

## **Global Hair Wigs & Extensions Market - Focused Insights 2024-2029**

Market Report | 2024-11-26 | 173 pages | Arizton Advisory & Intelligence

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### **Report description:**

The global hair wigs and extension market is expected to grow at a CAGR of 6.68% from 2023 to 2029.

### **RECENT VENDOR ACTIVITIES**

- In 2023, Great Lengths, a key vendor introduced a new range of eco-friendly hair extensions made from 100% ethically sourced human hair. This launch emphasized sustainability and set a new industry standard for responsible production. The move appealed to environmentally conscious consumers and pressured competitors to adopt ethical sourcing practices, thereby shifting the market focus toward more sustainable offerings.
- In 2023, HairUWear launched its Tru2Life heat-friendly synthetic hair extensions, which can be styled with heat tools without damaging the fibers. This innovation expanded the functionality of synthetic hair, making it more appealing to consumers who value versatility. The development pushed other players to enhance their synthetic offerings, increasing competition in this segment of the market.

### **KEY TAKEAWAYS**

- **Market Growth:** The global hair wigs and extension market was valued at USD 8.08 billion in 2023 and is projected to reach USD 11.91 billion by 2029, growing at a CAGR of 6.68% during the forecast period.
- **By Product Type:** The hair extensions segment holds the largest market share of over 53%. The growth is driven by their customization to the desired length and volume.
- **By Hair Type:** The synthetic hair segment shows the highest growth of 7.36%, due to its cost-benefit than human hair.
- **By Distribution Channel:** The online stores segment dominates and has the largest market share and shows the highest growth due to the ease of accessibility and convenience.
- **By End-User:** The individual consumer segment accounted for the largest market share. The growth is driven by individuals trying personal style enhancement, addressing hair loss or thinning, and experimenting with new looks.
- **By Geography:** North America dominates the global hair wigs and extension market share due to the popularization of the use of

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hair wigs and extensions as cultural and gender expression tools and hair protection methods by individuals

-□Growth Factor: The global hair wigs and extension market is set to grow due to increasing hair fall among men & women and growing demand for false hair as a beauty accessory.

## MARKET TRENDS & DRIVERS

### Rising Demand For Natural-Looking Hair Wigs & Extensions

In recent years, there has been a significant shift in consumer preferences toward hair wigs and extensions that closely resemble the texture, color, and movement of natural hair. The market is evolving beyond traditional synthetic wigs, which often have an artificial sheen and rigid texture, to more advanced products made from high-quality human hair or synthetic fibers engineered to imitate natural strands. This demand is fueled by various factors, including the rising popularity of social media influencers and celebrities who often showcase flawless, natural-looking hair. Consumers now seek undetectable solutions, whether for fashion purposes, protective styling, or medical conditions such as alopecia or chemotherapy-related hair loss. Moreover, technological improvements in hair dyeing and styling processes have enhanced the realism of synthetic wigs and extensions. Brands are increasingly investing in R&D to create fibers that not only look natural but also behave like human hair, allowing for more flexibility in heat styling, coloring, and everyday wear. As awareness of these improved product qualities spreads, consumers are more willing to invest in premium options. This trend is further supported by a shift in cultural norms, where wearing wigs and extensions has become more mainstream and accepted as part of regular grooming and styling practices, allowing for a more natural and confident appearance.

### Growing Demand For Personalization & Customization

The global hair wigs and extensions market is seeing a surge in demand for personalized and customized products, driven by consumers' desire for unique, tailor-made hair solutions that align with their individual style preferences and specific requirements. With an increasingly diverse customer base that spans across ethnicities, hair textures, and styling preferences, brands are offering a wider range of customizable options. Consumers now expect the ability to select the hair color, length, texture, density, and even hairline construction that best suits their look. This customization trend is particularly strong among younger generations, who often seek to experiment with their hair while maintaining a distinct personal style. The rise of digital tools, such as virtual try-on platforms and online consultations, has revolutionized the shopping experience by enabling customers to preview how different wigs or extensions will look on them before making a purchase. This not only boosts confidence in purchasing decisions but also reduces the likelihood of returns. Additionally, brands are adopting direct-to-consumer models, where customers can order bespoke products from the comfort of their homes. The ability to tailor wigs to specific head shapes, preferences, or medical needs is particularly appealing to customers with sensitive scalps or those undergoing medical treatments.

