Fragrances in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2022 DEVELOPMENTS
Sales benefit from strong cultural significance of fragrances
Increase in tourism provides a big boost to sales
Arabian Oud continues to lead
Hermès opens its first perfume and cosmetics store while other brands look to promote female empowerment

PROSPECTS AND OPPORTUNITIES
Promotion of tourism and female empowerment should continue to support growth
Buy Now Pay Later (BNPL) services could improve access to fragrances
Competition likely to intensify as demand recovers

CATEGORY DATA
Table 1 - Sales of Fragrances by Category: Value 2017-2022
Table 2 - Sales of Fragrances by Category: % Value Growth 2017-2022
Table 3 - NBO Company Shares of Fragrances: % Value 2018-2022
Table 4 - LBN Brand Shares of Fragrances: % Value 2019-2022
Table 5 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2019-2022
Table 6 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2019-2022
Table 7 - Forecast Sales of Fragrances by Category: Value 2022-2027
Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2022-2027

Beauty and Personal Care in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY
Beauty and personal care in 2022: The big picture
2022 key trends
Competitive landscape
Retailing developments
What next for beauty and personal care?

MARKET DATA
Table 9 - Sales of Beauty and Personal Care by Category: Value 2017-2022
Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022
Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2018-2022
Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022
Table 14 - Distribution of Beauty and Personal Care by Format: % Value 2017-2022
Table 15 - Distribution of Beauty and Personal Care by Format and Category: % Value 2022
Table 16 - Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027
Table 17 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

DISCLAIMER

SOURCES
Summary 1 - Research Sources

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