

Alopecia Treatment (Hair Loss) - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-08-01 | 114 pages | Mordor Intelligence

AVAILABLE LICENSES:

- Single User License \$4750.00
- Team License (1-7 Users) \$5250.00
- Site License \$6500.00
- Corporate License \$8750.00

Report description:

Alopecia Treatment (Hair Loss) Market Analysis

The alopecia treatment market size reached USD 3.67 billion in 2025 and is projected to advance to USD 4.80 billion by 2030, translating to a 5.52% CAGR. This expansion reflects growing clinical adoption of precision immunomodulation, regenerative medicine, and home-use devices that move care beyond the historic minoxidil-finasteride paradigm. Three oral JAK inhibitors now hold regulatory approval for severe alopecia areata, opening a therapeutic avenue for roughly 700,000 previously underserved U.S. patients. Venture-backed start-ups have also introduced mitochondrial metabolism modulators and intradermal biologics that target follicular stem-cell pathways. Digital health ties these innovations together: AI-guided scalp imaging, tele-consultations, and e-pharmacy fulfillment shorten diagnostic cycles and improve adherence, particularly among younger consumers.

Global Alopecia Treatment (Hair Loss) Market Trends and Insights

Surge In Rx Approvals of JAK Inhibitors & Novel Topicals

Successive approvals of baricitinib, ritlecitinib, and deutuxolitinib have reset therapeutic expectations for autoimmune alopecia. Pivotal trials showed that 30% of adults achieved at least 80% scalp hair coverage within 24 weeks, a milestone unreachable with corticosteroids or topical immunotherapy. Patent coverage through 2034-2041 protects first movers and encourages additional indications such as cicatricial alopecia. Reimbursement frameworks in the United States, Canada, and major EU states now recognize severe alopecia areata as a medical-not cosmetic-condition, improving access and expanding the alopecia treatment

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scottis-international.com

www.scottis-international.com

market. Manufacturers project that oral JAK inhibitors could capture 15-20% of the severe alopecia segment within five years.

AI-Driven Personalised Diagnostics & Treatment Planning

AI-enabled scalp-image analysis replaces subjective grading with pixel-level quantification. In a 470,000-image training set, an FDA-listed platform produced 77.7% better hair-growth outcomes by matching patients to optimal regimens and tracking compliance. Clinics integrate these tools with genetic and hormonal panels, creating curated protocols that cut costly trial-and-error cycles. Venture investments exceeding USD 50 million highlight confidence that algorithmic decision support will become standard within three years, particularly in tele-dermatology networks that serve rural areas.

Adverse-Event Concerns (Sexual, Systemic, Immune)

The FDA recorded 32 adverse-event reports tied to compounded topical finasteride, including persistent erectile dysfunction and mood disorders, prompting warning letters and heightened pharmacy oversight. Oral JAK inhibitors carry boxed warnings for infections and cardiovascular risks, leading some clinicians to favor topical or injectable alternatives in lower-risk populations. These safety profiles increase counseling time and may delay initiation, tempering growth in the alopecia treatment market.

Other drivers and restraints analyzed in the detailed report include:

Rise of Regenerative Therapies (PRP, Stem-Cells, Exosomes) / Rapid Uptake of Low-Level-Laser and At-Home Devices / High Procedure Cost & Limited Insurance Coverage /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Androgenic alopecia maintained 37.23% of alopecia treatment market share in 2024, anchored by lifelong prevalence and the availability of low-cost minoxidil and generic finasteride. The alopecia treatment market size for this segment is set to expand steadily as legacy products remain first-line therapy. Yet disruption is imminent. Pelage Pharmaceuticals' PP405 increased non-vellus hair counts sixfold in early trials by targeting mitochondrial pyruvate carriers, attracting USD 14 million from strategic investors. Alopecia totalis, benefiting from the same JAK class that revolutionized alopecia areata care, is pacing a 7.36% CAGR and could narrow the revenue gap by 2030. Pipeline reviews list more than 100 candidates against androgenic alopecia alone, signifying a shift toward mechanism-specific interventions.

Second-order effects include greater segmentation of autoimmune subtypes. Clinicians now stratify patients by interferon signature and cytokine dominance rather than surface presentation, tailoring immunomodulators accordingly. Traction alopecia—once addressed only by counseling and topical steroids—gains new interest as device-based offloading and regenerative adjuncts show promise in trials. Collectively, these trends point to an alopecia treatment market that will be defined by precision phenotyping and multi-modal combinations.

