

Saudi Arabia E-Commerce Cosmetics and Fragrances Market Report and Forecast 2024-2032

Market Report | 2024-06-20 | 190 pages | EMR Inc.

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Report description:

Saudi Arabia E-Commerce Cosmetics and Fragrances Market Report and Forecast 2024-2032

Market outlook

According to the report by Expert Market Research (EMR), the Saudi Arabia e-commerce cosmetics and fragrances market size is projected to further grow at a CAGR of 6.4% between 2024 and 2032. Aided by increasing demand for online shopping and the growing applications of cosmetics and fragrances in various consumer segments, the market is expected to significantly grow by 2032.

Cosmetics and fragrances encompass a wide range of products, including skincare, makeup, haircare, and perfumes, that enhance personal appearance and provide sensory pleasure. The market is experiencing significant growth due to the rising consumer preference for online shopping, driven by convenience, variety, and competitive pricing.

The increasing internet penetration and smartphone adoption in Saudi Arabia are key factors driving the e-commerce market. As more consumers gain access to the internet, the propensity to shop online, especially for cosmetics and fragrances, has surged. E-commerce platforms offer consumers the convenience of shopping from the comfort of their homes and provide access to a wide variety of products. The ability to compare products, read reviews, and avail discounts is encouraging more consumers to purchase cosmetics and fragrances online, leading to Saudi Arabia e-commerce cosmetics and fragrances market growth. Social media platforms play a crucial role in influencing consumer purchasing decisions. Beauty influencers, bloggers, and celebrities endorse products and share their experiences, which significantly impacts consumer preferences and drives online sales.

The development of efficient and reliable delivery services has bolstered the growth of e-commerce. Fast and free shipping options, easy return policies, and secure payment methods enhance the overall shopping experience, making online purchases more attractive.

E-commerce platforms frequently offer promotions, discounts, and exclusive deals, which attract price-sensitive consumers. Special online sales events like Black Friday and Cyber Monday have become popular, driving significant traffic and sales to online stores, consequently driving up the Saudi Arabia e-commerce cosmetics and fragrances market share.

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Skincare products, including moisturisers, serums, and sunscreens, are among the most popular categories in the e-commerce cosmetics market. The increasing awareness of skincare routines and the desire for healthy, glowing skin are driving the demand for these products. The skincare segment is characterised by continuous product innovation, with brands introducing advanced formulations and new ingredients. Innovations such as hyaluronic acid, retinol, and vitamin C are gaining popularity for their effectiveness. The rising awareness of skin health and the benefits of a proper skincare routine are driving the demand for skincare products. Consumers are increasingly seeking products that offer hydration, anti-aging, and sun protection benefits.

The makeup segment, encompassing products like foundation, lipstick, and eyeshadow, continues to see robust growth. The influence of makeup tutorials and trends on social media platforms is a significant driver of this segment.

Haircare products, such as shampoos, conditioners, and styling products, are essential items in personal care routines. The growing awareness of hair health and the availability of specialized products for different hair types are boosting the demand for haircare products.

Fragrances, including perfumes and colognes, are highly popular among consumers. The desire for unique and luxury scents, along with the influence of celebrity-endorsed fragrances, drives this segment.

As per the Saudi Arabia e-commerce cosmetics and fragrances market analysis, the regulatory environment in Saudi Arabia is also shaping the e-commerce cosmetics and fragrances market. The government has introduced various regulations and standards to ensure the safety and quality of products sold online. Compliance with these regulations is crucial for market players to gain consumer trust and maintain market credibility.

Market Segmentation □

The market can be divided based on type, gender, and category

Market Breakup by Type

- Hair Care
- Skin Care
- Make-up Products
- Deodorants
- Fragrances

Market Breakup by Gender

- Male
- Female
- Unisex

Market Breakup by Category

- Mass
- Premium

Competitive landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in Saudi Arabia e-commerce cosmetics and fragrances market.

some of the major players explored in the report by expert market research are as follows:

- L'Oreal S.A.
- The Estee Lauder Companies Inc.
- The Procter & Gamble Company
- Shiseido Company, Limited
- Revlon, Inc.
- Unilever PLC
- CHANEL Ltd.
- Arabian Oud
- Beiersdorf AG

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-□Huda Beauty Limited

-□Others

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Acquire unparalleled access to critical industry insights with our comprehensive market research reports, meticulously prepared by a team of seasoned experts. These reports are designed to equip decision-makers with an in-depth understanding of prevailing market trends, competitive landscapes, and growth opportunities.

Our high-quality, data-driven analysis provides the essential framework for organisations seeking to make informed and strategic decisions in an increasingly complex and rapidly evolving business environment. By investing in our market research reports, you can ensure your organisation remains agile, proactive, and poised for success in today's competitive market.

Don't miss the opportunity to elevate your business intelligence and strengthen your strategic planning. Secure your organisation's future success by acquiring one of our expert market research reports today.

*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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