

Asia Pacific 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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AVAILABLE LICENSES:

- Single User Price \$3000.00
- Site Price \$4000.00
- Enterprise Price \$5000.00

Report description:

The Asia Pacific hair wig market is expected to grow from US\$ 922.50 million in 2022 to US\$ 1,411.05 million by 2030. It is estimated to grow at a CAGR of 5.5% from 2022 to 2030.

Increased Promotion of Hair Wigs on Social Media Fuel Asia Pacific 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. Moreover, the growing adoption of hair wigs by famous Hollywood and social media celebrities, especially in emerging countries such as China and India, influences viewers to use wigs to create looks inspired by these celebrities. 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 Asia Pacific hair wig market in the coming years.

Asia Pacific Hair Wig Market Overview

The Asia Pacific hair wig market is segmented into China, India, Japan, South Korea, and Australia. An increasing number of people facing hair loss in India, China, and Japan due to stress, auto-immune diseases (Alopecia), pollution, fungal infections, cancer,

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hormonal imbalance, and Polycystic Ovary Syndrome (POS) is propelling the demand for hair wig as a solution for an appearance enhancement. Advancements in wig manufacturing techniques and materials have resulted in better quality, realistic-looking wigs, attracting consumers to opt for them. Evergreen Products Group Ltd, Henan Ruimei Products Co Ltd, Artnature Co Ltd, and Lordhair Co Ltd are among the key manufacturers that dominate the Asia Pacific hair wig market. Further, these leading manufacturers in the region are continuously looking forward to expanding their presence in the market.

Asia Pacific Hair Wig Market Revenue and Forecast to 2030 (US\$ Million)

Asia Pacific Hair Wig Market Segmentation

The Asia Pacific hair wig market is segmented into type, end user, distribution channel and country.

Based on type, the Asia Pacific hair wig market is bifurcated into hair and synthetic hair. The synthetic hair segment held a larger share of the Asia Pacific hair wig market in 2022.

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

Based on distribution channel, the Asia Pacific specialty stores, online retail, and others. The specialty stores segment held the largest share of the Asia Pacific hair wig market in 2022.

Based on country, the Asia Pacific hair wig market is segmented into the Australia, China, India, Japan, South Korea, and the Rest of Asia Pacific. The Rest of Asia Pacific dominated the Asia Pacific hair wig market in 2022.

Evergreen Products Group Ltd, HairUWear Inc, Henan Ruimei Products Co Ltd, Artnature Co Ltd, Lordhair Co Ltd, Papillon Hair World, UniWigs Inc, and Indique Hair LLC are some of the leading companies operating in the Asia Pacific hair wig market.

Table of Contents:

TABLE OF 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. Asia Pacific Hair Wig Market Landscape
 - 4.1 Market Overview
 - 4.2 Porter's Five Forces Analysis
 - 4.2.1 Bargaining Power of Suppliers
 - 4.2.2 Bargaining Power of Buyers
 - 4.2.3 Threat of New Entrants
 - 4.2.4 Intensity of Competitive Rivalry
 - 4.2.5 Threat of Substitutes
 - 4.3 Ecosystem Analysis
 - 4.3.1 List of Vendors in the Value Chain
 - 4.3.1.1 List of Hair Wig Raw Material Suppliers
 - 4.3.1.2 List of Hair Wig Manufacturers and Distributors

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- 5. Asia Pacific 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 - Asia Pacific Market Analysis
 - 6.1 Asia Pacific Hair Wig Market Revenue (US\$ Million), 2020 - 2030
 - 6.2 Asia Pacific Hair Wig Market Forecast and Analysis
- 7. Asia Pacific 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. Asia Pacific 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. Asia Pacific 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. Asia Pacific Hair Wig Market - Country Analysis
 - 10.1 Asia Pacific Hair Wig Market
 - 10.1.1 Overview
 - 10.1.2 Asia Pacific Hair Wig Market, By Key Country- Revenue 2022 (US\$ Million)
 - 10.1.3 Asia Pacific Hair Wig Market Breakdown by Country
 - 10.1.3.1 Australia Hair Wig Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.3.1.1 Australia Hair Wig Market Breakdown by Type
 - 10.1.3.1.2 Australia Hair Wig Market Breakdown by End User
 - 10.1.3.1.3 Australia Hair Wig Market Breakdown by Distribution Channel