Male consumers accounted for 62.65% of 2024 revenue owing to higher clinical prevalence and established cultural acceptance of treatment. However, women represent the fastest-growing cohort at 6.85% CAGR. AI-guided pattern recognition reveals diffuse, vertex-sparing presentations typical of female pattern hair loss, driving earlier diagnosis. Clinical data from deutuxolitinib showed stronger response rates in women under 50, prompting gender-specific dosing studies [clinicaltrials.gov]. As safety profiles improve, topical micro-encapsulated formulas avoid systemic exposure, overcoming historical teratogenicity concerns.

Tele-dermatology also narrows access gaps: discreet e-commerce kits deliver prescriptions, supplements, and low-level-laser

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

devices to the doorstep, reducing stigma that once deterred female patients. Influencer-led education campaigns elevate hair loss from cosmetic worry to treatable medical condition, pushing the alopecia treatment market toward gender parity.

The Alopecia Treatment Market Report is Segmented by Disease Type (Androgenic Alopecia, Alopecia Areata, Scarring (Cicatricial) Alopecia, and More), Gender (Male and Female), Route of Administration (Oral, Intravenous, Other Route of Administrations, and More), End User (Hospital, and More), and Geography (North America, Europe, Asia-Pacific, and More). The Market Forecasts are Provided in Terms of Value (USD).

Geography Analysis

North America held 42.32% of 2024 revenue because FDA breakthrough designations accelerated three oral JAK inhibitor approvals within two years. Coverage determinations now classify severe alopecia areata as a reimbursable inflammatory disorder, easing patient cost burdens. Robust venture funding, exemplified by Pelage Pharmaceuticals' USD 14 million infusion, supports a vibrant pipeline. Cross-border care remains common: U.S. residents travel to Mexico for lower-cost transplant surgery, while Canadian patients purchase compounded topicals from U.S. tele-pharmacies, tightening regional integration inside the alopecia treatment market.

Asia-Pacific delivers the fastest 6.56% CAGR, anchored by China's 250 million hair-loss population and rising middle-class healthcare spending. Kintor Pharmaceutical's proxalutamide topical advanced into late-stage review, reflecting China's push to localize innovation. Japan fast-tracked ritlicitinib in 2023 for intractable cases, while South Korea drives device leadership with domestic laser-cap manufacturing. Indian generics reduce systemic therapy costs, making once-premium treatments accessible to a broader cohort. As regulatory convergence improves, cross-licensing will help global brands enter local formularies.

Europe sustains moderate growth through centralized EMA reviews that balance safety with innovation [ema.europa.eu]. National health systems reimburse partial costs after rigorous cost-effectiveness appraisals, producing predictable but slower uptake. Germany and the United Kingdom host academic-industry clusters that pioneer stem-cell and exosome research. Southern European countries see stronger demand for cosmetic surgery tourism, although economic constraints limit adoption of high-priced biologics, keeping the alopecia treatment market stratified by income.

List of Companies Covered in this Report:

Aclaris Therapeutics / Cipla / Concert Pharmaceuticals / Daiichi Sankyo / GlaxoSmithKline / HCell / Johnson & Johnson / Merck / Sun Pharmaceuticals Industries / Pfizer / Eli Lilly and Company / Dr. Reddy's Laboratories / Histogen Inc. / Taisho Pharmaceutical Holdings / Follica Inc. / Sol-Gel Technologies / Cosmo Pharmaceuticals / Intas Pharmaceuticals / Capillus LLC / Bosley Inc. / Abbvie /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /
3 months of analyst support /

Table of Contents:

- 1 Introduction
 - 1.1 Study Assumptions & Market Definition
 - 1.2 Scope of the Study
- 2 Research Methodology

