

Beauty and Personal Care in Saudi Arabia

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Report description:

Although the Saudi economy actually contracted in 2023 due to a drop in oil revenue when it came to the Kingdom's non-oil economy there continued to be growth, with this including spending on beauty and personal care. The retail industry is looking to capitalise on the rise of consumerism which has been backed by favourable demographics, population growth and a rise in per capita income, and an increase in tourism - both religious and leisure. This has translated into increased spending on a ran...

Euromonitor International's Beauty and Personal 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal 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.

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PROSPECTS AND OPPORTUNITIES

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