

United Arab Emirates Hair Care Market Assessment, By Treatment [Anti-Dandruff, Hair Loss, Dry & Itchy Scalp, Dull & Frizzy Hair, White-Grey Hair, Others], By Type [Shampoo & Conditioning, Perming & Straightening, Styling Products, Hair Colouring, Others], By Gender [Male, Female, Unisex], By End-user [Personal, Professional], By Distribution Channel [Online, Supermarkets & Hypermarkets, Retail Outlets, Specialty Stores, Departmental Stores, Dealers & Distributors, Pharmacy & Drug Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F

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Report description:

The United Arab Emirates Hair Care Market is expected to grow at a CAGR of 3.58% during the forecast period 2023-2030. The market size was estimated at USD 401.29 million in 2022 and is projected to reach USD 531.7 million by 2030 driven by a growing population, rising disposable income, and increasing awareness regarding personal grooming and hygiene. Brands such as L'Oreal, Procter & Gamble, Unilever, and Johnson & Johnson dominate the UAE hair care market, but there is also a growing demand for local and regional brands. This trend is being driven by consumers who are looking for products that cater to their specific hair type and texture, as well as those that use natural and organic ingredients. The use of social media influencers and celebrity endorsements has also contributed to the growth of the hair care market in the United Arab Emirates as recommendations and advice from influencers and celebrities on hair care products have a significant influence on consumer's purchasing decisions.

In recent years, the popularity of natural, safe, and organic shampoos, conditioners, hair oils, and other hair care products has notably increased. This trend is mainly driven by the young and aspirational population in the country, who invest in grooming and

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appearance to maintain personal hygiene, contributing to the surge in demand for hair care products in the country. Hair loss is a common concern affecting both men and women, leading to a significant rise in the availability of anti-hair fall products in the market. These practical solutions have gained traction among consumers seeking ways to address hair loss issues and promote healthier hair growth.

Moreover, the potential for sales growth in the online channel for hair care products has compelled online vendors to enhance purchase processes regarding security and reliability, leading to an increased demand for these products. Notable online retailers for hair care and styling products in the country include Amazon, Lakme Salon, L'Oreal, and others.

Desalinated Water Impacting the Hair Health

Although there isn't any proof, many people think that desalinated water in Abu Dhabi and Dubai does harm their hair. Because of this, the market for "anti-hair loss" showerheads and filters is booming, and the equipment is a typical sight in people's bathrooms. Non-filtered water and the use of chemically enhanced products that harm the hair and scalp over time are two contributing factors that can cause hair loss. To restore their hair's lustre as a result, more people are turning to natural and organic hair products. Hair care ingredients like argan oil, coconut oil, and aloe vera are believed to promote healthy hair growth, while reducing breakage and preventing damage. For instance, in March 2021, Soulflower, a renowned international brand, entered the United Arab Emirates market by introducing its well-received product, the Soulflower Herbal Onion Hair Oil. This hair oil, as per the company's assertion, is crafted with a combination of red onion and 20 essential oils and extracts to address various hair concerns, such as hair loss, early greying, dandruff, dry hair, and split ends.

Extreme Climatic Conditions

The weather in the United Arab Emirates exerts a significant impact on hair health, particularly during summertime, when heat and humidity are common factors. On humid days, dry hair tends to attract and absorb water vapour from the air, causing the hair's molecular structure to break down, leading to a loss of volume and shape. Additionally, sweat can weaken hair follicles and promote the growth of bacteria on the scalp, leading to itching and scalp problems.

Furthermore, direct exposure to sunlight's heat can severely damage the overall health of the hair, similar to the effects of blow-drying, and styling products. Thus, it's crucial to protect hair from harsh elements to maintain its health and appearance in the country's hot and humid climate, ultimately driving the demand for hair care products in United Arab Emirates. In December 2021, K18, the world's first patented biotech treatment and a hair care brand endorsed by celebrities, debuted in the United Arab Emirates. The brand launched a professional line of ultra-lightweight products, including a repair hair mist, an in-salon hair mask, and an innovative leave-in repair mask.