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

3 Executive Summary

4 Market Landscape

4.1 Market Overview

4.2 Market Drivers

4.2.1 Increasing Prevalence of Alopecia

4.2.2 Surge In Rx Approvals Of JAK-Inhibitors & Novel Topicals

4.2.3 Rapid Uptake of Low-Level-Laser & At-Home Devices

4.2.4 AI-Driven Personalised Diagnostics & Treatment Planning

4.2.5 Rise Of Regenerative Therapies (PRP, Stem-Cells, Exosomes)

4.2.6 Growing Male Grooming & Tele-Dermatology Adoption

4.3 Market Restraints

4.3.1 Patent Cliff for Minoxidil / Finasteride Brands

4.3.2 Adverse-Event Concerns (Sexual, Systemic, Immune)

4.3.3 High Procedure Cost & Limited Insurance Coverage

4.3.4 Counterfeit & Unregulated Online Products

4.4 Regulatory Landscape

4.5 Porter's Five Forces Analysis

4.5.1 Threat of New Entrants

4.5.2 Bargaining Power of Buyers/Consumers

4.5.3 Bargaining Power of Suppliers

4.5.4 Threat of Substitute Products

4.5.5 Intensity of Competitive Rivalry

5 Market Size & Growth Forecasts (Value, USD)

5.1 By Disease Type

5.1.1 Androgenic Alopecia

5.1.2 Alopecia Areata

5.1.3 Scarring (Cicatricial) Alopecia

5.1.4 Traction Alopecia

5.1.5 Alopecia Totalis

5.2 By Gender

5.2.1 Male

5.2.2 Female

5.3 By Route of Administration

5.3.1 Oral

5.3.2 Topical

5.3.3 Injectable

5.4 By Distribution Channel

5.4.1 Hospitals

5.4.2 Retail Pharmacies & Drug Stores

5.4.3 Online Pharmacies & E-pharmacy Platforms

5.5 By End-User

5.5.1 Dermatology & Aesthetic Clinics

5.5.2 Homecare Settings

5.6 Geography

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 5.6.1 North America
 - 5.6.1.1 United States
 - 5.6.1.2 Canada
 - 5.6.1.3 Mexico
- 5.6.2 Europe
 - 5.6.2.1 Germany
 - 5.6.2.2 United Kingdom
 - 5.6.2.3 France
 - 5.6.2.4 Italy
 - 5.6.2.5 Spain
 - 5.6.2.6 Rest of Europe
- 5.6.3 Asia-Pacific
 - 5.6.3.1 China
 - 5.6.3.2 Japan
 - 5.6.3.3 India
 - 5.6.3.4 Australia
 - 5.6.3.5 South Korea
 - 5.6.3.6 Rest of Asia-Pacific
- 5.6.4 Middle East & Africa
 - 5.6.4.1 GCC
 - 5.6.4.2 South Africa
 - 5.6.4.3 Rest of Middle East & Africa
- 5.6.5 South America
 - 5.6.5.1 Brazil
 - 5.6.5.2 Argentina
 - 5.6.5.3 Rest of South America

6 Competitive Landscape

6.1 Market Concentration

6.2 Market Share Analysis

6.3 Company Profiles (includes Global-level Overview, Market-level Overview, Core Segments, Financials, Strategic Information, Market Rank/Share, Products & Services, Recent Developments)

6.3.1 Aclaris Therapeutics Inc.

6.3.2 Cipla Inc.

6.3.3 Concert Pharmaceuticals Inc.

6.3.4 Daiichi Sankyo Inc.

6.3.5 GlaxoSmithKline PLC

6.3.6 HCell Inc.

6.3.7 Johnson & Johnson

6.3.8 Merck & Co. Inc.

6.3.9 Sun Pharmaceutical Industries Ltd.

6.3.10 Pfizer Inc.

6.3.11 Eli Lilly and Company

6.3.12 Dr. Reddy's Laboratories

6.3.13 Histogen Inc.

6.3.14 Taisho Pharmaceutical Holdings

6.3.15 Follica Inc.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

- 6.3.16 Sol-Gel Technologies
- 6.3.17 Cosmo Pharmaceuticals
- 6.3.18 Intas Pharmaceuticals
- 6.3.19 Capillus LLC
- 6.3.20 Bosley Inc.
- 6.3.21 AbbVie Inc.

7 Market Opportunities & Future Outlook

7.1 White-space & Unmet-Need Assessment

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Alopecia Treatment (Hair Loss) - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

Market Report | 2025-08-01 | 114 pages | Mordor Intelligence

To place an Order with Scotts International:

- Print this form
- Complete the relevant blank fields and sign
- Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User License	\$4750.00
	Team License (1-7 Users)	\$5250.00
	Site License	\$6500.00
	Corporate License	\$8750.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-28"/>
		Signature	

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

