

# Beauty and Personal Care in Middle East and Africa

January 2024

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Key findings

## REGIONAL OVERVIEW

Middle East and Africa the most dynamic region

Positive growth throughout 2017-2027 apart from the slight decline in 2020

Hair care the largest category in Middle East and Africa

Sales of fragrances recovering strongly in Saudi Arabia after their 2020 decline

Nigeria sees declining sales in hair care over 2017-2022

Saudi Arabia adds the most new sales over 2017-2022

Natural products and ingredients increasingly favoured

Grocery retailers and health and beauty specialists dominate sales

Supermarkets and beauty specialists the leading individual channels

## LEADING COMPANIES AND BRANDS

Quite fragmented competitive landscapes in most countries

Unilever a relatively strong leader in beauty and personal care

Most leading players have Saudi Arabia or South Africa as their main markets

Nivea continues to lead as Colgate moves up to second place over 2017-2022

## FORECAST PROJECTIONS

Positive volume and value growth expected throughout the forecast period

Rising numbers of tourists and women in the workforce to help drive growth in Saudi Arabia

## COUNTRY SNAPSHOTS

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Algeria: Competitive and Retail Landscape

Cameroon: Market Context

Cameroon: Competitive and Retail Landscape

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United Arab Emirates: Market Context

United Arab Emirates: Competitive and Retail Landscape

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