

Alopecia Treatment Market Projected to Reach USD 20.70 Billion by 2032 | SNS Insider

Driven by rising alopecia prevalence and advanced treatment options, the market is expected to grow at a 10.48% CAGR through 2032.

AUSTIN, TX, UNITED STATES, February 19, 2025 /EINPresswire.com/ -- According to recent insights by SNS Insider, the global [Alopecia Treatment Market](#)—valued at USD 8.80 Billion in 2023—is poised to surge to USD 20.70 Billion by 2032, registering a CAGR of 10.48%. Increasing cases of alopecia, evolving lifestyle habits, and growing demand for aesthetic treatments are among the key drivers fueling this growth.



Alopecia Treatment Market

Market analysis



With the rising prevalence of alopecia, innovations in treatment, such as platelet-rich plasma (PRP) therapy and hair cloning techniques, are revolutionizing patient care."

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The over-increasing prevalence of androgenetic alopecia and other form of hair loss in the aging population and also in young adults is expected to drive the demand for alopecia treatment globally. There are other factors driving growth for more advanced and minimally invasive treatments, like hair restoration surgery, topical treatments, and oral medications. Rising body consciousness and increasing adoption of advanced therapies, such as stem cell therapy and platelet-rich plasma (PRP) therapy, also drive the growth of the market. The increasing awareness of alopecia and the accessibility

of healthcare in developing countries further drive the market's growth.

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Market Segmentation Insights

By Route of Administration

The topical solutions held the largest market share of 46.0% in 2023. Thanks to their non-invasive nature and easy-to-use, topical treatments such as minoxidil and different corticosteroid formulations remain the first line of defense against hair loss. The preference for these treatments is further encouraged by their accessibility and the increasing number of over-the-counter options. Moreover, increasing investments in research on new topical agents to improve efficacy and decrease potential adverse effects will strengthen the market share of this segment.

By Gender Type

In 2023 the male market accounted for 75% of the market share in the alopecia treatment industry. It is mainly due to the widespread prevalence of androgenetic alopecia or male-pattern baldness. It is believed that the psychological and social implications of hair loss in men have driven a higher demand for suitable treatments. As a result, pharmaceutical companies are increasingly concentrating on therapies specifically targeting males, whether through pharmacological measures or more elaborate surgical methods such as hair transplantation. The latter has seen a surge in popularity, with over 703,183 procedures performed globally in 2021, reflecting men's growing inclination towards surgical solutions for hair restoration.

By Age Group

The 18-34-year age category accounted for 31% of the alopecia treatment market in 2023, making this group the largest segment in the treatment market. People within this demographic tend to place a high value on their physical appearance, which coupled with their propensity to experience hair loss conditions at a relatively young age has made them the most lucrative section of the market. An early adoption of treatment has been seen among the growing number of young people suffering from hair loss. In addition, social media and celebrity endorsements have greatly impacted the awareness of different treatment modalities, along with their acceptance, especially in young adults.

By End-User

The market share of hospitals and physician offices accounted for a large share in 2023. These settings are favoured because they have trained medical professionals who will customize treatment plans. The specialized knowledge available in these settings guarantees correct diagnosis and customized therapy schedules, improving patient outcomes. In addition, the implementation of advanced diagnostic tools and treatment technologies in a clinical setup has improved the efficiency of interventions, thereby attracting a larger number of patients to seek professional help and medical services.

Key Industry Players

- Sun Pharmaceutical Industries Ltd.
- Follicum AB
- GlaxoSmithKline plc
- Daiichi Sankyo

- Fagron
- Concert Pharmaceuticals Inc.
- Johnson & Johnson
- Aclaris Therapeutics
- Cipla Inc.
- and Merck & Co. Inc.

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Regional Analysis

North America dominated the alopecia treatment market in 2023 with 40% of the regional share. The dominance of this region is mainly due to the region's intense advanced healthcare infrastructure, high levels of awareness regarding hair loss treatments, and significant investments in research and development. In particular, the United States has experienced an explosion of clinical trials and new therapies. One nationwide clinical trial is underway to study the non-hormonal oral compound, VDPHL01, which is showing promise for use in restoring hair growth without the unwanted side effects of conventional hormone-based treatment.

The Asia-Pacific region is expected to witness a high growth rate during the forecast period. This potential is driven by factors including higher disposable incomes, increased awareness of treatment options, and a rising incidence of hair loss conditions. With growing healthcare infrastructures and an expanding middle-class population looking for aesthetic treatments, countries including China, India, and Japan are leading the charge. Further, changes in societal norms toward accepting the use of medical and surgical hair restoration techniques are likely to drive the growth of the automotive hair restoration market in the region.

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For further insights and customized research on the Alopecia Treatment Market, contact @ <https://www.snsinsider.com/enquiry/3388>

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