

## **Saudi Arabia Hair Care Market - Growth, Trends, Covid-19 Impact, and Forecasts (2023 - 2028)**

Market Report | 2023-01-23 | 100 pages | Mordor Intelligence

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### **Report description:**

The Saudi Arabian hair care market is anticipated to register a CAGR of 5.71% during the forecast period (2022-2027).

Social distancing at various levels has been a key measure to mitigate the transmission of COVID-19. The implementation of strict measures for social distancing is challenging, including in Saudi Arabia, due to its level of urbanization. Saudi Arabia had to shut down all commercial markets and malls, apart from pharmacies, supermarkets, and hypermarkets, to ensure the virus did not spread through crowding. However, the sales of products Hair care and personal hygiene products like soap and shower gel witnessed a surge in demand through the e-commerce channel. The COVID-19 pandemic has also resulted in the generation of opportunities for many private players to emerge in the markets to cater to the inflated demand. For instance, In June 2020, Amazon opened its virtual doors in Saudi Arabia, Amazon.sa, which includes 34 categories including fashion, hair care, perfumes and beauty, and others in English and Arabic.

The demand for hair care products is increasing at a healthy rate in the country, as the consumers are increasingly focusing on upgrading to higher-quality products to maintain their hair health. This has led to more global products being launched in the local market.

With a large section of the population suffering from hair loss and common hair problems, such as dandruff, the usage of hair products in the region has been on the rise. The rising pollution levels in the country could also drive the need for hair care products. The rising number of salons in the country also led to the growth in the demand for hair care products.

Saudi Arabia Hair Care Market Trends

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

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## Rapid Growth in Men's Grooming

The Saudi Arabian market has been witnessing rising demand for men's grooming products over the past few years. This growth is linked to the increasing levels of employment and higher disposable incomes. Men are more willing to invest time and money in a grooming routine, as being well-groomed and fashionable is increasingly linked to affluence and professional success. In addition, the social taboos, which associated men taking pride in their appearance as a sign of reduced masculinity, are diminishing. There is also an increasing demand for products with natural ingredients, owing to the health consciousness among the users. This growth in the men's category will have an impact on the hair care market in Saudi Arabia.

## Growing E-commerce Penetration in the Market

The sales of hair products through e-commerce channels are growing rapidly in the country, fueled by the predominately young and tech-savvy population. Saudi Arabia positions itself as a great platform for exploring omnichannel opportunities. Moreover, Saudi Arabians are often the leading force behind the growth of technological trends in the region, facilitating the adoption of e-commerce within the country. Customers prefer purchasing products online, including hair care products, owing to the convenience and low cost. Moreover, the spending trends of Saudi Arabians are higher than that of many other developing countries. The World Bank ranks Saudi Arabia in its top 20 richest countries in terms of spending power, thus, providing lucrative opportunities for omnichannel ventures.

## Saudi Arabia Hair Care Market Competitor Analysis

The Saudi Arabian hair care market is fragmented, with the presence of various global brands competing to gain prominent market shares. The market has witnessed rapid growth, with the increasing beauty concerns of the population. The major players in the market, such as Unilever, Shiseido Co. Ltd, Procter & Gamble, and L'Oreal SA, are utilizing this opportunity by introducing various hair care products in the market. Players are also incorporating natural/organic products in their portfolio. The players operating in the market are focusing on adopting key strategies like product innovation, rapid market expansion, mergers and acquisitions, and partnerships to gain better market share. The key players are focusing on introducing new products and expanding their presence into new markets to cater to the interests of consumers and achieve major market share.

## Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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