



WORLDWIDE HAIR RESTORATION TRENDS

2022 ISHRS Practice Census Results

What's Trending

More than **2.2 million** hair restoration patients were treated in 2021 – a **7% increase** since 2019



Over **703,000** hair restoration procedures worldwide in **2021**



The total market size **\$4.5 billion USD** in 2021
This is a slight decrease of **4%** since 2019

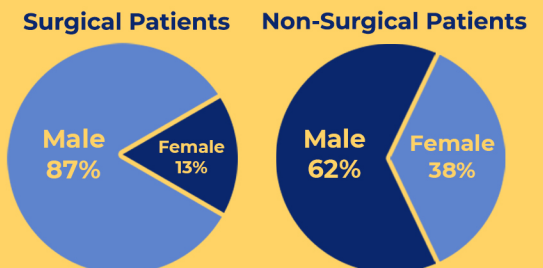
37% of ISHRS members reported an **increase** in transgender hair transplants in 2021



81% of hair restoration patients sought treatment due to **genetic hair loss** in 2021



68% of ISHRS members reported performing an average of **one procedure** to achieve the desired hair restoration result



Body Hair Transplantation Remains Popular

After scalp, the next highest percentage of transplantation to recipient area for females was **eyebrows**, at **11%**

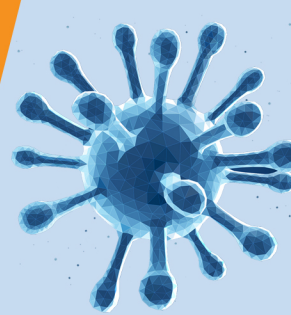


After scalp, the next highest percentage of transplantation to recipient area for males was **moustache/beards**, at **4%**



Impact of COVID-19 Pandemic

56% of ISHRS members who performed webcam consults felt that **in-person consults were more effective**



In the age of Zoom and looking good for the camera, **25%** of ISHRS members reported **that the majority of their new patients** indicated regular Zoom/video meetings influenced their decision to seek treatment for their hair loss

54% of ISHRS members said the overall effect of the COVID-19 pandemic resulted in an **increase in demand** for hair transplants, platelet-rich plasma and other hair-related surgeries and procedures in 2021

Impact of Black Market

5.4% of hair restoration patients sought treatment to repair previous surgery from another physician/black market hair transplant, up from **4.2%** in 2019



51% of ISHRS members reported there are Black Market hair transplant clinics in their cities



16% of ISHRS members changed their pricing structure as a result of the Black Market

Other Trends

Off-label

26% always or often prescribed **oral minoxidil** in 2021, up from 10% in 2019
12% always or often prescribed **dutasteride** in 2021, up from 6% in 2019
17% always or often prescribed **topical finasteride** in 2021, up from 14% in 2019



The top three most commonly prescribed non-surgical treatments in 2021 included **oral finasteride, topical minoxidil** and **platelet-rich plasma (PRP)**