### Increasing Hair Fall Among Men & Women

Hair fall, a common issue affecting both men and women globally, has become one of the key drivers of the hair wigs and extensions market. Factors such as stress, hormonal changes, aging, genetic predisposition, and environmental pollution contribute to this growing problem. For men, androgenetic alopecia (male pattern baldness) remains a significant cause of hair loss, affecting nearly 50% of men by the age of 50. Similarly, women experience hair thinning due to conditions like telogen effluvium, postpartum hair loss, and menopause-related hormonal shifts. With hair being a critical aspect of self-esteem and identity, the increasing prevalence of hair loss has driven individuals to seek solutions that restore a natural appearance. Wigs and extensions provide an effective, non-invasive alternative to hair transplant surgeries or medical treatments, offering immediate results without the risk of side effects. The affordability and accessibility of high-quality hair products have made them a popular choice for those suffering from hair loss. Additionally, the stigma surrounding hair wigs has diminished over time, with

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more people opting for these products to enhance their appearance or regain their confidence. As awareness of the psychological impact of hair loss grows, the demand for wigs and extensions is expected to continue rising, especially among individuals looking for practical, aesthetically pleasing solutions.

## INDUSTRY RESTRAINTS

### Rising Expenses Associated With Branding And Manufacturing

The hair wigs and extensions industry is facing rising costs associated with branding, marketing, and manufacturing, which pose significant challenges to profitability and market growth. With increasing competition, particularly from online platforms and global brands, companies are compelled to invest heavily in marketing and brand differentiation to capture consumer attention. This includes celebrity endorsements, influencer partnerships, and social media campaigns, all of which require substantial financial resources. As a result, smaller or emerging brands often struggle to keep up with the spending power of larger, well-established companies, making it difficult to gain market share. In addition to marketing expenses, manufacturing costs have also risen due to supply chain disruptions and the increasing cost of raw materials. Human hair, for instance, has become a more expensive commodity due to its growing demand and the complex processes involved in collecting and processing it. Synthetic fibers, although less expensive than human hair, require advanced technologies to ensure they mimic the look and feel of natural hair, further adding to production costs. Labor costs have also increased, particularly in countries where these products are manufactured, contributing to overall rising expenses.

## SEGMENTATION INSIGHTS

### INSIGHTS BY PRODUCT TYPE

Based on the product type, the hair extensions segment holds the largest segmental share of over 53% in the global hair wigs and extension market. Hair extensions are strands of human or synthetic hair that can be attached to the existing hair for grooming and functional purposes. The primary applications of hair extensions include enhancing the length and volume of existing hair. Also, several consumers use colored extensions that look like colored streaks, which eliminates the need for coloring natural hair. This acceptance of hair extensions can be attributed to the influence of several global celebrities in the fashion and entertainment industry, thus helping segmental growth.

The global hair extensions market by end-use was dominated by the lengthening and volumizing segment. The demand for lengthening and volumizing hair extensions is driven by consumers seeking to enhance their natural hair volume and length without waiting for natural growth. This allows consumers to achieve fuller, longer hair instantly, which would otherwise take months or even years to grow naturally. This segment is popular among individuals with thin or fine hair, as well as those experiencing hair thinning or loss, as extensions can instantly provide a thicker appearance.

#### By Product Type

- Hair Extensions
  - o□ By End-use
    - o□ Lengthening and Volumizing
    - o□ Coloring
    - o□ Styling
    - o□ Fitting Type
      - o□ Clip-in
      - o□ Micro Link
      - o□ Tape-in

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- o□Glue-in
- o□By Hair Type
- o□Human
- o□Synthetic
- Hair Wigs
- o□By End-use
- o□Leisure
- o□Beautification
- o□Functional
- o□Cap Type
- o□Monofilament
- o□Lace
- o□Hair Type
- o□Human
- o□Synthetic
- Toupee
- o□Gender
- o□Men
- o□Women
- o□Hair Type
- o□Human
- o□Synthetic

#### INSIGHTS BY HAIR TYPE

The global hair wigs and extension market by hair type is segmented into human hair and synthetic hair. The synthetic hair segment shows significant growth, with the fastest-growing CAGR of 7.36% during the forecast period. Synthetic hair is made from mono or poly filament fibers, acrylic or nylon, and polyester to resemble human hair and is used to manufacture both hair wigs and extensions. The price of wigs and extensions made from synthetic hair is lower than products manufactured using human hair. Therefore, synthetic hair wigs and extensions are affordable. The segment is growing as they are easier to handle than human hair wigs. Synthetic hair fibers can retain hair styling, and therefore, synthetic hair wigs can be washed and used in different weather conditions. Synthetic hair wigs, extensions, and hairpieces are less expensive than human hair wigs, extensions, and hairpieces, which allows users to try multiple sets of hair wigs of various colors and styles.

