

UAE Hair Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

UAE Hair Care Products Market Analysis

The UAE hair care products market is expected to be worth USD 442.54 million in 2025 and is projected to grow to USD 586.34 million by 2030, with a CAGR of 5.79%. The UAE stands out as the Middle East's premier beauty hub, bolstered by a youthful populace that values personal grooming and government policies championing retail growth. Climate-induced hair damage, a surge in male grooming, and a booming e-commerce landscape are spurring the development of new products. Furthermore, rising disposable incomes and a wave of expatriates with varied hair care needs are fueling both innovation and demand. Global and regional brands, through assertive marketing, are swaying consumer preferences and propelling category growth. Influencers and beauty bloggers, especially on social media, are pivotal in molding grooming trends and enhancing brand visibility, particularly among the youth. The growing number of upscale salons and specialized beauty outlets is further amplifying the demand for premium and professional-grade hair care products. In 2024, while shampoos dominate the market, hair styling products are witnessing the swiftest growth. Although synthetic ingredients remain prevalent, there's a notable shift towards natural and organic products as health consciousness rises. Supermarkets and hypermarkets lead in distribution, yet online retail is rapidly gaining ground, owing to the UAE's flourishing e-commerce scene. The competitive arena is moderately concentrated, with established brands firmly entrenched, yet there's ample room for newcomers.

UAE Hair Care Products Market Trends and Insights

High incidence of hair loss due to desalinated water and heat

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In the UAE, many people believe that desalinated tap water, which contains high mineral content, is a major cause of hair loss. This water is thought to lead to dryness and breakage. However, dermatologists highlight that the primary reasons for hair loss are nutritional deficiencies, such as low levels of iron, vitamin D, and zinc, along with hormonal imbalances. According to Dr Batra's Homeopathy, as of June 2025, studies show that around 66% of men in the UAE experience hair loss, and 67% of residents overall report similar issues, often blaming the water quality. In cities like Dubai, factors such as extreme heat, high humidity, a stressful lifestyle, and the use of desalinated water worsen the problem. According to EPI YALE EDU, the UAE's rankings for unsafe sanitation and drinking water in 2024 were 37 and 61, respectively. Consumer perceptions of water quality are shaping their purchasing decisions, notably boosting the demand for products such as anti-hair-loss shampoos. Brands like Himalaya and OGX have seized this opportunity, offering detox and anti-hair fall shampoos specifically designed for areas with mineral-heavy water. This strategic move not only caters to immediate consumer needs but also aligns these brands with the larger narratives of wellness and environmental consciousness.

Demand for multi-functional and damage control products

Professionals in the UAE, who often have busy schedules, are increasingly looking for hair care products that can serve multiple purposes and help repair damage while saving time. This demand has led to the rise of multi-functional products inspired by the "skinification" trend, where hair care adopts ingredients and techniques from skincare. These products combine treatment and protection in one formula, such as serums with niacinamide, conditioners with hyaluronic acid, and sprays that include UV filters along with nourishing oils like argan. For example, in February 2024, L'Oreal Paris launched its Elvive Hydra Hyaluronic Shampoo and Conditioner. These products are designed to deeply hydrate hair using hyaluronic acid, mimicking the moisturizing benefits commonly found in skincare. The market is increasingly favoring such innovations that simplify hair care routines by combining cleansing, repairing, and protecting functions into a single product. This approach caters to the fast-paced lifestyles of consumers, offering salon-quality results with less effort and reducing the need for multiple products, ultimately minimizing bathroom clutter.

Proliferation of counterfeit products

The increasing presence of counterfeit hair and beauty products is a major challenge for the UAE's hair care market. In 2024, authorities confiscated large quantities of fake products, including 650,468 counterfeit cosmetics worth AED 23 million in Ras Al Khaimah and 1 million fake cosmetics and drugs valued at AED 17 million in Dubai. Additionally, Dubai Customs seized 10.8 million counterfeit items across 54 operations during the year. These fake products, which include shampoos, conditioners, serums, and styling sprays, harm consumer trust and reduce revenue for genuine brands. This issue also discourages customers from purchasing premium products due to concerns about authenticity. To combat this, leading manufacturers are introducing advanced packaging solutions like QR codes and tamper-evident seals to help customers verify product authenticity. On the government side, the UAE is using AI and advanced customs technologies to monitor supply chains more effectively. While these measures, including product seizures, act as strong deterrents, raising consumer awareness remains essential to protect the market's integrity and ensure buyers invest in authentic, high-quality products.

