

## **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.

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## Table of Contents:

Colour Cosmetics in Saudi Arabia  
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### List Of Contents And Tables

#### COLOUR COSMETICS IN SAUDI ARABIA

##### KEY DATA FINDINGS

##### 2023 DEVELOPMENTS

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

E-commerce still has room for development while BNPL services should encourage spending

##### CATEGORY DATA

Table 1 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 2 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 4 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 5 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 6 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 7 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 8 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 9 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 10 □Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 11 □Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

#### BEAUTY AND PERSONAL CARE IN SAUDI ARABIA

##### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

##### MARKET DATA

Table 12 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 17 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 18 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 19 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 20 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 21 □Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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