



# Men's Grooming in the United Arab Emirates

May 2026

Table of Contents

## Men's Grooming in the United Arab Emirates - Category analysis

### KEY DATA INSIGHTS

#### 2025 DEVELOPMENTS

Steady Growth Driven by Rising Consumer Awareness and Economic Resilience

#### INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Awareness and Economic Resilience

Men'S Fragrances Lead Men'S Grooming with Fastest Growth

Dove Men+Care'S Micromoisture Technology Advances Clean Grooming

Chart 1 - Dove Men+Care Reinvents Men'S Grooming

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

#### WHAT'S NEXT?

Wealthy Consumers and Influencer Culture to Fuel Premium Growth

Men'S Fragrances Set to Continue Leading Value Growth

Male-Focused Spas and Premiumisation to Reshape Consumer Experience

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

#### COMPETITIVE LANDSCAPE

Leading Companies Navigate Subtle Shifts to Sustain Market Presence

Mid-Tier Companies Maintain Stable Shares through Consumer Loyalty

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

#### CHANNELS

Health and Beauty Specialists Remain Primary Sales Channel

Retail E-Commerce Rapidly Expands through Niche Brands and Convenience

Chart 9 - Retail Channels 2020-2025

#### ECONOMIC CONTEXT

Chart 10 - Economic Context for Men's Grooming

Chart 11 - Real Gdp Growth 2020-2030

Chart 12 - Inflation 2020-2030

#### CONSUMER CONTEXT

Chart 13 - Consumer Context for Men's Grooming

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

#### COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in the United Arab Emirates - Industry Overview](#)

#### EXECUTIVE SUMMARY

Expatriates Fuel Demand for Premium Beauty Products

#### KEY DATA INSIGHTS

#### KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Beauty and Personal Care

## INDUSTRY PERFORMANCE

Expatriates Fuel Demand for Premium Beauty Products

Fragrances Lead Sales Growth Amid Rising Localisation and Diversity

Chart 18 - Aiza Becomes Staple in Arab Beauty

Culturally Tailored Marketing and Campaigns Boost Sales

Chart 19 - Kiko Milano Launches Ramadan Campaign

Asian Beauty Brands Drive Category Relevance

Chart 20 - Value Sales 2020-2030

Chart 21 - Volume Sales 2020-2030

Chart 22 - Value Sales by Category 2025

## WHAT'S NEXT?

Local and Asian Brands to Drive Diverse Growth Amid Rising Consumer Sophistication

Chart 23 - Analyst Insight for Beauty and Personal Care

Fragrances to Remain Largest While Men'S Grooming Leads Growth Trajectory

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

## COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Modest Shifts

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

## CHANNELS

Beauty Specialists Lead Distribution as Retail E-Commerce Gains Ground

Retail E-Commerce Challenges Retail Offline Dominance

Chart 28 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 29 - Economic Context for Beauty and Personal Care

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 32 - Consumer Context for Beauty and Personal Care

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

## COUNTRY REPORTS DISCLAIMER

### About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus

of operations, their competitors, their geographic presence and performance.

- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/mens-grooming-in-the-united-arab-emirates/report](http://www.euromonitor.com/mens-grooming-in-the-united-arab-emirates/report).