

## **Hair Care in Saudi Arabia**

Market Direction | 2023-05-15 | 25 pages | Euromonitor

### **AVAILABLE LICENSES:**

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

### **Report description:**

Hair care saw strong growth in value and volume terms in 2022. After fluctuations in demand during 2020 and 2021 as a result of the impact of Saudi Arabia's COVID-19 control measures, there was a significant increase in interest in hair care in 2022. Many people switched to home working during the pandemic while social engagements were limited, with consumers thus paying slightly less attention to their appearance. However, with most of the remaining COVID-19 measures being lifted in 2022, inclu...

Euromonitor International's Hair Care in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Hair Care market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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

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

[www.scotts-international.com](http://www.scotts-international.com)

## Table of Contents:

Hair Care in Saudi Arabia  
Euromonitor International  
May 2023

### List Of Contents And Tables

#### HAIR CARE IN SAUDI ARABIA

##### KEY DATA FINDINGS

##### 2022 DEVELOPMENTS

Hair care sees strong growth with consumers keen to invest in their appearance

New launches continue to appear in the category

Hair care sees growing demand for more natural product formulations

##### PROSPECTS AND OPPORTUNITIES

Governmental initiatives supports growth

Natural and dermocosmetics to expand

Consumers expected to show increasing willingness to invest in their appearance

##### CATEGORY DATA

Table 1 Sales of Hair Care by Category: Value 2017-2022

Table 2 Sales of Hair Care by Category: % Value Growth 2017-2022

Table 3 Sales of Hair Care by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Hair Care: % Value 2018-2022

Table 5 NBO Company Shares of Salon Professional Hair Care: % Value 2018-2022

Table 6 LBN Brand Shares of Hair Care: % Value 2019-2022

Table 7 LBN Brand Shares of Colourants: % Value 2019-2022

Table 8 LBN Brand Shares of Salon Professional Hair Care: % Value 2019-2022

Table 9 LBN Brand Shares of Styling Agents: % Value 2019-2022

Table 10 □LBN Brand Shares of Premium Hair Care: % Value 2019-2022

Table 11 □Forecast Sales of Hair Care by Category: Value 2022-2027

Table 12 □Forecast Sales of Hair Care by Category: % Value Growth 2022-2027

Table 13 □Forecast Sales of Hair Care by Premium vs Mass: % Value 2022-2027

#### BEAUTY AND PERSONAL CARE IN SAUDI ARABIA

##### EXECUTIVE SUMMARY

Beauty and personal care in 2022: The big picture

2022 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

##### MARKET DATA

Table 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 21 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

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

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

[www.scotts-international.com](http://www.scotts-international.com)

DISCLAIMER

SOURCES

Summary 1 Research Sources

## Hair Care in Saudi Arabia

Market Direction | 2023-05-15 | 25 pages | Euromonitor

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

### ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

\*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

\*\* VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2025-05-06"/>
		Signature	<input type="text"/>

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

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com