

## **Saudi Arabia Cosmetic Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)**

Market Report | 2025-08-01 | 150 pages | Mordor Intelligence

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### **Report description:**

Saudi Arabia Cosmetic Products Market Analysis

The Saudi Arabia cosmetics market size is projected to reach USD 0.87 billion in 2025 and grow to USD 1.23 billion by 2030, exhibiting a CAGR of 7.09% during the forecast period. The market's growth is primarily driven by the Vision 2030 initiative, which has created a favorable business environment through enhanced regulatory frameworks and increased global investment. The country's large young population, increasing consumer spending power, and growing number of working women contribute to market expansion. The retail landscape is evolving with the proliferation of specialty beauty stores and luxury department stores, while high digital connectivity has led to the adoption of omnichannel strategies by retailers. E-commerce platforms and social media significantly influence consumer behavior in discovering and purchasing beauty products. While international brands maintain a strong presence, local manufacturers are expanding their portfolios to meet regional preferences, particularly in the growing halal cosmetics segment. The market also reflects global wellness trends with increasing demand for natural and organic beauty products, driven by heightened awareness of personal grooming among both men and women.

Saudi Arabia Cosmetic Products Market Trends and Insights

Influence of Social Media Platforms

Social media platforms, particularly Instagram, TikTok, and Snapchat, have transformed the Saudi Arabian cosmetics market by creating direct-to-consumer channels that bypass traditional retail distribution. Young consumers in Saudi Arabia increasingly

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make purchase decisions based on beauty influencers, trends, and user-generated content on these platforms. Local and international cosmetics brands have intensified their social media marketing efforts and influencer collaborations to showcase products, engage with consumers, and build brand awareness. The rise of social commerce enables direct purchasing through these platforms, while real-time product demonstrations and reviews enhance transparency and trust. The visual nature of these platforms particularly appeals to the younger Saudi demographic, who constitute a significant portion of cosmetics consumers. According to the International Trade Administration, Saudi Arabia has one of the highest smartphone penetration rates globally at 97%, with mobile broadband internet subscriptions surpassing most advanced markets. The country ranks tenth worldwide for internet speed, further facilitating the growth of social media-driven cosmetics sales.

### Strong Demand from Expat Population

The substantial expatriate population in Saudi Arabia significantly influences the cosmetics market dynamics, creating distinct market segments with specific beauty requirements and preferences. The diverse international community, comprising residents from various Asian, Western, and Middle Eastern countries, encompasses different skin types, cultural beauty practices, and product preferences, driving retailers to maintain comprehensive product portfolios ranging from Asian beauty innovations to Western luxury cosmetics. According to the General Authority of Statistics, non-Saudis constitute 44.4% of the overall Saudi population in 2024. This cultural diversity has led to the introduction of specialized products catering to different skin types, preferences, and beauty routines, creating opportunities for both mass-market and premium beauty products. The high disposable income among skilled expatriate workers, combined with their familiarity with international brands, drives the consumption of premium cosmetic products, while the growing number of working expatriate women has increased the demand for makeup, skincare, and personal care products. The presence of numerous shopping malls and beauty retail outlets in major expatriate-populated cities like Riyadh, Jeddah, and Dammam, coupled with strong social media engagement and awareness of global beauty trends, facilitates easy access and consistent demand for innovative cosmetic products.

### Consumer Concerns Over Product Safety and Ingredients

Consumer vigilance regarding cosmetic ingredients has intensified in Saudi Arabia, with safety and transparency becoming paramount purchase considerations. The Saudi Food and Drug Authority (SFDA) has implemented strict regulations, including a comprehensive list of prohibited and restricted ingredients, while requiring manufacturers to comply with safety standards and proper ingredient disclosure. The Saudi Ministry of Health emphasizes the importance of checking ingredient lists and avoiding products that may cause skin irritation or allergies. The Saudi Standards, Metrology and Quality Organization (SASO) reinforces product safety through testing for harmful substances and issuing quality certifications. These regulatory requirements have increased operational costs for companies, as they must invest in quality testing and certification processes. Additionally, social media platforms have amplified consumer concerns, leading to rapid shifts in purchasing behavior and forcing companies to reformulate products with natural and halal-certified ingredients. This comprehensive regulatory framework and increasing consumer awareness create significant market entry barriers and compliance costs for cosmetics manufacturers, potentially restraining market growth in Saudi Arabia.

Other drivers and restraints analyzed in the detailed report include:

Rising Demand for Halal-Certified Cosmetic Products / Increasing Female Workforce Participation / Rising Concerns Over Counterfeit Products /

For complete list of drivers and restraints, kindly check the Table Of Contents.

### Segment Analysis

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Eye make-up commands a dominant 36.34% share of the Saudi beauty market in 2024, reflecting deep-rooted cultural preferences that emphasize expressive eye makeup within traditional modest dress codes. This segment's prominence aligns with Islamic fashion requirements, while facial make-up exhibits the strongest growth trajectory at 7.34% CAGR through 2030, driven by increased workplace participation and social media influence. Lip and nail products maintain consistent performance through seasonal launches and color trends, while the resurgence of traditional kohl demonstrates the successful fusion of cultural heritage with modern beauty preferences.

The market's evolution is shaped by practical considerations, with international brands developing heat-resistant formulations suitable for Saudi Arabia's extreme temperatures that often exceed 45C. Social media plays a crucial role in driving product innovation, particularly in eye cosmetics, as these products photograph well and enable creative expression within cultural parameters. This has led to advances in packaging, application tools, and the development of color ranges specifically formulated for Middle Eastern skin tones, meeting both functional and aesthetic requirements of Saudi consumers.

Mass products dominate the Saudi Arabian market with a 69.34% share in 2024, driven by price-conscious younger consumers and families with multiple beauty users, while the premium segment grows at 7.83% CAGR through 2030 due to rising affluence. The mass market's strength lies in its widespread accessibility through hypermarkets, pharmacies, and online platforms serving diverse income levels and regions, though the distinction between mass and premium segments continues to blur as mass brands introduce upscale lines and luxury brands launch more accessible options.

The premium segment thrives in urban centers like Riyadh and Jeddah, where professional women and affluent families prioritize quality and brand prestige. Local brands such as Asteri have successfully entered the premium space by highlighting clean formulations and cultural authenticity, while experiential retail investments and e-commerce platforms like Nice One Beauty enhance premium brand accessibility across Saudi Arabia, demonstrating the viability of online-first strategies in the premium beauty market.

The Saudi Arabia Cosmetics Products Market Report is Segmented by Product Type (Facial Make-Up, Eye Make-Up, and Lip and Nail Makeup), by Category (Premium and Mass Products), by Ingredient Type (Natural and Organic, and Conventional and Synthetic), by Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, Online Retail Stores, and Other Distribution Channels). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

L'Oreal S.A. / LVMH Moet Hennessy Louis Vuitton SE / Coty Inc / The Estee Lauder Companies Inc. / Flormar Cosmetics / Shiseido Company, Limited / Revlon, Inc. / Huda Beauty LLC / Chalhoub Group (Faces) / Nazih Group / Beiersdorf AG / Mersi Cosmetics / Kenvue Inc / Oriflame Holding AG / Avon Products Inc. / KIKO Milano (Percassi) / Unilever PLC / Bio Atoms / INGLOT Cosmetics / INIKA Organic /

Additional Benefits:

<ul> The market estimate (ME) sheet in Excel format /  
3 months of analyst support / </ul>

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