Increasing Popularity of E-Commerce Leading to Increased Sales

In 2022, the United Arab Emirates emerged as the world's fastest-growing e-commerce market, with global online sales experiencing a remarkable surge. It has a population of 1.4 billion people who are active online. E-commerce accounted for 7% of the overall retail expenditure in the country in the year 2022. Furthermore, e-commerce platforms offer more products than physical stores, as they are not limited by shelf space or inventory constraints. This means that consumers in the United Arab Emirates can access a wider variety of hair care products, including international brands previously unavailable in the region. E-commerce platforms often offer discounts and promotions on hair care products, leading to a more competitive marketplace, as hair care brands compete to offer the best prices and promotions to consumers shopping online.

Surge in Demand for Hair Colour

As a result of more women joining the workforce in the United Arab Emirates, the demand for hair colour has increased substantially over the years. As per the statistics by the World Bank, the female labour force participation in the country rose from 17.7% in 2021 to 18.3% in 2022. People like themselves groomed well when they go out and meet other people. But on the other hand, they fear the consequences of harsh chemicals on their skin and hair. The growing innovations in hair colour formulations like ammonia-free colour, non-dripping formula, gel-based colour, etc. also lead to a rise in demand for hair colour products in the country. Other factors like grey hair caused due to ageing, youth preferences for highlights and other fashion, and growing disposable incomes also fuel the market demand for hair colour products. In September 2021, Cosmo Cosmetics, a division of the Dubai-based Sterling Perfumes Group, launched an innovative ammonia-free Instant hair colour shampoo. This revolutionary formula is enriched with conditioning extracts, offering a convenient and quick application to the hair in just 15 minutes, making it hassle-free and effective.

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Impact of COVID-19

The COVID-19 pandemic has affected various industries and the hair care market in the United Arab Emirates is no exception. The closure of salons and disruption of supply chains have impacted the market, but at-home hair care products and online sales have seen an increase in demand. Additionally, the pandemic has led to a shift towards natural and organic hair care products, as consumers become more health conscious. These changes are expected to continue to impact the hair care market in the United Arab Emirates in the long-term. Overall, while the pandemic has had an impact on the hair care industry in the United Arab Emirates, it's important to note that many companies have found ways to adapt and continue operating despite the challenges.

Key Players Landscape and Outlook

The United Arab Emirates hair care market is highly competitive and dominated by several key players, including multinational companies and local players. To maintain their position in the market, key players are focusing on new product launches, product innovation, and strategic collaborations with distributors and retailers. The outlook for the United Arab Emirates hair care market is positive, and it is expected to continue to grow in the coming years. However, the market is also facing challenges such as the high cost of premium hair care products and the availability of counterfeit products, which can negatively impact market growth. Despite the challenges, many foreign players are trying to enter and tap the market in the country. In September 2022, Nykaa , an Indian e-commerce company known for its cosmetics expertise, expanded its presence to the United Arab Emirates by entering into a joint venture with Apparel Group, a conglomerate specializing in global fashion and lifestyle, introducing a range of beauty and personal care brands. The Nykaa House of Brands showcases approximately ten in-house brands, offering Arabian consumers a wide selection of hair care products.

Table of Contents:

1. Research Methodology
2. Project Scope & Definitions
3. Impact of COVID-19 on United Arab Emirates Hair Care Market
4. Executive Summary
5. Voice of Customer
 - 5.1. Demographics (Age/Cohort Analysis - Baby Boomers and Gen X, Millennials, Gen Z; Gender; Income - Low, Mid and High; Geography; Nationality; etc.)
 - 5.2. Market Awareness and Product Information
 - 5.3. Brand Awareness and Loyalty
 - 5.4. Factors Considered in Purchase Decision
 - 5.4.1. Brand Name
 - 5.4.2. Pack Size
 - 5.4.3. Price
 - 5.4.4. Customisation Options
 - 5.4.5. Packaging Type
 - 5.4.6. Inclination Towards Organic Products
 - 5.4.7. Promotional Offers & Discounts
 - 5.5. Frequency of Purchase
 - 5.6. Medium of Purchase
 - 5.7. Role of Brand Ambassador or Influencer Marketing on Product/Brand Absorption
6. United Arab Emirates Hair Care Market Outlook, 2016-2030F
 - 6.1. Market Size & Forecast
 - 6.1.1. By Value
 - 6.1.2. By Volume
 - 6.2. By Treatment
 - 6.2.1. Anti-Dandruff
 - 6.2.2. Hair Loss

