



# GLP-1s & Hair

GLP-1s have gained popularity for their large improvements in consumer health. However, dietary challenges and rapid weight loss associated with GLP-1s can cause...

Hair Loss

+

Hair Thinning

Recent research has established a clear link between GLP-1 medications and hair loss, particularly in women. This hair loss is not directly caused by the medication itself but rather occurs due to other factors like...

## Telogen Effluvium

— a temporary condition triggered by the rapid weight loss these medications cause. The stress from sudden weight loss causes more hair follicles to enter the “resting phase” where shedding occurs.

## Significantly reduced appetite

— and slow gastric emptying, which can lead to insufficient intake of proteins, vitamins, and minerals essential for active hair growth.

Consumers on GLP-1s are concerned and desiring a solution to protect their hair. Watch the video to hear it in their words:



Additionally, social listening reveals concerns, with many comment threads such as...

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*Almost 6 months in. Just upped my dose to 10mg of Zepbound. Roughly 52lbs lost. The dreaded hair loss has started. I'm noticing clumps of my hair coming out when I shower brush and on my hair ties. Are there any supplements vitamins I can take to help this stop or slow down? Or to even help new hair grow? Please help!*

“

*Hi all I've been on Zepbound for about a year and a half now but I am losing quite a bit of hair all the time. Not enough to be noticeable unless my hair is wet but it's getting very concerning. Does this happen to everyone?*

## An attractive, growing market...

A 2024 KFF Health Tracking Poll found that at least 1/8 American adults have taken a GLP-1 drug in their lifetime, and that figure is growing. Further, the hair loss treatment market was *already* experiencing strong growth before the GLP-1 boom...

### Global alopecia treatment market

— Valued at 12.5 billion in 2025, projected to reach as high as 30.5 billion by 2035.

### Hair loss products market

— Valued at 2.22 billion in 2025, projected to reach as high as 3.27 billion by 2030.

### Hair growth supplements market

— 830.6 million in 2024, projected to reach as high as 1.94 billion by 2030.

## How consumers are seeking solutions today...

### Supplements & Oral Treatments

**Nutrafol:** Supplement containing curcumin and ashwagandha that may help the body respond better to stress

**Viviscal Pro:** Contains vitamin C, apple extract, and measured amounts of biotin

#### Prenatal vitamins

**Specialized nutrients**, such as zinc, vitamin D, biotin, saw palmetto, and pumpkin seed oil are said to show benefits for hair growth

### Topical Treatments

**Minoxidil** (main ingredient in Rogaine): Extensively studied topical treatment that opens blood vessels under hair follicles and promotes hair growth

**Vegamour:** Plant-based hair wellness brand gaining popularity

**Nizoral:** Anti-dandruff shampoo sometimes used to combat hair fallout

**Essential oils** such as rosemary, peppermint, and lavender oils may enhance hair growth when used in scalp massages

### Advanced Treatments

**Platelet-Rich Plasma (PRP) Therapy:** Injects blood platelets into the scalp to stimulate hair follicles

**Low-Level Laser Therapy (LLLT):** Red-light therapy to stimulate hair follicles and increases blood flow

**Prescription medications:** Finasteride (Propecia) which inhibits DHT conversion to slow hair loss

## Market Opportunities...

Strong motivation for preventive and restorative hair solutions could leverage the average consumer into a premium market (demonstrated by a trend that hair products priced at \$30+ are growing three times faster than lower-priced alternatives). Given these changing dynamics, refresh foundational assessments of the competitive landscape, key customer segments, and price acceptance. Explore premium priced line extensions for existing masstige solutions.

Products positioned as "supporting healthy hair during weight transition" rather than treating permanent hair loss could resonate better within GLP-1 focused consumer segments. Further, nutritional hair supplements created specifically for GLP-1 users with emphasis on forms of protein, biotin, zinc, iron, etc. could address the lack of nutrition obtained from the reduced diet. Explore ideal product positioning for hair solutions focused on GLP-1 consumers, ideate and refine consumer-centric product concepts, and test messaging claims and on-pack ingredients most motivating for these targets.

Lean into the emotion, resonating with consumers' strong concerns. Personal stories and testimonials from GLP-1 users who have successfully managed hair loss while on medication could be powerful.

When optimizing product claims strategy, blend emotion and efficacy. To emotively resonate with marketing materials, invite creative agency partners into immersive qualitative with target audiences, ensuring their emotion is felt.



## The Directions Group Can Help!

With a full suite of integrated intelligence solutions, The Directions Group can connect the dots between emerging, dynamic consumer needs and market opportunity, helping companies like yours navigate this landscape.