Alopecia Market Analysis By Treatment (Oral, Topical, Injectable), By Gender (Men, Women) And Segment Forecasts To 2024

Description: The global alopecia market is expected to reach over USD 11.8 Billion by 2024 according to this report. The increased healthcare expenditure and the resultant augmentation of healthcare facilities, globally, are the key drivers of the alopecia treatment market.

Additionally, the increasing awareness amongst individuals pertaining to the availability of the treatment options can be attributed to the favorable initiatives taken by organizations such as the National Alopecia Areata Foundation (NAAF) and the American Hair Loss Association. The increasing R&D investments pertaining to the development of novel therapeutics for the treatment of alopecia is expected to boost the usage rates.

International conferences are held by the NAAF for individuals suffering from alopecia, irrespective of their age, furthermore, NAAF also promotes research by bringing together scientists from all over the world. The 31st National Conference of NAAF will be held in Washington DC from 14th July to 16th July, 2016.

The FDA approval of the Janus kinase inhibitors (JAK) drugs that stimulate the growth of hair follicles with minimal side effects is further expected to boost the alopecia treatment market. The Children Alopecia Project by AHLA is dedicated towards making investments in Children Support Groups, which provide funding for children who cannot afford to attend the NAAF Conference and promote research and development activities in alopecia treatment for children.

Bald Truth is a radio program that is involved in spreading awareness about the different types of alopecia affecting people and about the varied products used for the effective treatment of alopecia that are currently available in the market. Rapunzel Project is another initiative by AHLA that is dedicated towards preventing hair loss in chemotherapy patients.

Further key findings from the study suggest:

In 2015, topical treatment accounted for over USD 2.8 billion in global alopecia treatment market. The key factors responsible for the large share of topical products include easy application, non-invasive nature, and high awareness amongst the population pertaining to the available therapeutics. The top brands of topical solution are Keranique, Phytoworx, Ultrax, and Nioxin.

The patent expiration of majority of the drugs, such as Propecia & Rogaine and the FDA approval gained for the JAK drugs, in 2015, which is an immunosuppresant with minimal side effects are expected to boost the alopecia treatment market during the forecast period.

In 2015, the dominant gender segment for the alopecia market were women that generated a revenue of about USD 4.03 billion and is expected to grow at a lucrative rate over the forecast period. The increasing awareness amongst women about alopecia and the emphasis laid upon appearance by them, are the key drivers of this segment.

North America was the highest revenue generating region with the market valued at over USD 2.49 billion in 2015. The increasing number of consumer disposable incomes, the introduction of new drugs, and the favorable initiatives taken by the pertinent organizations namely, NAAF and AHLA, are the key factors for the region’s large share.

Key players operating in the market are Cipla, Merck & Co., Johnson & Johnson, Lifes2good, Dr. Reddy’s Laboratories, Sun Pharma, Kirkland Signature, Alpecin, Vitabiotics, and Phyto Ales Group.
2 Executive Summary
3 Alopecia Therapeutics Industry Outlook
   3.1 Market segmentation
   3.2 Alopecia therapeutics market dynamics
   3.3 Market driver analysis
   3.4 Market restraint analysis
   3.5 Key Opportunities Prioritized
   3.6 Industry analysis - Porter's
   3.7 Alopecia Therapeutics market PESTEL Analysis
4 Alopecia Therapeutics Treatment Outlook
   4.1 Alopecia Therapeutics market share by treatment, 2015 & 2024
   4.2 Oral treatment
      4.2.1 Oral treatment market estimates and forecasts, 2013 - 2024 (USD Million)
   4.3 Topical treatment
      4.3.1 Topical treatment market estimates and forecasts, 2013 - 2024 (USD Million)
   4.4 Other treatment options
      4.4.1 Other treatment options market estimates and forecasts, 2013 - 2024 (USD Million)
5 Alopecia Therapeutics Gender Outlook
   5.1 Alopecia therapeutics market share by gender, 2015 & 2024
   5.2 Male
      5.2.1 Male market estimates and forecasts, 2013 - 2024 (USD Million)
   5.3 Female
      5.3.1 Female market estimates and forecasts, 2013 - 2024 (USD Million)
6 Alopecia Therapeutics Regional Outlook
   6.1 Alopecia therapeutics market share, by region, 2015 & 2024
   6.2 North America
      6.2.1 Alopecia therapeutics market estimates and forecasts, by treatment, 2013 - 2024 (USD Million)
         6.2.1.1 U.S. market estimates and forecasts
         6.2.1.2 Canada market estimates and forecasts
         6.2.2 Alopecia therapeutics market estimates and forecasts, by gender, 2013 - 2024 (USD Million)
         6.2.2.1 U.S. market estimates and forecasts
         6.2.2.2 Canada market estimates and forecasts
   6.3 Europe
      6.3.1 Alopecia therapeutics market estimates and forecasts, by treatment, 2013 - 2024 (USD Million)
         6.3.1.1 UK market estimates and forecasts
         6.3.1.2 Germany market estimates and forecasts
         6.3.2 Alopecia therapeutics market estimates and forecasts, by gender, 2013 - 2024 (USD Million)
         6.3.2.1 UK market estimates and forecasts
         6.3.2.2 Germany market estimates and forecasts
   6.4 Asia Pacific
      6.4.1 Alopecia therapeutics market estimates and forecasts, by treatment, 2013 - 2024 (USD Million)
         6.4.1.1 Japan market estimates and forecasts
         6.4.1.2 China market estimates and forecasts
         6.4.2 Alopecia therapeutics market estimates and forecasts, by gender, 2013 - 2024 (USD Million)
         6.4.2.1 Japan market estimates and forecasts
         6.4.2.2 China market estimates and forecasts
   6.5 Latin America
      6.5.1 Alopecia therapeutics market estimates and forecasts, by treatment, 2013 - 2024 (USD Million)
         6.5.1.1 Brazil market estimates and forecasts
         6.5.1.2 Mexico market estimates and forecasts
         6.5.2 Alopecia therapeutics market estimates and forecasts, by gender, 2013 - 2024 (USD Million)
         6.5.2.1 Brazil market estimates and forecasts
         6.5.2.2 Mexico market estimates and forecasts
   6.6 MEA
      6.6.1 Alopecia therapeutics market estimates and forecasts, by treatment, 2013 - 2024 (USD Million)
6.6.1 South Africa market estimates and forecasts
6.6.2 Alopecia therapeutics market estimates and forecasts, by gender, 2013 - 2024 (USD Million)

