

Saudi Arabia Hair Care Market Report and Forecast 2024-2032

Market Report | 2024-06-20 | 177 pages | EMR Inc.

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Report description:

Saudi Arabia Hair Care Market Report and Forecast 2024-2032

Market outlook

According to the report by Expert Market Research (EMR), the Saudi Arabia hair care market size reached a value of USD 659.1 million in 2023. Aided by the increasing demand for high-quality hair care products and the growing awareness of hair health, the market is projected to further grow at a CAGR of 4.1% between 2024 and 2032 to reach a value of USD 946.98 million by 2032. Hair care products encompass a wide range of items, including shampoos, conditioners, hair oils, serums, and styling products, that cater to various hair types and concerns. The market is experiencing significant growth due to the rising consumer preference for premium and natural hair care products, driven by the increasing awareness of hair health and wellness. The growing awareness of the importance of maintaining healthy hair is a significant driver of the Saudi Arabia hair care market growth. Consumers are increasingly seeking products that provide nourishment, protection, and repair for their hair. The demand for premium hair care products is on the rise, driven by the willingness of consumers to invest in high-quality and effective hair care solutions. This trend is particularly prominent among urban and affluent consumers.

Social media platforms play a crucial role in influencing consumer purchasing decisions. Beauty influencers, hair care experts, and celebrities endorse products and share hair care routines, significantly impacting consumer preferences and driving sales. Social media platforms play a crucial role in influencing consumer purchasing decisions. Beauty influencers, hair care experts, and celebrities endorse products and share hair care routines, significantly impacting consumer preferences and driving sales. The rapid growth of e-commerce platforms has made it easier for consumers to access a wide range of hair care products. Online shopping offers convenience, product variety, and competitive pricing, driving the demand for hair care products through e-commerce channels, consequently driving up the Saudi Arabia hair care market share.

Technological advancements in hair care formulations and product development are driving innovation in the market. The introduction of advanced ingredients and technologies, such as keratin, argan oil, and biotin, has enhanced the effectiveness of hair care products.

Shampoos are essential hair care products used for cleaning the hair and scalp. The demand for shampoos with specific benefits, such as anti-dandruff, moisturizing, and volumising, is driving the growth of this segment. Conditioners are used to provide moisture, shine, and smoothness to the hair. The growing awareness of the benefits of using conditioners as part of a hair care

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routine is boosting the demand for these products. Hair oils are popular for their nourishing and conditioning properties. The demand for natural and organic hair oils, such as coconut oil and argan oil, is increasing due to their perceived benefits for hair health.

Hair serums are used to address specific hair concerns, such as frizz, split ends, and damage. The growing demand for targeted hair treatments is driving the popularity of hair serums.

Hair styling products, including gels, mousses, and sprays, are used to create and maintain various hairstyles. The increasing trend of hairstyling and grooming is contributing to the demand for styling products.

As per the Saudi Arabia hair care market analysis, the development of advanced formulations with ingredients such as keratin, biotin, and argan oil has improved the efficacy of hair care products. These ingredients offer benefits such as strengthening, nourishing, and repairing hair. The introduction of smart hair care devices, such as hairbrushes with sensors and hair dryers with heat control technology, is revolutionizing the hair care industry. These devices provide real-time feedback and improve hair care routines.

Market Segmentation □

The market can be divided based on product and distribution channel

Market Breakup by Product

- Shampoo
- Hair Colour
- Conditioner
- Hair Styling Products
- Hair Oil
- Others

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets
- Pharmacies/Drug Stores
- Convenience Stores
- Speciality Stores
- Online
- Others

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 hair care market. Some of the major players explored in the report by expert market research are as follows:

- L'Oreal SA
- Unilever Plc
- The Procter & Gamble Company
- Avon Products, Inc.
- Shiseido Co. Ltd.
- Estee Lauder Companies Inc.
- Revlon Consumer Products LLC
- Kao Corporation
- Oriflame Cosmetics AG
- Beiersdorf AG
- Marico Limited
- Others

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