EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

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DISCLAIMER

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**Hair Care in the United Arab Emirates**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

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Salon professional hair care grows through increasing distribution
Personalisation taps into sustainability and inclusivity

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**Men’s Grooming in the United Arab Emirates**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

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Men’s skin care benefits from self-help routines
Deodorants as alternative source of fragrance

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Oral Care in the United Arab Emirates

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Luxury brands look to further distinguish themselves
Scent in skin care making a comeback

Prospects and Opportunities
Featuring real consumers and Middle Eastern faces in marketing campaigns
Hybridisation is the next wave to influence skin care
Mindset makeovers

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Skin Care in the United Arab Emirates

Key Data Findings

2023 Developments
Longevity science trend drives skin care growth
Luxury brands look to further distinguish themselves
Scent in skin care making a comeback

Prospects and Opportunities
Featuring real consumers and Middle Eastern faces in marketing campaigns
Hybridisation is the next wave to influence skin care
Mindset makeovers

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“Dupe” culture is gaining momentum in local market
Asian brands continue to enjoy growth

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