

# Lice Treatment Market Growth Analysis With Investment Opportunities For 2024-2033

*The Business Research Company's Lice Treatment Global Market Report 2024 – Market Size, Trends, And Global Forecast 2024-2033*

LANDON, GREATER LANDON, UK, July 19, 2024 /EINPresswire.com/ -- The [lice treatment market](#) has experienced robust growth in recent years,

expanding from \$0.98 billion in 2023 to

\$1.05 billion in 2024 at a compound annual growth rate (CAGR) of 7.7%. The growth in the historic period can be attributed to the high incidence in school-aged children, consumer awareness and education, over-the-counter (OTC) treatment availability, social stigma and public health concerns, and resistance to traditional treatments.



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## Strong Future Growth Anticipated

The lice treatment market is projected to continue its strong growth, reaching \$1.37 billion in 2028 at a compound annual growth rate (CAGR) of 6.9%. The growth in the forecast period can be attributed to school and community health programs, global travel and migration trends, natural and non-chemical treatment preferences,

telemedicine consultations for lice treatment, and research and development in lice treatments.

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## Growth Driver Of The Lice Treatment Market

The increasing prevalence of lice infestations is expected to propel the growth of the lice treatment market going forward. Lice infestation refers to the presence of lice and parasitic insects that infest the hair or skin of humans or animals, leading to various health and hygiene concerns. Lice infestation necessitates a growing need for effective and accessible treatments

such as medications and professional lice removal services to eliminate the infestation and alleviate associated discomfort and health risks.

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### Major Players And Market Trends

Key players in the lice treatment market include Pfizer Inc., Johnson & Johnson, Merck & Co. Inc., Bayer AG, Sanofi S.A., GSK PLC, Reckitt Benckiser Group PLC, Perrigo Company PLC.

Major companies operating in the lice treatment market are increasing their focus on developing innovative products such as the Fast 'n Clean Lice Comb to revolutionize lice removal and gain a competitive edge in the market. The Fast 'n Clean Lice Comb is an advanced and innovative lice comb with interlocked teeth that can be easily opened by pressing the handle, allowing the captured lice matter to be effortlessly released into a bowl of water.

### Segments:

- 1) By Type: Pediculosis Capitis, Pediculosis Corporis, Pediculosis Pubis
- 2) By Treatment: Over The Counter (OTC) Medication, Prescription Medication
- 3) By Distribution Channel: Hospitals And Clinics, Retail Pharmacies, Other Distribution Channels

### Geographical Insights: North America Leading The Market

North America was the largest region in the lice treatment market in 2023. Asia Pacific is expected to be the fastest-growing region in the forecast period. The regions covered in the lice treatment market report are Asia-Pacific, Western Europe, Eastern Europe, North America, South America, Middle East, Africa

### Lice Treatment Market Definition

Lice treatment refers to eliminating lice infestations, which are small parasitic insects that can infest the hair and scalp of humans. Lice treatment involves using various products and methods to eradicate head lice and their eggs (nits) from the scalp and hair. The main goal of treatment is to kill the live lice and remove the nits to prevent re-infestation.

Lice Treatment Global Market Report 2024 from The Business Research Company covers the following information:

- Market size data for the forecast period: Historical and Future
- Market analysis by region: Asia-Pacific, China, Western Europe, Eastern Europe, North America, USA, South America, Middle East and Africa.
- Market analysis by countries: Australia, Brazil, China, France, Germany, India, Indonesia, Japan, Russia, South Korea, UK, USA.

Trends, opportunities, strategies and so much more.

The Lice Treatment Global Market Report 2024 by The Business Research Company is the most comprehensive report that provides insights on [lice treatment market size](#), lice treatment market drivers and trends, lice treatment market major players, lice treatment competitors' revenues, lice treatment market positioning, and lice treatment market growth across geographies. The lice treatment market report helps you gain in-depth insights into opportunities and strategies. Companies can leverage the data in the report and tap into segments with the highest growth potential.

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The Business Research Company has published over 15000+ reports in 27 industries, spanning 60+ geographies. The reports draw on 1,500,000 datasets, extensive secondary research, and exclusive insights from interviews with industry leaders.

### Global Market Model – Market Intelligence Database

The Global Market Model, The Business Research Company's flagship product, is a market intelligence platform covering various macroeconomic indicators and metrics across 60 geographies and 27 industries. The Global Market Model covers multi-layered datasets that help its users assess supply-demand gaps.

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