large share of their future revenue growth from expansion into these niche segments. The report presents the market size outlook across segments to support Hair Growth Supplement and Treatment companies scaling up production in these sub-segments with a focus on

expanding into emerging countries.

Key strategies adopted by companies within the Hair Growth Supplement and Treatment industry

Leading Hair Growth Supplement and Treatment companies are boosting investments to capitalize on untapped potential and future possibilities across niche market segments and surging demand conditions in key regions. Further, companies are leveraging advanced technologies to unlock opportunities and achieve operational excellence. The report provides key strategies opted for by the top 10 Hair Growth Supplement and Treatment companies.

Hair Growth Supplement and Treatment Market Study- Strategic Analysis Review

The Hair Growth Supplement and Treatment market research report dives deep into the qualitative factors shaping the market, empowering you to make informed decisions-

**Industry Dynamics:** Porter's Five Forces analysis to understand bargaining power, competitive rivalry, and threats that impact long-term strategy formulation.

**Strategic Insights:** Provides valuable perspectives on key players and their approaches based on comprehensive strategy analysis.

**Internal Strengths and Weaknesses:** Develop targeted strategies to leverage strengths, address weaknesses, and capitalize on market opportunities.

**Future Possibilities:** Prepare for diverse outcomes with in-depth scenario analysis. Explore potential market disruptions, technology advancements, and economic changes.

Hair Growth Supplement and Treatment Market Size Outlook- Historic and Forecast Revenue in Three Cases

The Hair Growth Supplement and Treatment industry report provides a detailed analysis and outlook of revenue generated by companies from 2018 to 2023. Further, with actual data for 2023, the report forecasts the market size outlook from 2024 to 2030 in three case scenarios- low case, reference case, and high case scenarios.

## Hair Growth Supplement and Treatment Country Analysis and Revenue Outlook to 2030

The report analyses 22 countries worldwide including the key driving forces and market size outlook from 2021 to 2030. In addition, region analysis across Asia Pacific, Europe, the Middle East, Africa, North America, and South America is included in the study. For each of the six regions, the market size outlook by segments is forecast for 2030.

### North America Hair Growth Supplement and Treatment Market Size Outlook- Companies plan for focused investments in a changing environment

The US continues to remain the market leader in North America, driven by a large consumer base, the presence of well-established providers, and a strong end-user industry demand. Leading companies focus on new product launches in the changing environment. The US economy is expected to grow in 2024 (around 2.2% growth in 2024), potentially driving demand for various Hair Growth Supplement and Treatment market segments. Similarly, Strong end-user demand is encouraging Canadian Hair Growth Supplement and Treatment companies to invest in niche segments. Further, as Mexico continues to strengthen its trade relations and invest in technological advancements, the Mexico Hair Growth Supplement and Treatment market is expected to experience significant expansion, offering lucrative opportunities for both domestic and international stakeholders.

### Europe Hair Growth Supplement and Treatment Market Size Outlook-Companies investing in assessing consumers, categories, competitors, and capabilities

The German industry remains the major market for companies in the European Hair Growth Supplement and Treatment industry with consumers in Germany, France, the UK, Spain, Italy, and others anticipated to register a steady demand throughout the forecast period, driving the overall market prospects. In addition, the proactive approach of businesses in identifying and leveraging new growth prospects positions the European Hair Growth Supplement and Treatment market for an upward trajectory, fostering both domestic and international interest. Leading brands operating in the industry are emphasizing effective marketing strategies, innovative product offerings, and a keen understanding of consumer preferences.

### Asia Pacific Hair Growth Supplement and Treatment Market Size Outlook- an attractive hub for opportunities for both local and global companies

The increasing prevalence of indications, robust healthcare expenditure, and increasing investments in healthcare infrastructure drive the demand for Hair Growth Supplement and Treatment in Asia Pacific. In particular, China, India, and South East Asian Hair Growth Supplement and Treatment markets present a compelling outlook for 2030, acting as a magnet for both domestic and multinational manufacturers seeking growth opportunities. Similarly, with a burgeoning population and a rising middle class, India offers a vast consumer market. Japanese and Korean companies are quickly aligning their strategies to navigate changes, explore new markets, and enhance their competitive edge. Our report utilizes in-depth interviews with industry experts and comprehensive data analysis to provide a comprehensive outlook of 6 major markets in the region.

