

Glueless Wigs Market : Opportunities for Investment and Mergers and Acquisitions

The growth of glueless wigs market is driven by the growth in hair fall rate among men & women and rise in use of glueless wigs in entertainment industry.

WILMINGTON, DE, UNITED STATES, June 5, 2026 /EINPresswire.com/ -- [Glueless wigs market](#) was valued at \$719.2 million in 2022, and is projected to reach \$1.3 billion by 2032, registering a CAGR of 6.3% from 2023 to 2032.



The popularity of glueless wigs among people of all ages & genders is increasing rapidly. Glueless wigs come pre-attached with combs, bands, and straps for attachment to your head. This type of wig is very easy to fix and remove.

The rising level of hair fall rate in men and women have significantly driven the growth of glueless wigs market. The [glueless wigs industry](#) has huge opportunities from entertainment sectors owing to the rapid increase in demand for convenient glueless wigs from entertainers and actors.

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Glueless wigs refer to a type of wig designed for easy & secure installation without the need for any adhesive or glue. These wigs are typically equipped with internal features such as combs, bands, or clips within their caps, which allow users to effortlessly secure the wig on their head without the requirement for additional products. Glueless wigs offer a convenient & comfortable solution for customers and individuals who prefer hassle-free hair extensions or replacements.

These features make them an attractive choice in the hair & beauty industry, thus increasing glueless wigs market demand from various sectors such as that from fashion & entertainment sectors.

The global glueless wigs market is analyzed on the basis of product type, application, distribution channel, and region. By product type, it is divided into synthetic wigs, human hair wigs, and animal hair wigs. Among these, the synthetic wigs segment occupied the major share of the market in 2022 and is projected to maintain its dominance during the forecast period. These low-maintenance wigs come pre-styled, which caters to the needs of those who prefer different looks regularly. Their synthetic composition offers a diverse selection of colors, styles, and textures, which grants customers the option to customize their appearance according to their preferences. Notably, these synthetic wigs boast remarkable durability & resistance to humidity that ensures a long-lasting and convenient experience for wig users. The market has witnessed a significant rise in demand for these synthetic glueless wigs, owing to their exceptional quality, affordability, low maintenance, versatility, and overall durability.

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The region that dominated the global glueless wigs market in 2022 was North America, and it is anticipated to show a moderate growth throughout the forecast period. The market for glueless wigs in North America has expanded as a result of a number of factors, such as increase in purchasing power of customers and rise in awareness of hair health which may get deteriorated by the use of wigs that makes use of adhesives. In addition, the demand for synthetic hair wigs has surged owing to the cold temperatures prevalent in North American countries, which further bolsters the growth of the glueless wigs market. Synthetic wigs have proven to be an excellent choice in cold weather, as they are resistant to damage caused by severe temperatures. The import of a significant portion of glueless wigs in this region presents lucrative opportunities for market players to manufacture wigs at lower costs, which may result in enhanced revenue generation. Moreover, the ever-growing influence of fashion is another influential factor that propels the expansion of the glueless wigs market. Fashion-conscious consumers, particularly the younger population, prefer to match their hairstyles with their daily outfits and those aged between 30 to 55 years may use wigs to cover hair loss due to genetics or prevailing medical condition. This trend drives frequent wig replacements and new purchases, either due to genetic factors or other medical conditions.

The pandemic has disrupted global supply chains, as it has caused shortages of some raw materials and delays in production & distribution. In addition, the pandemic has led to changes in consumer behavior, with many people staying at home and there was no requirement for grooming themselves. The major players analyzed for the global glueless wigs industry are Qingdao Urjoy wigs co.,Ltd., RPGSHOW, MyFirstWig, April lace wigs, WowAfrican, Uniwigs, Divas Lace Wigs, Bestlacewigs, True Indian Hair, and True Indian Hair.

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Based on region, North America held the highest market share in terms of revenue in 2022. The glueless wigs industry in North America has witnessed significant sales growth, driven by factors such as increase in purchasing power of customers and rise in demand for synthetic hair wigs in colder climates owing to its nature of resistance to harsh climate. This dominance can also be attributed to the swift integration of synthetic lace front wigs among individuals undergoing chemotherapy, as well as the widespread acceptance of curl synthetic hair wigs among diverse populations within these regions. However, the Asia-Pacific region held the major CAGR of 7.9% in 2032 and is likely to dominate the market during the forecast period.

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David Correa
Allied Market Research
+ + + + + + + + + + +1 800-792-5285

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