

## **Europe Hair Loss Treatment Products Market - Growth, Trends, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 130 pages | Mordor Intelligence

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### **Report description:**

The European hair loss treatment products market is valued at USD 171.73 million in the current year. It is projected to register a CAGR of 4.21% over the coming five years.

Throughout the pandemic, millions of Europeans suffered devastating emotional stress like watching a loved one die, losing a job, working in life-threatening conditions, and bearing the brunt of violent political unrest that resulted in extreme hair loss conditions. With the growing hair fall issues, there is a surge in demand for hair loss treatment products across the world. There is an increasing awareness that hair loss treatment can help prevent hair loss and regenerate hair growth. Hence the demand is rising for hair loss treatment products globally.

The changing lifestyle coupled with the hectic schedule of consumers is leading to high-stress levels, resulting in frequent hair loss at an earlier age among the young population. This, in turn, is boosting the demand for hair loss treatment products in the region. Moreover, growing disposable income increases purchasing power, and a high emphasis on appearances is also acting as the key driver for the growth of the market. However, the presence of alternative treatment options for hair loss, such as hair transplant surgery, laser, and light-based therapies, are a few restraints for the market.

### Europe Hair Loss Treatment Products Market Trends

#### Prevalence of Higher Hair Loss in European Countries Remains the Major Driving Force

Hair loss has become a pervasive concern among adults, with a majority of them experiencing hair-fall issues with growing age. Male pattern baldness is one of the most common forms of hair loss in men, which typically involves the appearance of a bald spot

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on the crown of the scalp accompanied by thinning at the temples. In the United Kingdom, about two-thirds of men are eventually likely to be affected by male pattern baldness, which means that about 7.4 million men are losing their hair, as per Men's Health Forum. In addition, with almost half of the men going bald at 50% prevalence, the worldwide phenomenon is most common in the Czech Republic, followed by Spain, Germany, France, and the United Kingdom. Nonetheless, 8 out of 10 countries with the most hair-loss issues are European nations. Thus, portraying a huge prominence of hair loss in Europe than in any other part of the world.

Growing PCOS/PCOD conditions among females is yet another source leading to hair loss in the region. About 1 in every 10 women in the United Kingdom is affected by it. As per Advanced Hair Studio UAE, at the regional level, the PCOS rates in Central and Eastern Europe are more than three times higher than those in the Western countries, portraying a proportional interest in hair-loss treatment products in the former country group. The pattern is often linked to distressing effects on mental and social well-being, reflecting a huge demand for products that prevent hair fall. The concern is also intensified with the escalating body dysmorphia led by omnipresent social media platforms. Users are easily swayed by the idea of a perfect appearance, which often leads them to buy over-the-counter hair-fall products. Hence the revenues of the major hair care brands are rising over the period of time, which is further benefitting the market studied.

### Germany Holds the Largest Market Share in the Region

Male pattern hair loss has significant negative effects on hair-loss-specific measures in men aged between 18 and 40 in Germany. The increasing hair loss or hair thinning problems created an opportunity for the existing players and new entrants to introduce a range of hair loss treatment products to tackle the issue. Therefore, companies initiated research to take advantage of the present market opportunity.

There is an increased awareness among Germans about the benefits of natural and organic products and the effects of harmful chemicals in the existing ones. Apart from that, the increase in the population addressing the issue or problem of hair loss among Germans is also driving the market's growth. Moreover, the market in the country is driven by the presence of prominent players, such as Henkel AG & Co., KGaA, and Alpecin. Being domestic players, these companies are aware of hair care preferences across different demographics in the country and are offering new products to customers in the region.

### Europe Hair Loss Treatment Products Market Competitor Analysis

Europe's hair loss treatment products market is highly competitive, with the presence of key players such as L'Oreal S.A., Procter & Gamble Company, Henkel AG & Co. KGaA, Natura & Co., and Unilever PLC. The key strategies adopted by the companies are new product launches, and mergers and acquisitions. The key players are actively focusing on gaining larger market shares through constant innovation in products and investments in R&D activities.

Additional Benefits:

The market estimate (ME) sheet in Excel format

3 months of analyst support

### **Table of Contents:**

#### 1 INTRODUCTION

##### 1.1 Study Deliverables and Study Assumptions

##### 1.2 Scope of the Study

#### 2 RESEARCH METHODOLOGY

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### 3 EXECUTIVE SUMMARY

#### 4 MARKET DYNAMICS

##### 4.1 Market Drivers

##### 4.2 Market Restraints

##### 4.3 Porter's Five Forces Analysis

###### 4.3.1 Threat of New Entrants

###### 4.3.2 Bargaining Power of Buyers/Consumers

###### 4.3.3 Bargaining Power of Suppliers

###### 4.3.4 Threat of Substitute Products

###### 4.3.5 Intensity of Competitive Rivalry

#### 5 MARKET SEGMENTATION

##### 5.1 Product Type

###### 5.1.1 Shampoo & Conditioners

###### 5.1.2 Oils

###### 5.1.3 Serums

###### 5.1.4 Other Product Types

##### 5.2 Distribution channel

###### 5.2.1 Supermarkets/Hypermarkets

###### 5.2.2 Pharmacies

###### 5.2.3 Specialty Stores

###### 5.2.4 Online Retail Stores

###### 5.2.5 Other Distribution Channels

##### 5.3 Geography

###### 5.3.1 Germany

###### 5.3.2 United Kingdom

###### 5.3.3 France

###### 5.3.4 Spain

###### 5.3.5 Italy

###### 5.3.6 Russia

###### 5.3.7 Other Geographies

#### 6 COMPETITIVE LANDSCAPE

##### 6.1 Most Adopted Strategies

##### 6.2 Market Share Analysis

##### 6.3 Company Profiles

###### 6.3.1 Procter & Gamble Company

###### 6.3.2 L'Oreal SA

###### 6.3.3 Henkel AG & Co. KGaA

###### 6.3.4 Natura & Co.

###### 6.3.5 Unilever PLC

###### 6.3.6 Dr. Wolff Group

###### 6.3.7 Himalaya Wellness Company

###### 6.3.8 TRESemme

###### 6.3.9 Clariant Natural Ingredients

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### 6.3.10 Scandinavian Biolabs

## 7 MARKET OPPORTUNITIES AND FUTURE TRENDS

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