**Latin America Hair Growth Supplement and Treatment Market Size Outlook- Continued urbanization and rising income levels**

Rising income levels contribute to greater purchasing power among consumers, spurring consumption and creating opportunities for market expansion. Continued urbanization and rising income levels are expected to sustainably drive consumption growth in the medium to long term.

**Middle East and Africa Hair Growth Supplement and Treatment Market Size Outlook- continues its upward trajectory across segments**

Robust demand from Middle Eastern countries including Saudi Arabia, the UAE, Qatar, Kuwait, and other GCC countries supports the overall Middle East Hair Growth Supplement and Treatment market potential. Fueled by increasing healthcare expenditure of individuals, growing population, and high prevalence across a few markets drives the demand for Hair Growth Supplement and Treatment.

**Hair Growth Supplement and Treatment Market Company Profiles**

The global Hair Growth Supplement and Treatment market is characterized by intense competitive conditions with leading companies opting for aggressive marketing to gain market shares. The report presents business descriptions, SWOT analysis, growth strategies, and financial profiles. Leading companies included in the study are Alma Lasers, Amway, Cipla Inc, Curallux Llc, EXOCOBIO, GNC Holdings Inc, InVite Health, iRestore Hair Growth System, Johnson & Johnson Services Inc, Lexington International Llc, Merck & Co. Inc, Nutraceutical Wellness Inc (Unilever), OUAH HAIRCARE (P&G),

Viviscal Ltd (Church & Dwight), WON TECH Co. Ltd

## Recent Hair Growth Supplement and Treatment Market Developments

The global Hair Growth Supplement and Treatment market study presents recent market news and developments including new product launches, mergers, acquisitions, expansions, product approvals, and other updates in the industry.

## Hair Growth Supplement and Treatment Market Report Scope

Parameters: Revenue, Volume Price

Study Period: 2023 (Base Year); 2018- 2023 (Historic Period); 2024- 2030 (Forecast Period)

Currency: USD; (Upon request, can be provided in Euro, JPY, GBP, and other Local Currency)

## Qualitative Analysis

Pricing Analysis

Value Chain Analysis

SWOT Profile

Market Dynamics- Trends, Drivers, Challenges

Porter's Five Forces Analysis

Macroeconomic Impact Analysis

Case Scenarios- Low, Base, High

## Market Segmentation:

By Type of Supplements

Single-ingredient

Multi-ingredient

By Form Supplements

Powder

Gummies & Soft Gels

Tablets

Capsules

Liquid

By Distribution Channel

HyperMarkets/SuperMarkets

Specialty Stores

Online Pharmacies

Drug & Pharma Stores

By Treatment Type

Pharmaceuticals

-Oral

-Propecia

-Minoxidil

-Topical & Injectable

-Propecia

-Minoxidil

-Exosome-based Therapies

Devices

Geographical Segmentation:

North America (3 markets)

Europe (6 markets)

Asia Pacific (6 markets)

Latin America (3 markets)

Middle East Africa (5 markets)

Companies

Alma Lasers

Amway

Cipla Inc

Curallux Llc

EXOCOBIO

GNC Holdings Inc

InVite Health

iRestore Hair Growth System

Johnson & Johnson Services Inc



Lexington International Llc

Merck & Co. Inc

Nutraceutical Wellness Inc (Unilever)

OUAI HAIRCARE (P&G)

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Multi-ingredient

##### By Form Supplements

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Gummies & Soft Gels

Tablets

Capsules

Liquid

##### By Distribution Channel

HyperMarkets/SuperMarkets

Specialty Stores

Online Pharmacies

Drug & Pharma Stores

##### By Treatment Type

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- Johnson & Johnson Services Inc
- Lexington International Llc
- Merck & Co. Inc
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