

Hair Extension Market Soars at 6.3% CAGR, Forecasting US\$ 5,000.2 Million by 2033 | Future Market Insights, Inc.

In the United States, the booming market owes its success to major brands and trendy hair salons, capturing a substantial 27.7% market share.

NEWARK, DELAWARE, UNITED STATES OF AMERICA, December 1, 2023 /EINPresswire.com/ -- The [hair extension market](#) is valued at US\$ 2,721.8 Million in 2023. The market is expected to record a CAGR of 6.3% through 2033 to reach a valuation of US\$ 5,000.2 Million by 2033.



For some consumers, hair loss problems are a biological inevitability. Problems like receding hairlines, alopecia, and other reasons for hair loss are forcing consumers to seek solutions. Hair extensions are emerging as one of the most popular solutions. Compared to hair restoration drugs and hair transplant surgery, hair extensions are a better alternative with fewer side effects and less cost than surgery.

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Hair extensions are also becoming popular as a fashion trend. The increasing variety of hair extensions is crucial in expanding product use. Wavy, curly, smooth, silky, and more types of hair extensions help increase the diversity of the product. Hair extensions coming in different colors are positively impacting the market, too.

Consumers in the market are seeking authenticity. Therefore, Remy's hair extensions are proving to be a hit. To further aid authenticity, producers are sourcing hair from Vietnam and India. The phenomenon of importing hair from Asia countries is particularly evident in the North American market. Hair extensions are increasingly appearing natural-looking.

Key Takeaways from the Hair Extension Market Report:

The hair extension market valuation will be US\$ 2,721.8 million in 2023.

Consumers prefer the air of authenticity lent by natural hair. The natural hair segment holds

59.5% of the market share by material type.

Clip-in hair extensions are popular due to the ease provided. Clip-in hair extensions contribute 45.8% share of the market by product type.

The United States is the leading country in the hair extension market. The United States accounts for 27.7% of the market share.

Canada is another North American country with fertile ground for the market. In 2023, Canada holds a share of 7.5% of the market.

The United Kingdom is fertile ground for the hair extension market. In 2023, the country accounts for 6.8% of the market share.

"The hair extension market continues to exhibit robust growth, driven by evolving fashion trends and an increasing desire for versatile styling options, with a surge in demand for long and voluminous hair, the hair extension market is witnessing a notable expansion, fueled by innovations in product quality and application techniques. The study underscores the market's resilience and anticipates sustained momentum as consumers seek personalized and transformative solutions in the realm of hair aesthetics." - says Sneha Verghese, Senior Consultant for Consumer Goods and Products at Future Market Insights (FMI)

Competition Analysis of the Hair Extension Market:

Collaborations and partnerships with beauty experts and influencers are common strategies adopted by suppliers of hair extensions. There is scope for both big brands and small-scale players in the market.

Leading Key Players:

BELLAMI Hair
Godrej
Great Lengths
Klix Hair Extension
Evergreen Products Group Limited
Balmain Paris Hair Couture
Beauty industry group
Qingdao Organic Hair Ltd.
Hair Dreams
Hidden Crown
Hair Addictionz
Femme Hair Extension
Hairlocs

Easihair
Socap
Cinderella Hair

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Recent Developments in the Hair Extension Market

In September 2023, a line of hair extensions was launched by Sasha Colby. She is the star of the popular series RuPaul's Drag Race.

In July 2023, Girlie Locks, the American brand, was launched. The brand focuses on hair extensions with a wide array of coloring.

In May 2022, Beauty Industry Group (BIG) acquired the haircare brand Bellami Hair and entered the hair extension market.

Hair Extension Market Segmentation:

By Material Type:

Clip-in
Micro Link
Tape-in
Glue-in
Others

By Product Type:

Artificial
Natural

By Region:

North America
Latin America
Europe
South Asia
East Asia
Oceania
Middle East and Africa (MEA)

Authored By:

Sneha Varghese (Senior Consultant, Consumer Products & Goods) has 6+ years of experience in the market research and consulting industry. She has worked on 200+ research assignments pertaining to Consumer Retail Goods.

Her work is primarily focused on facilitating strategic decisions, planning and managing cross-functional business operations, technology projects, and driving successful implementations. She has helped create insightful, relevant analysis of Food & Beverage market reports and studies that include consumer market, retail, and manufacturer research perspective. She has also been involved in several bulletins in food magazines and journals.

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[DIY Eyelash Extension Market Growth](#): The market is estimated at US\$ 534.0 million in 2023 and is projected to reach US\$ 1,093.6 million by 2033, at a CAGR of 7.3% from 2023 to 2033.

About Future Market Insights (FMI):

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Ankush Nikam
Future Market Insights, Inc.
+91 90966 84197

[email us here](#)

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