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- 6.2.3.□Dry & Itchy Scalp
- 6.2.4.□Dull & Frizzy Hair
- 6.2.5.□White-Grey Hair
- 6.2.6.□Others
- 6.3.□By Type
- 6.3.1.□Shampoo & Conditioning
- 6.3.2.□Perming & Straightening
- 6.3.3.□Styling Products□
- 6.3.3.1.□Gels/Wax
- 6.3.3.2.□Mousse
- 6.3.3.3.□Hair Spray
- 6.3.3.4.□Others
- 6.3.4.□Hair Colouring
- 6.3.4.1.□Permanent
- 6.3.4.2.□Semi-permanent
- 6.3.4.3.□Demi-permanent
- 6.3.4.4.□Temporary
- 6.3.4.5.□Others
- 6.3.5.□Others
- 6.4.□By Gender
- 6.4.1.□Male
- 6.4.2.□Female
- 6.4.3.□Unisex
- 6.5.□By End-user
- 6.5.1.□Personal
- 6.5.2.□Professional
- 6.6.□By Distribution Channel
- 6.6.1.□Online
- 6.6.2.□Supermarkets & Hypermarkets
- 6.6.3.□Retail Outlets
- 6.6.4.□Specialty Stores
- 6.6.5.□Departmental Stores
- 6.6.6.□Dealers & Distributors
- 6.6.7.□Pharmacy & Drug Stores
- 6.6.8.□Others
- 6.7.□By Region
- 6.7.1.□Abu Dhabi
- 6.7.2.□Dubai
- 6.7.3.□Sharjah
- 6.7.4.□Ajman
- 6.7.5.□Umm Al-Quwain
- 6.7.6.□Fujairah
- 6.8.□By Company Market Share (%), 2022
- 7.□Market Mapping, 2022
- 7.1.□By Treatment
- 7.2.□By Type
- 7.3.□By Gender

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- 7.4.□By End-user
- 7.5.□By Distribution Channel
- 7.6.□By Region
- 8.□Macro Environment and Industry Structure
 - 8.1.□Supply Demand Analysis
 - 8.2.□Import Export Analysis
 - 8.3.□Value Chain Analysis
 - 8.4.□PESTEL Analysis
 - 8.4.1.□Political Factors
 - 8.4.2.□Economic System
 - 8.4.3.□Social Implications
 - 8.4.4.□Technological Advancements
 - 8.4.5.□Environmental Impacts
 - 8.4.6.□Legal Compliances and Regulatory Policies (Statutory Bodies Included)
 - 8.5.□Porter's Five Forces Analysis
 - 8.5.1.□Supplier Power
 - 8.5.2.□Buyer Power
 - 8.5.3.□Substitution Threat
 - 8.5.4.□Threat from New Entrant
 - 8.5.5.□Competitive Rivalry
- 9.□Market Dynamics
 - 9.1.□Growth Drivers
 - 9.2.□Growth Inhibitors (Challenges and Restraints)
- 10.□Key Players Landscape
 - 10.1.□Competition Matrix of Top Five Market Leaders
 - 10.2.□Market Revenue Analysis of Top Five Market Leaders (in %, 2022)
 - 10.3.□Mergers and Acquisitions/Joint Ventures (If Applicable)
 - 10.4.□SWOT Analysis (For Five Market Players)
 - 10.5.□Patent Analysis (If Applicable)
- 11.□Pricing Analysis
- 12.□Case Studies
- 13.□Key Players Outlook
 - 13.1.□The Procter & Gamble Company
 - 13.1.1.□Company Details
 - 13.1.2.□Key Management Personnel
 - 13.1.3.□Products & Services
 - 13.1.4.□Financials (As reported)
 - 13.1.5.□Key Market Focus & Geographical Presence
 - 13.1.6.□Recent Developments
 - 13.2.□Unilever Gulf FZE
 - 13.3.□L'Oreal UAE General Trading LLC
 - 13.4.□Johnson & Johnson Middle East FZ-LLC
 - 13.5.□Henkel Jebel Ali FZCO
 - 13.6.□Kao Corporation
 - 13.7.□Amway Corporation
 - 13.8.□Beiersdorf Middle East FZCO
 - 13.9.□Inspired Beauty Brands, Inc. (Hask)

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14. □ Strategic Recommendations

15. □ About Us & Disclaimer

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