- By Hair Type
- o□Human Hair
- o□Synthetic Hair

#### INSIGHTS BY DISTRIBUTION CHANNEL

The global hair wigs and extension market by distribution channel is categorized into online stores and retail stores. The online stores segment dominates with the largest market share and shows the highest growth during the forecast period. Online stores offer a variety of options from several manufacturing houses and resellers. Many avid users of e-tailing services prefer to purchase wigs or extensions online due to the ease of accessibility and convenience of these channels. Some vendors offer YouTube video tutorials to help beginners with the proper handling and use of hair wigs or extensions. Also, the prices of wigs and extensions are usually lower on online platforms than those in retail stores because of the discounts that vendors offer to promote their products. These factors also drive the sales of hair wigs and extensions in online channels.

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#### - By Distribution Channel

- o Online Stores
- o Retail Stores

#### INSIGHTS BY END-USER

Based on the end-user, the individual consumer segment accounted for the largest share of the global hair wigs and extension market. Individual consumers seek hair wigs and extensions for various reasons, including personal style enhancement, addressing hair loss or thinning, and experimenting with new looks without committing to permanent changes. This diversity drives demand for a wide range of products catering to different preferences. The growth of social media platforms has significantly impacted individual consumer preferences, as influencers and beauty enthusiasts showcase various hairstyles and products. This trend encourages consumers to purchase wigs and extensions to emulate their favorite looks, driving sales in this segment.

#### - By End-User

- o Individual Consumers
- o Entertainment & Fashion Industry

#### GEOGRAPHICAL ANALYSIS

North America dominates the global hair wigs and extension market share. The use of hair wigs and extensions as cultural and gender expression tools and hair protection methods by individuals from diverse communities in the region has popularized their adoption in recent years. In North America, there has been a significant rise in demand for wigs made from both human and synthetic hair. Theater and movie actors typically use wigs made of human hair for their performances. Moreover, fashion show organizers stock up on wigs of various styles and colors, which can be reused by models in different shows.

The APAC region shows the highest growth in the global hair wigs and extension market. The region is seeing a surge in demand for hair wigs and extensions due to rising disposable incomes and growing fashion consciousness among consumers, particularly in countries like China, South Korea, Japan, India, and Australia. Diverse cultural backgrounds across the APAC region contribute to the perception of wigs and extensions as both beauty enhancements and practical solutions, with many using them for aesthetic purposes and hair loss treatments.

#### By Geography

##### - North America

- o US
- o Canada

##### - APAC

- o China
- o India
- o Japan
- o Australia
- o South Korea

##### - Europe

- o UK
- o Germany
- o France

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- o Italy
- o Spain
- Middle East & Africa
- o UAE
- o South Africa
- o Nigeria
- Latin America
- o Mexico
- o Brazil
- o Argentina

## VENDOR LANDSCAPE

The global hair wigs and extension market report consists of exclusive data on 25 vendors. The market is currently intensifying with global and domestic players offering a diverse range of products. Manufacturers have been introducing new products according to the prevailing fashion trends. However, such measures have not fueled the demand for hair wigs and extensions as new trends showcased by celebrities on social media are one of the primary growth drivers for the market. Godrej, Klix Hair Extensions, Great Lengths, and Evergreen Product Group are leading the market. Furthermore, companies with substantial financial resources can develop innovative products and source better-quality hair, which can pose a threat to competitors and make their products and services non-competitive and even obsolete before they can recover the promotional and commercialization costs.

### Key Vendors

- Godrej
- Klix Hair Extensions
- Great Lengths
- Evergreen Product Group

### Other Prominent Vendors

- Nish Hair
- Locks & Bonds
- Donna Bell Hair
- SO.CAP.USA
- Indique Hair
- hairtalk extensions
- Racoon International
- Balmain Hair Group
- Shake-N-Go
- Paula Young
- Vin Hair Vendor
- Ruimei Hair Products
- Hairlocs
- Krisoriginals
- Platinum Seamless
- Cinderella Hair

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- Artnature
- Aderans
- Fnlonglocks Hair Extensions
- easihair pro
- Hair Visions International

#### KEY QUESTIONS ANSWERED:

- 1.□How big is the global hair wigs and extension market?
- 2.□What are the latest trends in the global hair wigs and extension market?
- 3.□Which end-user provides more business opportunities in the global hair wigs and extension market?
- 4.□Who are the key players in the global hair wigs and extension market?
- 5.□Which product type has the largest share in the global hair wigs and extension market?

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- Abbreviations
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