

Hair Extensions Market By Type (Synthetic Hair Extension, Human Hair Extension, Animal Hair Extension), By Fitting Type (Clip-In, Micro Link, Tape-In, Glue-In), By Distribution Channel (Retail Stores, Super Markets, E-Commerce), By End Use (Professional, Personal): Global Opportunity Analysis and Industry Forecast, 2021-2031

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Report description:

The Hair Extensions market size was \$2,877.8 million in 2021 and is expected to reach \$6,299.7 million by 2031, registering a CAGR of 8.2% from 2022 to 2031.????

Human, synthetic, or animal hair extensions are a form of hair used to lengthen, thicken, or color natural hair. They are firmly bonded to the scalp. Some extensions extend for up to a full year before they stop, while others do not. Because of their complimentary color and texture, hair extensions blend in with hair. These are created by the stylist and can be altered to suit the needs of the client. The report's scope includes all three forms of hair extensions: human, synthetic, and animal. The study considers retail items for personal and professional usage sold by e-commerce, business websites, retail locations, and supermarkets. There are many players in the hair extensions market such as Mayvenn, So Cap USA, Shake-N-Go, Inc, Hairdreams Haarhandels GmbH, Beauty Industry Group Inc, Jon Renaum, Evergreen Products Group Limited, Hairlux, Hairlocs, Balmain Hair Couture, SalonLabs Exports India Pvt Limited, The Gorgeous Hair, Great Lengths S.p.A Societa Benefit, Locks & Bonds, and Perfect Locks LLC.???

The?hair extensions market is expected to witness?growth owing to?an increase in?adoption of human hair, as its?cuticles are intact unlike those of the majority of non-human hair extensions.?Thus, it is thought to be?of?the highest quality hair extensions material?available in?the market. India is a significant supplier of human hair to markets abroad, notably those in the U.S. The appeal of Indian hair for the integration of artificial hair in the country is shown by the presence of Indian businesses there.???? Moreover,?the rise in?prevalence of hair loss fuels?the demand for hair extensions. People use extensions to hide their hair

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damage issues. According to the surveyed data presented by the National Alopecia Areata Foundation, as of 2020, a total of 6.8 million U.S. population suffered from alopecia areata, a hair loss disease. Moreover, in terms of ages and demographics, women of all ages use hair extensions for a variety of reasons. The main age group is between 35 and 44, 45 and 54, those over 45 account for 45% of the market share.

The North America hair extensions market had a major share in 2021 and is projected to grow significantly during the forecast period, owing to its significant research and development capabilities and well-developed infrastructure, the area is expected to contribute the most money to the global market during the forecasted period. Due to consumers' increased expenditure on hair care and their concern for their appearance, the demand for hair extensions is rising in North America. Additionally, the region's growing craze for Halloween merchandise leads to extensive use of hair accessories in a variety of costumes, which further fuels the expansion of the sector there.

However, the growth of the hair extensions industry is expected to be constrained by the increased prevalence of headaches after wearing the hair extensions and breakage brought on by them. In addition, people spend a lot of effort attaching their extensions to the roots of their head. Such a factor is likely to limit the demand for the product.

The hair extensions market is segmented on the basis of type, fitting type, distribution channel, end use, and region. By type, the hair extensions market is classified into synthetic hair extensions, human hair extensions, and animal hair extensions. By fitting type, the market is classified into clip in, micro link, tape in, and glue in. By distribution channel, the market is segmented into retail stores, supermarkets, and e-commerce. By end use, the market is categorized into professional and personal. Region wise, it is analyzed across North America (U.S., Canada, Mexico), Europe (Germany, UK, France, Italy, Belgium, Russia, Netherlands, Spain, and rest of Europe), Asia-Pacific (China, Japan, India, Australia, South Korea, Thailand, Indonesia, Rest of Asia-Pacific), and LAMEA (Brazil, Argentina, UAE, Saudi Arabia, Chile, Turkey, South Africa, and rest of LAMEA).

The major players operating in the market focus on key market strategies, such as mergers, product launches, acquisitions, collaborations, and partnerships. They have been also focusing on strengthening their market reach to maintain their goodwill in the ever-competitive market. Some of the key players in the hair extensions market include Mayvenn, So Cap USA, Shake-N-Go, Inc, Hairdreams Haarhandels GmbH, Beauty Industry Group Inc, Jon Renaum, Evergreen Products Group Limited, Hairlux, Hairlocs, Balmain Hair Couture, SalonLabs Exports India Pvt Limited, The Gorgeous Hair, Great Lengths S.p.A Societa Benefit, Locks & Bonds, and Perfect Locks LLC.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the hair extensions market analysis from 2021 to 2031 to identify the prevailing hair extensions market opportunities.
- The market research is offered along with information related to key drivers, restraints, and opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.
- In-depth analysis of the hair extensions market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes the analysis of the regional as well as global hair extensions market trends, key players, market segments, application areas, and market growth strategies.

Key Market Segments

By Type

- Synthetic Hair Extension
- Human Hair Extension
- Animal Hair Extension

By End Use

- Professional
- Personal

By Fitting Type

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- Clip-In
- Micro Link
- Tape-In
- Glue-In

By Distribution Channel

- Retail Stores
- Super Markets
- E-Commerce

By Region

- North America
- U.S.
- Canada
- Mexico
- Europe
- Germany
- UK
- France
- Italy
- Belgium
- Russia
- Netherlands
- Spain
- Rest of Europe
- Asia-Pacific
- China
- Japan
- India
- Australia
- South Korea
- Thailand
- Indonesia
- Rest of Asia-Pacific
- LAMEA
- Brazil
- Argentina
- UAE
- Saudi Arabia
- Chile
- Turkey
- South Africa
- Rest of LAMEA
- Key Market Players
- Jon Renau
- Hairlocs
- Hairdreams Haarhandels GmbH
- So Cap USA
- Shake-N-Go, Inc

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- Mayvenn
- Hairlux
- Balmain Hair Couture
- Beauty Industry Group Inc
- The Gorgeous Hair
- Evergreen Products Group Limited
- SalonLabs Exports India Pvt Limited
- Great Lengths S.p.A Societa Benefit
- Perfect Locks LLC
- Locks & Bonds

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