

Hair Growth Supplements Market is projected to grow at significant CAGR close to 9%

The hair growth supplements market is anticipated to grow at a CAGR of 9.07% during the forecast period.



NOIDA, UTTAR PARDESH, INDIA, December 4, 2023 /EINPresswire.com/ -- According to a new study published by Knowledge Sourcing Intelligence, the [hair growth supplements market](#) is projected to grow at a CAGR of 9.07% between 2021 and 2028.

The prime factors propelling the hair growth supplements market growth are the rising prevalence of hair loss, increasing awareness of hair loss treatments, growing demand for natural and organic products, expanding [e-commerce](#) landscape, rising disposable incomes, technological advancements, and growing focus on preventive healthcare.

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Intelligence*

Hair growth supplements are a popular way to address hair loss. They are available in a variety of forms, including capsules, tablets, gummies, and powders. Consumers are becoming increasingly aware of the different treatments

available for hair loss, including hair growth supplements. This awareness is being driven by media coverage, celebrity endorsements, and educational campaigns by healthcare professionals and [hair care](#) brands. The hair growth supplements market is a promising industry with significant growth potential. As the prevalence of hair loss continues to rise and consumers become more aware of the different treatments available, the demand for hair growth supplements is expected to continue to grow.

The industry is at the forefront of a collaborative and innovation-driven revolution. In February 2022, Nestlé Health Science finalized its purchase of Vital Proteins, a prominent player in the United States collagen market and a leading provider of supplements, beverages, and food products for health and wellness. In 2020, Nestlé Health Science acquired a controlling stake in Vital Proteins.

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[supplements-market](#)

Based on the type, the hair growth supplements market is divided into single-ingredient and multi-ingredient. The multi-ingredient segment is expected to witness higher growth in the coming years due to several factors. Multi-ingredient supplements offer a comprehensive approach to hair growth by addressing multiple hair concerns simultaneously, such as hair loss, thinning, and scalp health. This holistic approach is appealing to consumers seeking a more complete solution for their hair care needs. It can be tailored to specific hair types, concerns, and lifestyles. This personalization makes these supplements more attractive to consumers seeking solutions that address their unique hair needs.

Based on the form, the hair growth supplements market is divided into powder, gummies and soft gels, tablets, capsules, and liquids. Capsules are expected to dominate the hair growth supplements market in terms of form. Capsules are easy to take and can be swallowed quickly without the need for mixing or chewing. This makes them a convenient option for busy individuals who may not have time for more elaborate preparation methods. Capsules are small and lightweight, making them easy to carry and store. This makes them an ideal choice for individuals who travel frequently or who want to keep their supplements on hand throughout the day.

Based on the distribution channels, the hair growth supplements market is divided into hypermarkets/supermarkets, specialty stores, online pharmacies, and drug & pharma stores. Online pharmacies are expected to have the highest growth rate. Online pharmacies offer the convenience of shopping from home and having products delivered directly to the customer's door. This is especially appealing to busy consumers who do not have time to visit a brick-and-mortar store. The pharmacies typically have a wider selection of hair growth supplements than brick-and-mortar stores. This is because they are not limited by shelf space and can carry a wider variety of products from different brands.

Based on geography, Asia Pacific is poised to dominate the hair growth supplements market. The Asia Pacific region has the largest population in the world, and it is expected to continue to grow in the coming years. This large and growing population will provide a significant base of potential consumers for hair growth supplements. Disposable incomes in Asia Pacific are on the rise, and this is giving consumers more spending power. As disposable incomes increase, consumers are more likely to spend money on their health and wellness, including hair care. Hair loss is a common problem in Asia Pacific, and its prevalence is expected to increase in the coming years due to factors such as stress, poor diet, and genetics. This increasing prevalence will drive the demand for hair growth supplements.

As a part of the report, the major players operating in the hair growth supplements market, that have been covered are Nutrafol, Viviscal Limited. (Church & Dwight), Amway, GNC Holdings, Inc. (Harbin Pharmaceutical Group), OUAH HAIRCARE (P&G), InVite Health, codeage LLC, Viva Naturals, KLAIRE LABS, Hair La Vie.

The market analytics report segments the hair growth supplements market using the following criteria:

- BY TYPE

- o Single Ingredient
- o Multi-ingredient

- BY APPLICATION

- o Powder
- o Gummies & Soft Gels
- o Tablets
- o Capsules
- o Liquid

- BY DISTRIBUTION CHANNEL

- o Hypermarkets/Supermarkets
- o Specialty Stores
- o Online Pharmacies
- o Drug & Pharma Stores

- BY GEOGRAPHY

- o North America

- United States
- Canada
- Mexico

- o South America

- Brazil
- Argentina
- Others

- o Europe

- United Kingdom
- Germany
- France

- Spain
- Others

o Middle East and Africa

- Saudi Arabia
- UAE
- Israel
- Others

o Asia Pacific

- Japan
- China
- India
- South Korea
- Indonesia
- Thailand
- Others

Companies Profiled:

- Nutrafol
- Viviscal Limited. (Church & Dwight)
- Amway
- GNC Holdings, Inc. (Harbin Pharmaceutical Group)
- OUAI HAIRCARE (P&G)
- InVite Health
- codeage LLC
- Viva Naturals
- KLAIRE LABS
- Hair La Vie

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Knowledge Sourcing Intelligence LLP

+1 850-250-1698

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