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- 10.1.3.2 China Hair Wig Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.3.2.1 China Hair Wig Market Breakdown by Type
 - 10.1.3.2.2 China Hair Wig Market Breakdown by End User
 - 10.1.3.2.3 China Hair Wig Market Breakdown by Distribution Channel
- 10.1.3.3 India Hair Wig Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.3.3.1 India Hair Wig Market Breakdown by Type
 - 10.1.3.3.2 India Hair Wig Market Breakdown by End User
 - 10.1.3.3.3 India Hair Wig Market Breakdown by Distribution Channel
- 10.1.3.4 Japan Hair Wig Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.3.4.1 Japan Hair Wig Market Breakdown by Type
 - 10.1.3.4.2 Japan Hair Wig Market Breakdown by End User
 - 10.1.3.4.3 Japan Hair Wig Market Breakdown by Distribution Channel
- 10.1.3.5 South Korea Asia Pacific Hair Wig Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.3.5.1 South Korea Asia Pacific Hair Wig Market Breakdown by Type
 - 10.1.3.5.2 South Korea Asia Pacific Hair Wig Market Breakdown by End User
 - 10.1.3.5.3 South Korea Asia Pacific Hair Wig Market Breakdown by Distribution Channel
- 10.1.3.6 Rest of Asia Pacific Hair Wig Market Revenue and Forecasts To 2030 (US\$ Million)
 - 10.1.3.6.1 Rest of Asia Pacific Hair Wig Market Breakdown by Type
 - 10.1.3.6.2 Rest of Asia Pacific Hair Wig Market Breakdown by End User
 - 10.1.3.6.3 Rest of Asia Pacific Hair Wig Market Breakdown by Distribution Channel
- 11. Competitive Landscape
 - 11.1 Heat Map Analysis- By Key Players
- 11.2 Company Positioning & Concentration
- 12. Industry Landscape
 - 12.1 Overview
 - 12.2 Market Initiative
 - 12.3 New Product Development
 - 12.4 Merger and Acquisition
- 13. Company Profiles
 - 13.1 Evergreen Products Group Ltd
 - 13.1.1 Key Facts
 - 13.1.2 Business Description
 - 13.1.3 Products and Services
 - 13.1.4 Financial Overview
 - 13.1.5 SWOT Analysis
 - 13.1.6 Key Developments
 - 13.2 HairUWear Inc
 - 13.2.1 Key Facts
 - 13.2.2 Business Description
 - 13.2.3 Products and Services
 - 13.2.4 Financial Overview
 - 13.2.5 SWOT Analysis
 - 13.2.6 Key Developments
 - 13.3 Henan Ruimei Products Co Ltd
 - 13.3.1 Key Facts
 - 13.3.2 Business Description
 - 13.3.3 Products and Services

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- 13.3.4 Financial Overview
- 13.3.5 SWOT Analysis
- 13.3.6 Key Developments
- 13.4 Artnature Co Ltd
- 13.4.1 Key Facts
- 13.4.2 Business Description
- 13.4.3 Products and Services
- 13.4.4 Financial Overview
- 13.4.5 SWOT Analysis
- 13.4.6 Key Developments
- 13.5 Lordhair Co Ltd
- 13.5.1 Key Facts
- 13.5.2 Business Description
- 13.5.3 Products and Services
- 13.5.4 Financial Overview
- 13.5.5 SWOT Analysis
- 13.5.6 Key Developments
- 13.6 Papillon Hair World
- 13.6.1 Key Facts
- 13.6.2 Business Description
- 13.6.3 Products and Services
- 13.6.4 Financial Overview
- 13.6.5 SWOT Analysis
- 13.6.6 Key Developments
- 13.7 UniWigs Inc
- 13.7.1 Key Facts
- 13.7.2 Business Description
- 13.7.3 Products and Services
- 13.7.4 Financial Overview
- 13.7.5 SWOT Analysis
- 13.7.6 Key Developments
- 13.8 Indique Hair LLC
- 13.8.1 Key Facts
- 13.8.2 Business Description
- 13.8.3 Products and Services
- 13.8.4 Financial Overview
- 13.8.5 SWOT Analysis
- 13.8.6 Key Developments
- 14. Appendix

Asia Pacific 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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