

Europe 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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AVAILABLE LICENSES:

- Single User Price \$3550.00
- Site Price \$4550.00
- Enterprise Price \$5550.00

Report description:

The Europe hair extension market was valued at US\$ 1,164.61 million in 2022 and is expected to reach US\$ 1,670.85 million by 2030; it is estimated to grow at a CAGR of 4.6% from 2022 to 2030.

Increasing Disposable Income and Changing Living Standards of Middle-Class Population fuel the Europe Hair Extension Market

The global middle-class population, the next potential consumer segment for the personal care and cosmetic industry, has surged significantly. The shopping behavior and living standards of the middle-class population are changing rapidly with the increase in per capita disposable income. In the current market scenario, the number of consumers visiting branded salons is more significant than ever, owing to their proactive search for branded products, including hair care and skincare products. Such consumers are often primary targets for consumer-focused businesses because of their discretionary spending power.

According to the World Data Lab projections, the middle-class population drives demand for various products including beauty and hair products in the global economy. They are expected to fuel the industry growth owing to rising per capita income. A noticeable change in middle-class spending patterns will affect the Europe hair extension market. The rise in disposable income in the middle-class population has changed their shopping behavior and living standards, affecting the grooming market. Thus, such factors are driving the demand for hair extensions.

Europe Hair Extension Market Overview

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The Europe hair extension market is segmented into Germany, France, the UK, Italy, Russia, and the Rest of Europe. The western part of Europe is known for its better living standards, with people displaying a higher income level. It is one of the wealthiest regions on the European continent, with more per capita GDP than the others. Hair extensions display incremented growth in these parts. The presence of a manufacturing hub and the growing demand for hair extension from consumers in the region will positively impact the market growth. Apart from this, the UK, France, and Germany are among the leading hair extension markets in the continent. The countries are experiencing a growing demand for hair extension due to increasing disposable incomes and urbanization. Besides, the demand for hair extension has increased among consumers due to the rising popularity of hair goods such as fashion accessories.

Europe Hair Extension Market Revenue and Forecast to 2030 (US\$ Million)

Europe Hair Extension Market Segmentation

The Europe hair extension market is segmented based on product type, source, distribution channel, and country. Based on product type, the Europe 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 Europe 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 Europe 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 Europe hair extension market is segmented into Germany, the UK, France, Italy, Russia, and the Rest of Europe. The Rest of Europe dominated the Europe hair extension market share in 2022.

Balmain Hair Group BV, Great Lengths SpA, Evergreen Products Group Ltd, Socap USA Inc, and Barclay Wolf Ltd are some of the leading companies operating in the Europe hair extension 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 Insights
 - 2.2 Market Attractiveness
- 3. Research Methodology
 - 3.1 Coverage
 - 3.2 Secondary Research
 - 3.3 Primary Research
- 4. Europe Hair Extension Market Landscape
 - 4.1 Overview
 - 4.2 PEST Analysis
 - 4.2.1 Europe

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- 4.3 Expert Opinion
- 5. Europe Hair Extension Market - Key Industry Dynamics
 - 5.1 Market Drivers
 - 5.1.1 Growth of the Personal Care and Beauty Industry
 - 5.1.2 Increasing Disposable Income and Changing Living Standards of Middle-Class Population
 - 5.2 Market Restraints
 - 5.2.1 Hair Damage Concerns Surrounding Hair Extensions
 - 5.3 Market Opportunities
 - 5.3.1 Growing Utilization of Hair Extension in Entertainment and Fashion Industry
 - 5.4 Future Trends
 - 5.4.1 Increased Promotion of Hair Extensions on social media
 - 5.5 Impact of Drivers and Restraints:
- 6. Hair Extension Market - Europe Market Analysis
 - 6.1 Hair Extension Market Revenue (US\$ Million), 2022 - 2030
 - 6.2 Hair Extension Market Forecast and Analysis
- 7. Europe Hair Extension Market Analysis - Product Type
 - 7.1 Overview
 - 7.2 Hair Extension Market, by Product Type (2022 and 2030)
 - 7.3 Tape-in
 - 7.3.1 Overview
 - 7.3.2 Tape-in Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.4 Fusion and Pre-bonded
 - 7.4.1 Overview
 - 7.4.2 Fusion and Pre-bonded Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.5 Clip-in
 - 7.5.1 Overview
 - 7.5.2 Clip-in Market Revenue and Forecast to 2030 (US\$ Million)
 - 7.6 Others
 - 7.6.1 Overview
 - 7.6.2 Others Market Revenue and Forecast to 2030 (US\$ Million)
- 8. Europe Hair Extension Market Analysis - Source
 - 8.1 Overview
 - 8.2 Hair Extension Market, by Source (2022 and 2030)
 - 8.3 Human Hair
 - 8.3.1 Overview
 - 8.3.2 Human Hair Market Revenue and Forecast to 2030 (US\$ Million)
 - 8.4 Synthetic Hair
 - 8.4.1 Overview
 - 8.4.2 Synthetic Hair Market Revenue and Forecast to 2030 (US\$ Million)
- 9. Europe Hair Extension Market Analysis - Distribution Channel
 - 9.1 Overview
 - 9.2 Hair Extension Market, by Distribution Channel (2022 and 2030)
 - 9.3 Supermarkets and Hypermarkets
 - 9.3.1 Overview
 - 9.3.2 Supermarkets and Hypermarkets Market Revenue, and Forecast to 2030 (US\$ Million)
 - 9.4 Specialty Stores
 - 9.4.1 Overview

