

## **Middle East And Africa Beauty And Personal Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2026 - 2031)**

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### **Report description:**

Middle East And Africa Beauty And Personal Care Products Market Analysis

The Middle East and Africa beauty and personal care products market size in 2026 is estimated at USD 32.77 billion, growing from 2025 value of USD 31.11 billion with 2031 projections showing USD 42.5 billion, growing at 5.34% CAGR over 2026-2031. This growth is driven by evolving consumer preferences toward halal-certified and clean beauty formulations that align with regional cultural values and religious requirements. The market's momentum stems from the intersection of traditional beauty practices with modern digital commerce, where social media influence accelerates product discovery and purchase decisions across diverse demographic segments.

Middle East And Africa Beauty And Personal Care Products Market Trends and Insights

Preference for clean/halal products

The convergence of religious compliance and clean beauty positioning creates a unique value proposition that commands premium pricing across Muslim-majority markets. Halal certification requirements, governed by standards bodies like SMIC (Standards and Metrology Institute for Islamic Countries), extend beyond ingredient sourcing to encompass entire manufacturing processes, creating barriers to entry that benefit established players with compliant facilities. This driver particularly influences the United Arab Emirates market, where Dubai Municipality's halal certification program has streamlined approval processes for international brands seeking regional distribution. The clean beauty intersection with halal requirements enables brands to

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capture both religious compliance and wellness-oriented consumer segments simultaneously. SGS and Cotecna provide third-party halal verification services, indicating institutional support for market expansion. The premium pricing power of halal-certified clean beauty products creates sustainable competitive advantages for brands that invest in compliant manufacturing and certification processes.

#### Shift toward organic and natural products

Consumer migration toward organic and natural formulations drives ingredient sourcing strategies that leverage Africa's biodiversity advantages, particularly shea butter from West Africa, argan oil from Morocco, and marula oil from Southern Africa. This trend creates vertical integration opportunities for brands seeking to control supply chains while building authentic storytelling around indigenous ingredients. Consumer willingness to pay premiums for perceived safety and efficacy benefits continues to drive growth in the organic segment, especially among educated urban populations throughout the region. Natural ingredient sourcing also aligns with sustainability narratives that resonate with younger demographics, creating brand differentiation opportunities in increasingly crowded market segments. The challenge lies in scaling organic ingredient supply chains while maintaining quality consistency and cost competitiveness against synthetic alternatives.

#### Prevalence of counterfeit and grey-market proliferation

Counterfeit product circulation across porous regional borders creates revenue leakage and brand reputation risks that particularly impact premium and luxury segments where authenticity commands significant price premiums. The UAE's enforcement initiatives through ESMA (Emirates Authority for Standardisation and Metrology) demonstrate regulatory responses to counterfeit proliferation, yet cross-border coordination remains limited across the broader region. South African authorities have intensified anti-counterfeiting efforts, with customs seizures increasing in 2024, indicating both the scale of the problem and institutional responses to address it. Grey market distribution through unauthorized channels undermines official distributor networks and pricing strategies, forcing brands to invest heavily in supply chain monitoring and legal enforcement. The counterfeit challenge particularly affects online marketplaces, where consumer education about authentic product identification becomes critical for brand protection strategies.

Other drivers and restraints analyzed in the detailed report include:

Rising male grooming trends  
Increasing social media and influencer marketing  
Stringent and fragmented regulation

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

#### Segment Analysis

Personal care products command 86.65% market share in 2025, reflecting fundamental consumer priorities around hygiene, skincare, and hair care across diverse climate conditions and cultural preferences throughout the Middle East and Africa region. The segment's dominance stems from essential product categories, including shampoos, body care, oral care, and deodorants that represent non-discretionary spending patterns regardless of economic conditions. Within Personal Care, hair care products benefit from climate-specific formulations addressing humidity and sun exposure challenges.

The cosmetics/make-up segment's superior 6.62% CAGR through 2031 signals evolving consumer behavior toward self-expression and social media-driven beauty standards, particularly among younger demographics in urban centers. The structural shift toward cosmetics reflects income growth and cultural liberalization, particularly in Gulf states, where expatriate populations introduce diverse beauty practices and product preferences. Facial cosmetics lead the makeup category, driven by social media influence and professional makeup application trends, while eye cosmetics gain traction through tutorial-driven learning and cultural

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acceptance of decorative products.

The mass market category holds a 57.10% share in 2025, providing market stability and volume growth. This segment serves price-conscious consumers in emerging economies, where limited disposable income is affected by economic volatility and currency fluctuations. Mass market dominance reflects the importance of accessible pricing strategies that accommodate diverse income levels while maintaining product quality and brand recognition across traditional retail channels.

The premium/luxury segment is expected to grow at a CAGR of 7.05% through 2031, driven by increasing consumer income in oil-rich economies and urban centers, where affluent consumers demand premium products and exclusive brand experiences. The premium segment benefits from aspirational purchasing behavior and social media influence that elevates luxury beauty consumption as status signaling among emerging middle-class populations. Premium segment growth particularly concentrates in Gulf states where high per-capita income and expatriate populations create demand for international luxury brands and exclusive product launches. The category segmentation creates opportunities for multi-tier brand strategies that capture both volume through mass market offerings and margin through premium positioning.

The Middle East and Africa Beauty and Personal Care Products Market Report is Segmented by Product Type (Personal Care Products, Cosmetics/Make-up Products), Category (Mass, Premium/Luxury), Ingredient Type (Conventional/Synthetic, Natural/Organic), Distribution Channel (Supermarkets/Hypermarkets, Specialty Stores, and More), and Geography (South Africa, Egypt, and More). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

The Procter & Gamble Company Unilever PLC L'Oreal Group Estee Lauder Companies Beiersdorf AG Shiseido Company Henkel AG & Co. KGaA Coty Inc. Godrej Consumer Products Limited LVMH Moet Hennessy Louis Vuitton Kao Corporation Colgate-Palmolive Co Wella Company Revlon Inc. Nature & Co Holdings Huda Beauty Dabur International Chanel SA Oriflame Cosmetics Haleon Plc

Additional Benefits:

The market estimate (ME) sheet in Excel format  
3 months of analyst support

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