

Saudi Arabia Beauty and Personal Care Market - Growth, Trends, and Forecasts (2023 - 2028)

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Report description:

Saudi Arabia's beauty and personal care market is projected to record a CAGR of 2.74% in the future.

The increasing consumer awareness about their appearance is one of the major reasons driving the market. Millennials are increasingly using beauty and personal care items such as skin care, color cosmetics, and hair care as part of their regular grooming routine. Consumers in the country tend to spend substantially on their personal appearance, thus supplementing the growth of the cosmetic and fragrances market in the country. A growing number of self-conscious users, penetration of organized retail channels, growth in the aging population, and increased demand for male grooming products are a few factors boosting the development of the market.

There is an optimal rise in internet usage in the developed territories of the country. Hence, the Saudi market is witnessing a boom in its e-commerce industry. The contribution of the cosmetics and personal care industry to the Saudi economy is booming exponentially. The rising demand for natural or organic, herbal, halal products and innovative and eco-friendly packaging designs are attributed to the market's growth in the country. In April 2022, OGX, a beauty product company, unveiled a new range of apple cider shampoos in a new collection in the Kingdom of Saudi Arabia. The company claims that its Apple Cider Vinegar Collection helps keep the scalp healthy and balanced. The company expects to witness significant sales in the future. Harsh climatic conditions, poor water quality, and increased focus on personal wellbeing also drive the need for increasingly sophisticated beauty and personal care routines and regular treatments.

Saudi Arabia Beauty & Personal Care Market Trends

Growing Interest Toward Social Media Platform

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In Saudi Arabia, strong internet penetration has significantly contributed to the rising consumer awareness about cosmetics and beauty products. The country has the highest number of active social media users on various social media platforms, including Instagram, Facebook, Snapchat, and Twitter. The trend of social media influencers showcasing their beauty regimens has increased over the past few years, and both local and international beauty companies have been partnering with influencers to increase their brand awareness and reach potential consumers. This trend is especially visible with major color cosmetic brands operating in the country that are experiencing the highest growth, attributed to the trend of contouring, highlighting, and strobing techniques, primarily driven by make-up tutorials on social media.

Facial Care Products Dominated the Personal Care Market

The rising interest can be attributed to increasing consumer awareness of these products and their advantages. In Saudi Arabia, middle-aged people witness aging anxiety and seek natural or herbal ingredient-based products. This trend is boosting the demand for natural, anti-aging skin care products in the country. Consumer awareness about the harmful effects of certain compounds, such as paraben and aluminum compounds, present in skincare, hair care, and deodorants is also increasing in Saudi Arabia. With the strong presence of the young population in Saudi Arabia, the demand for facial care products from various brands has risen, boosting the market. The country's population also spends more on premium and niche beauty and wellness brands that offer organic and natural products. Thus, major brands are expanding their presence in the country.

Saudi Arabia Beauty & Personal Care Market Competitor Analysis

The Saudi beauty and personal care market is highly competitive, with a strong presence of regional and global players. Demand is mainly driven by the rising adoption of skincare routines and consumer awareness about brand know-how. Key players dominating the regional market include Procter & Gamble, Beiersdorf AG, Avon Cosmetics, Unilever PLC, and Estee Lauder. Several manufacturers established major products that claim to be natural, organic, and involved in sustainable practices, with a higher penetration across retail shelves and online channels. However, domestic players cater to the same segment with a better storyline that connects with consumers and delivers experiences with the product. Advanced distribution networks and manufacturing expertise give an upper edge to the manufacturers to expand their range of products across the region.

Additional Benefits:

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

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