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9.4.2 Specialty Stores Market Revenue, and Forecast to 2030 (US\$ Million)	
9.5 Online Retail	
9.5.1 Overview	
9.5.2 Online Retail Market Revenue, and Forecast to 2030 (US\$ Million)	
9.6 Others	
9.6.1 Overview	
9.6.2 Others Market Revenue, and Forecast to 2030 (US\$ Million)	
10. Europe Hair Extension Market - Country Analysis	
10.1 Europe	
10.1.1 Europe Hair Extension Market Overview	
10.1.2 Europe Hair Extension Market Revenue and Forecasts and Analysis - By Countries	
10.1.2.1 Hair Extension Market Breakdown by Country	
10.1.2.2 Germany Hair Extension Market Revenue and Forecasts to 2030 (US\$ Mn)	
10.1.2.2.1 Germany Hair Extension Market Breakdown by Product Type	
10.1.2.2.2 Germany Hair Extension Market Breakdown by Source	
10.1.2.2.3 Germany Hair Extension Market Breakdown by Distribution Channel	
10.1.2.3 France Hair Extension Market Revenue and Forecasts to 2030 (US\$ Mn)	
10.1.2.3.1 France Hair Extension Market Breakdown by Product Type	
10.1.2.3.2 France Hair Extension Market Breakdown by Source	
10.1.2.3.3 France Hair Extension Market Breakdown by Distribution Channel	
10.1.2.4 Italy Hair Extension Market Revenue and Forecasts to 2030 (US\$ Mn)	
10.1.2.4.1 Italy Hair Extension Market Breakdown by Product Type	
10.1.2.4.2 Italy Hair Extension Market Breakdown by Source	
10.1.2.4.3 Italy Hair Extension Market Breakdown by Distribution Channel	
10.1.2.5 UK Hair Extension Market Revenue and Forecasts to 2030 (US\$ Mn)	
10.1.2.5.1 UK Hair Extension Market Breakdown by Product Type	
10.1.2.5.2 UK Hair Extension Market Breakdown by Source	
10.1.2.5.3 UK Hair Extension Market Breakdown by Distribution Channel	
10.1.2.6 Russia Hair Extension Market Revenue and Forecasts to 2030 (US\$ Mn)	
10.1.2.6.1 Russia Hair Extension Market Breakdown by Product Type	
10.1.2.6.2 Russia Hair Extension Market Breakdown by Source	
10.1.2.6.3 Russia Hair Extension Market Breakdown by Distribution Channel	
10.1.2.7 Rest of Europe Hair Extension Market Revenue and Forecasts to 2030 (US\$ Mn)	
10.1.2.7.1 Rest of Europe Hair Extension Market Breakdown by Product Type	
10.1.2.7.2 Rest of Europe Hair Extension Market Breakdown by Source	
10.1.2.7.3 Rest of Europe Hair Extension Market Breakdown by Distribution Channel	
11. Competitive Landscape	
11.1 Heat Map Analysis- By Key Players	
12. Company Profiles	
12.1 Balmain Hair Group BV	
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 Great Lengths SpA	

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- 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 Evergreen Products Group 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 Socap USA Inc
- 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 Barclay Wolf 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

**Europe 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,
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