

# Premium Beauty and Personal Care in Saudi Arabia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Domestic and inbound tourism playing a key role in the growth of premium beauty and personal care  
Arabian Oud continues to lead with premium fragrances remaining the key category  
Small entrepreneurs target younger adults while clean, sustainable and cruelty-free products make headway

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Beauty and Personal Care in Saudi Arabia - Industry Overview

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DISCLAIMER

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