

Middle East Skin Care Products Market Report and Forecast 2023-2028

Market Report | 2023-10-17 | 170 pages | EMR Inc.

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Report description:

Middle East Skin Care Products Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Middle East skin care products market reached a value of approximately USD 2.29 billion in 2022. Aided by the rising demand for premium skin care products and the increasing influence of beauty and personal care trends in the region, the market is projected to further grow at a CAGR of 2.20% between 2023 and 2028 to reach a value of USD 2.65 billion by 2028.

Skin care products are pivotal for maintaining skin health and beauty. These products include cleansers, moisturisers, serums, sunscreens, and other items used to maintain and improve the condition of the skin. Apart from their aesthetic advantages, these products also offer protection against environmental damage, including harmful UV rays and pollution.

The primary driver behind the Middle East skin care products market growth is the escalating demand for premium beauty and personal care items. The Middle Eastern consumers are increasingly drawn to high-quality products due to their growing disposable income, rising living standards, and the increasing emphasis on personal grooming and skincare. This trend is likely to drive the demand for a variety of skin care products in the region.

Moreover, the burgeoning influence of beauty trends, propagated by social media platforms and beauty influencers, is a significant factor contributing to the Middle East skin care products market expansion. The region has seen a surge in the adoption of beauty rituals, routines, and product use due to the rising influence of Western and Korean beauty trends.

The Middle East skin care products market growth is further propelled by the expanding applications of natural and organic ingredients in skin care products. With the rising awareness of the potential harm caused by synthetic ingredients, consumers are turning towards skin care products that incorporate natural and organic components, offering a safer, gentler option for skin care. Furthermore, the cosmetic industry's advancements, with the introduction of innovative skin care products tailored to the specific needs and preferences of consumers, are significantly fuelling the Middle East skin care products market demand. New product categories, such as anti-aging creams, skin brightening serums, and acne treatments, are gaining traction, contributing to the market's robust growth.

Market Segmentation

The market can be divided based on type, gender, price category, purpose, distribution channel, and country.

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Market Breakup by Type

- Face Care
 - o□ Cleanser
 - o□ Moisturiser, Cream and Lotion
 - o□ Exfoliators/Scrub
 - o□ Oils and Serums
 - o□ Sun Protection
 - o□ Others
- Lip Care
- Body Care
 - o□ Body Wash
 - o□ Lotion
 - Others

Market Breakup by Gender

- Men
- Women
- Unisex

Market Breakup by Price Category

- Premium Products
- Mass Products Premium Products
- Mass Products

Market Breakup by Purpose

- Anti-Ageing
- Anti-Acne/Anti-Blemish
- Repair/Renewal
- Hydration
- Whitening and Brightening

Market Breakup by Distribution Channel

- Supermarkets/Hypermarkets
- Convenience Stores
- Specialist Retail Stores
- Pharmacies
- Online Channel
- Others

Market Breakup by Country

- Saudi Arabia
- United Arab Emirates
- Israel
- Iran
- Kuwait
- Iraq
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Middle East skin care products companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Unilever Plc

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- Beiersdorf AG
- Nazih Group
- Avon Products, Inc.
- L'Origine
- The Procter & Gamble Company
- NG Beauty World FZCO
- JNTL Consumer Health Middle East FZ-LLC
- Elegance Cosmetics Manufacturing Ind. L.L.C.
- Others

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