

Skin Care in Saudi Arabia

Market Direction | 2024-04-12 | 30 pages | Euromonitor

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Report description:

Skin care continued its revival in 2023 having seen declining volume sales during the early years of the review period. With the pandemic over the local population increased with foreign workers returning to the Kingdom in search of employment opportunities. Additionally, there was also a sharp increase in the number of visitors to Saudi Arabia both for religious and leisure trips. These visitors helped to swell the potential consumer base for skin care which was reflected in the strong growth s...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- * Get a detailed picture of the Skin 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.

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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SKIN CARE IN SAUDI ARABIA

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Skin care sales on the rise in 2023 as players target younger consumers

Garnier introduces new acne skin care range while the range of dermocosmetics continues to grow

K-Beauty continues to have a growing influence but Nivea remains the leading brand

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SOURCES

Summary 1 Research Sources

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