

Saudi Arabia Beauty and Personal Care - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts 2019 - 2029

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Report description:

The Saudi Arabia Cosmetics Products Market size is estimated at USD 5.29 billion in 2024. It is expected to reach USD 5.73 billion by 2029, registering a CAGR of 1.60% during the forecast period (2024-2029).

The increasing consumer focus on personal grooming is one of the primary reasons driving the market. Individuals increasingly use 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 appearance, thus supplementing the growth of the cosmetics 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 grooming products are a few factors boosting the market growth. The use of makeup in regular routines is growing as fashion models and social media channels influence youngsters' lifestyle choices.

There is an optimal rise in internet usage in the developed territories of the country. Hence, the Saudi Arabian cosmetics market is witnessing a boom through e-commerce channels. The rising demand for natural or organic, herbal, halal products and innovative and eco-friendly packaging designs is further attributed to the market growth in the country. Owing to this, market players are innovating new products. Also, due to rising global warming and pollution problems, the market players are innovating cosmetics with UV protection and SPF. Over the medium term, the demand for cosmetics products is expected to increase owing to the increasing demand for premium cosmetic products in the country.

Saudi Arabia Cosmetics Products Market Trends

Increasing Popularity of Natural Variants

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Consumers in the country are looking for cosmetic products that are natural, organic, and cruelty-free due to the rising prevalence of skin allergies and environmental consciousness. The consumption of natural cosmetics is increasing significantly among the working population, young generation, and fashion enthusiasts. In Saudi Arabia, intense internet penetration dramatically contributed to the trend of social media influencers showcasing their beauty regimens. Therefore, it increased consumer awareness about cosmetics and beauty products. Moreover, local and international beauty companies partner with influencers to increase brand awareness and reach potential consumers. This trend is evident, with primary color cosmetic brands operating in the country experiencing the highest growth.

Facial Care Products Dominated the Market

In Saudi Arabia, the inflating income of individuals is boosting the demand for skincare and cosmetic products. The problem with grey hair is also growing due to increasing pollution and stress issues. Due to this, the demand for hair color and styling products is rising. Consumer awareness about the harmful effects of certain compounds, such as paraben and aluminum, in cosmetics is leading to an increased demand for natural cosmetics. With the strong presence of the young population in Saudi Arabia, the demand for facial products like foundations, eye makeup, lipsticks, and other products is increasing. The country's population also spends more on premium and niche beauty and wellness brands that offer organic and vegan products. Over the medium term, the demand for cosmetics is expected to increase owing to the increasing influence of social media platforms on the purchasing behavior of young adults, the largest customer segment for the cosmetics market in the country.

Saudi Arabia Cosmetics Products Industry Overview

The Saudi Arabia cosmetics products market is fragmented, with regional and global players dominating the market. Prominent players in the market include Beiersdorf AG, Avon Cosmetics, Unilever Plc, Estee Lauder Inc., and Procter & Gamble Company. Several manufacturers established products that claim to be natural, organic, and involved in sustainable practices, with a higher penetration across retail stores and online channels. However, domestic players cater to the same segment with a storyline that connects with consumers and delivers experiences with the product. Advanced distribution networks and manufacturing expertise give an upper edge to expand the range of products across the country.

Additional Benefits:

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

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