

Colour Cosmetics in Saudi Arabia

Market Direction | 2024-04-12 | 31 pages | Euromonitor

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Report description:

The government continues to support female empowerment in Saudi Arabia striving for equality between men and women in the workplace, enhancing their rights, support systems and care programmes with the aim of improving their work environment in all sectors. Furthermore, Saudi Arabia's Public Investment Fund (PIF) launched women's lifestyle company Kayanee in 2023 with Princess Reema bint Bandar as its head. The company will focus on the promotion of women's health and lifestyles through the prom...

Euromonitor International's Colour Cosmetics 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: Colour Cosmetics Sets/Kits, Eye Make-Up, Facial Make-Up, Lip Products, Nail Products.

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

Why buy this report?

- * Get a detailed picture of the Colour Cosmetics 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.

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Female empowerment and investment in fashion and beauty boosting sales of colour cosmetics

Brands target younger consumers as demand continues to grow

Local brand Asteri Beauty launched in 2023 while Sheglam opens first offline store

PROSPECTS AND OPPORTUNITIES

Sales expected to benefit from female empowerment and an increase in tourism

New technology could help women make new and bolder decisions in the make-up they choose to wear

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