Other drivers and restraints analyzed in the detailed report include:

Technological innovations in product formulations / Growing male grooming consciousness / Regulatory challenges for imported products /

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

Segment Analysis

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In 2024, shampoo dominated the UAE's hair care products market, capturing 44.22% of the total market share. This stronghold is largely attributed to the daily hair-washing routines of consumers, a necessity in the UAE's hot, humid, and dusty climate. Given these conditions, regular cleansing becomes vital for maintaining scalp hygiene, solidifying shampoo's status as a universal staple. The category's appeal is further enhanced by its diverse product range, from anti-hair fall to moisturizing and dandruff-control variants. These offerings address specific concerns, such as hair damage from desalinated water and environmental stressors. Meanwhile, conditioners, often used in tandem with shampoos, maintain a consistent market share as consumers increasingly rely on them to enhance their cleansing routines and hair texture.

While hair styling products currently occupy a smaller segment of the market, they are the fastest-growing category, boasting a projected CAGR of 6.22% from 2024 to 2030. This surge is largely driven by evolving consumer behaviors, particularly among younger audiences and men. These groups, swayed by social media, fashion trends, and professional grooming standards, are gravitating towards styling products. Multi-functional offerings, like pomades that blend hold with conditioning, are witnessing a rise in popularity. Furthermore, there's a growing demand for travel-friendly aerosols and heat-resistant sprays, especially among frequent travelers. Hair colorants are also experiencing steady demand, fueled by both functional needs (like grey coverage) and fashion trends. Together, these factors underscore a market shift towards high-performance, premium products tailored for individual care, leading to elevated average selling prices and sustained revenue growth.

In 2024, mass-market hair care products dominated the UAE hair care scene, clinching a 70.34% share in terms of sales volume. Budget-conscious consumers gravitate towards these products, drawn by their affordability, easy accessibility, and aggressive promotions in supermarkets and hypermarkets. Frequent discounts and enticing bundle offers further heighten the allure. With widespread availability and brand recognition, mass-market brands have become the go-to choice for daily use. Yet, to stay in the competitive race, many of these brands are now refining their formulations, bolstering them with scientifically backed claims and enhanced ingredient profiles, thereby narrowing the quality divide with their premium counterparts.

On the other hand, premium hair care products are on an upward trajectory, forecasting a robust CAGR of 6.73% leading up to 2030. This surge is fueled by the affluent Emiratis, high-income expatriates, and a steady stream of tourists, highlighted by the 1.94 million who flocked to Dubai in January 2025, as reported by the Dubai Department of Economy and Tourism . Premium offerings are coveted for their potent efficacy, luxurious ingredients, and the status they confer. These products are available in luxury malls, boutique outlets, and select pharmacies, often accompanied by in-store advisors who elucidate their benefits. Despite a notable price disparity between mass and premium products, the latter significantly bolsters profit margins and steers innovation trends in the UAE's hair care landscape.

The UAE Hair Care Products Market Report is Segmented by Product Type (Shampoo, Conditioner, Hair Oil, and More), Category (Premium Products and Mass Products), Ingredient Type (Natural/Organic and Conventional/Synthetic), and Distribution Channel (Specialty Stores, Supermarket/Hypermarkets, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Unilever PLC / The Procter & Gamble Company / Loreal S.A. / Henkel AG & Co. KGaA / Kao Corporation / Shiseido Company, Limited / Kenvue Inc. / Dabur International Ltd. / Godrej Consumer Products Limited / Emami Limited / Beiersdorf AG / The Estee Lauder Companies Inc. / Oriflame Holding AG / New Moon Cosmetics Private Limited / Moroccan Oil / NG Beauty World FZCO / Rothana Cosmetics Industry LLC / Tanit Beauty Care LLC / Umberto Giannini Ltd. / AG Hair Ltd. (AG Care) /

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