

## **Middle East & Africa Hair Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029**

Market Report | 2024-02-17 | 127 pages | Mordor Intelligence

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### **Report description:**

The Middle East & Africa Hair Care Market size is estimated at USD 5.23 billion in 2024, and is expected to reach USD 6.47 billion by 2029, growing at a CAGR of 4.35% during the forecast period (2024-2029).

#### Key Highlights

- Some of the main concerns that everyone experiences include dandruff, dry and itchy scalp, hair loss, and dull hair. One of the most typical problems affecting the hair and scalp is dandruff. Customers widely use anti-dandruff shampoos to cure dandruff. As pyrithione zinc has anti-fungal properties, it is frequently used in anti-dandruff shampoos. Natural components, including tea tree oils, neem, basil, rosemary, lemon, and cedarwood, are becoming increasingly popular in anti-dandruff shampoos.
- In the meantime, the Middle Eastern region witnessed an increasing demand for natural and organic products due to the rise in consumer awareness about the harmful effects of certain compounds, such as paraben and aluminum compounds, present in hair care products. This has increased the demand for safe, natural, and organic shampoos, conditioners, hair oils, and hair masks, among others, in recent times. The purchases are based on the product's efficacy, long-lasting protection, and clinical properties.
- The demand for hair care products in the Middle Eastern region is mainly due to an increase in the young and aspirational populations who invest in grooming and appearance, primarily in maintaining their health. One of the key trends in the market includes hair care products that comply with the halal law, which is also becoming a global trend.
- Moreover, Gulf consumers prefer personalized products and services, further bolstering the market's growth studied by catalyzing the private-label and indigenous manufacturers to cater to this gap in the hair care industry and secure a position for themselves in the highly fragmented and intensely competitive industry.

MEA Hair Care Market Trends

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## E-commerce Emerged as the Prominent Channel of Sales

- The rising fashion trends among the young population, expanding distribution channels, and high purchasing power are the primary factors driving the hair styling products market in the region. Convenience, availability of multiple brands, and discounts offered by online retailers have further fueled online sales. With the increasing digital adoption, e-commerce is becoming a reality, reinventing the road to purchase for customers, shaping new user interactions, disrupting business models, and creating new growth opportunities for single and multi-brand stores of hair care products across the Middle Eastern region.
- It has provided easy access to product-related information and prices to the customers. This has contributed to the overall growth of Middle Eastern hair care products. Market retailers increasingly use augmented reality (AR) technologies to help online customers and improve their e-commerce experience. With the improving logistics capabilities, faster delivery, and hassle-free returns, single and multi-brand retailers are making customers feel more at ease with online purchases, driving the beauty and personal care market through e-commerce.
- Therefore, the hair care market with respect to e-commerce sales is expected to have significant potential in the market, especially in the Middle East and Africa region. For instance, according to Alpen Capital and Kearney articles, The United Arab Emirates e-commerce business was worth USD ten billion in 2021. This was an increase from the anticipated market worth of USD 7 billion from the previous year.

## South Africa is the Fastest Growing Country

- African women, in particular, are prone to hair loss called traction alopecia, caused by heat, chemicals, and tight styles that pull at the hair root, including braids, dreadlocks, extensions, and weaves. Unhealthy eating habits, hot weather, and rising pollution levels across the country are other factors expected to drive the growth of the shampoo and conditioner market in the country.
- Africa is battling with severe climatic changes; hence, manufacturers operating in this space are innovating new and improvised hair shampoo and conditioners products that not only help them gain an edge over their industry rivals while catering to the demand of the consumers but also reduce their impact on the environment. For instance, In December 2021, natural and organic skincare brand Uhuru Botanicals launched Chebe Hair Shampoo and Chebe Hair Conditioner bars. The products are made with aloe vera, shea butter, buriti oil, and chebe powder.
- Moreover, increased preference for hairstyling, changing lifestyles, urbanization, and marketing and promotional activities are the primary factors fueling the market growth of professional hair care products like hair loss treatments and professional color protective kits. Owing to these factors, foreign players are marking their presence in the country and introducing professional home care products.
- For instance, in April 2021, Qiqi, a professional offering sustainable and transformative solutions for hair problems, expanded its presence in South Africa and introduced a range of professional home care products, including professional shampoos, conditioners, and masques, especially for damage repair.
- Additionally, consumer attention is being drawn by national commercials and promotions. Younger consumers are particularly drawn to celebrities and influencers who advertise popular companies nationwide on social media channels. For instance, in July 2022, Boity Thulo, a famous South African television celebrity, launched her hair care brand Be You in collaboration with the South African brand Front Row Hair.

## MEA Hair Care Industry Overview

The Middle East & African haircare market is competitive owing to the presence of multinational companies such as L'Oreal SA,

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Procter and Gamble, Henkel AG & Co. KGaA, and Unilever PLC. Players are strengthening their presence through online marketing and distribution to increase their regional market penetration. The prominent market players have been focusing on developing new and innovative products and acquiring new consumer demographics. Additionally, these companies are focusing on increasing their presence across the region by opening new stores.

Additional Benefits:

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

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