7 Competitive Landscape
7.1 Medtronic, Inc.
7.1.1 Company Overview
7.1.2 Financial Performance
7.1.3 Product Benchmarking
7.1.4 Strategic Initiatives
7.2 Koninklijke Philips N.V.
7.2.1 Company Overview
7.2.2 Financial Performance
7.2.3 Product Benchmarking
7.2.4 Strategic Initiatives
7.3 General Electric Company
7.3.1 Company Overview
7.3.2 Financial Performance
7.3.3 Product Benchmarking
7.3.4 Strategic Initiatives
7.4 International Business Machine (IBM) Corporation
7.4.1 Company Overview
7.4.2 Financial Performance
7.4.3 Product Benchmarking
7.4.4 Strategic Initiatives
7.5 Microsoft Corporation
7.5.1 Company Overview
7.5.2 Financial Performance
7.5.3 Product Benchmarking
7.5.4 Strategic Initiatives
7.6 Cerner Corporation
7.6.1 Company Overview
7.6.2 Financial Performance
7.6.3 Product Benchmarking
7.6.4 Strategic Initiatives
7.7 Proteus Digital Health Inc.
7.7.1 Company Overview
7.7.2 Financial Performance
7.7.3 Product Benchmarking
7.7.4 Strategic Initiatives
7.8 AdhereTech Inc.
7.8.1 Company Overview
7.8.2 Financial Performance
7.8.3 Product Benchmarking
7.8.4 Strategic Initiatives
7.9 Google
7.9.1 Company Overview
7.9.2 Financial Performance
7.9.3 Product Benchmarking
7.9.4 Strategic Initiatives
7.10 Cisco Systems
7.10.1 Company Overview
7.10.2 Financial Performance
7.10.3 Product Benchmarking
7.10.4 Strategic Initiatives

List of Tables
Table 1 Alopecia therapeutics - Industry Summary & Critical Success Factors (CSFs)
Table 2 Alopecia therapeutics market, by treatment, 2013 - 2024 (USD million)
Table 3 Alopecia therapeutics market, by gender, 2013 - 2024 (USD million)
Table 4 Alopecia therapeutics market, by region, 2013 - 2024 (USD million)
Table 5 Alopecia therapeutics - Key market driver analysis
Table 6 Alopecia therapeutics - Key market restraint analysis
Table 7 North America alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 8 North America alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 9 US alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 10 US alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 11 Canada alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 12 Canada alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 13 Europe alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 14 Europe alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 15 Germany alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 16 Germany alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 17 UK alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 18 UK alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 19 Asia Pacific alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 20 Asia Pacific alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 21 Japan alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 22 Japan alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 23 China alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 24 China alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 25 Latin America alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 26 Latin America alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 27 Brazil alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 28 Brazil alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 29 Mexico alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 30 Mexico alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 31 MEA alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 32 MEA alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)
Table 33 South Africa alopecia therapeutics revenue, by treatment, 2012 - 2020 (USD million)
Table 34 South Africa alopecia therapeutics revenue, by gender, 2012 - 2020 (USD million)

List of Figures

Figure 1 Alopecia Therapeutics: Market Segmentation
Figure 2 Alopecia Therapeutics Market Revenue, 2012 - 2020 (USD million)
Figure 3 Alopecia Therapeutics Market Dynamics
Figure 4 Key Opportunities Prioritized
Figure 5 Alopecia Therapeutics - Porter's Analysis
Figure 6 Alopecia Therapeutics Market - PESTEL Analysis
Figure 7 Alopecia Therapeutics revenue share by treatment, 2012 & 2022
Figure 8 Oral treatment revenue, 2013 - 2024 (USD million)
Figure 9 Topical treatment revenue, 2013 - 2024 (USD million)
Figure 10 Other treatments revenue, 2013 - 2024 (USD million)
Figure 11 Alopecia Therapeutics revenue share by gender, 2012 & 2022
Figure 12 Male population revenue, 2013 - 2024 (USD million)
Figure 13 Female population revenue, 2013 - 2024 (USD million)
Figure 14 Alopecia Therapeutics revenue share by region, 2015 & 2024
Figure 15 North America alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 16 U.S.alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 17 Canada alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 18 Europe alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 19 Germany alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 20 UK alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 21 Asia Pacific alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 22 Japan alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 23 China alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 24 Latin America alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 25 Brazil alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 26 Mexico alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 27 MEA alopecia therapeutics revenue, 2013 - 2024 (USD million)
Figure 28 South Africa alopecia therapeutics revenue, 2013 - 2024 (USD million)
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