Beauty and Personal Care in Saudi Arabia

April 2024

Table of Contents
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?

MARKET DATA

Table 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

Baby and Child-Specific Products in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS

Rising health and hygiene concerns support demand for baby and child-specific products
Johnson's & Johnson continues to lead but faces growing competition
Pharmacies continue to lead distribution

PROSPECTS AND OPPORTUNITIES

Category sales set to see healthy growth with an increasing focus on natural and sustainable options
Retail e-commerce likely to gain a stronger foothold in the market
Declining birth rate poses a potential obstacle to stronger growth

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in Saudi Arabia
KEY DATA FINDINGS

2023 DEVELOPMENTS
Increased focus on personal health and hygiene supports demand
Lux continues to lead while Always launches new intimate hygiene range
Pharmacies dominate the distribution of bath and shower

PROSPECTS AND OPPORTUNITIES
Sales set to stagnate while manufacturers are expected to focus on natural and sustainable products
Beauty specialists expanding but pharmacies set to remain on top
E-commerce continues to grow

CATEGORY DATA
Table 22 - Sales of Bath and Shower by Category: Value 2018-2023
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 25 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Female empowerment and investment in fashion and beauty boosting sales of colour cosmetics
Brands target younger consumers as demand continues to grow
Local brand Asteri Beauty launched in 2023 while Sheglam opens first offline store

PROSPECTS AND OPPORTUNITIES
Sales expected to benefit from female empowerment and an increase in tourism
New technology could help women make new and bolder decisions in the make-up they choose to wear
E-commerce still has room for development while BNPL services should encourage spending

CATEGORY DATA
Table 31 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2020-2023
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2020-2023
Table 37 - LBN Brand Shares of Lip Products: % Value 2020-2023
Table 38 - LBN Brand Shares of Nail Products: % Value 2020-2023
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Deodorants in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Active lives and an increased focus on health and hygiene informs demand for deodorants in 2023
Nivea maintains its leading position thanks to ongoing investment in marketing and new product development
Supermarkets and hypermarkets continue to lead the distribution of deodorants

PROSPECTS AND OPPORTUNITIES
Sustainability, natural ingredients and dermocosmetics: Three trends to look out for over the forecast period
Positive signs for deodorants
E-commerce continues to grow as consumers become more savvy shoppers

CATEGORY DATA
Table 42 - Sales of Deodorants by Category: Value 2018-2023
Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 45 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 46 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Depilatories in Saudi Arabia

KEY DATA FINDINGS
2023 DEVELOPMENTS
Sales struggle as many women opt for laser hair removal
Gillette Venus extends its portfolio and focuses on educating women on the benefits of shaving
Veet continues to dominate depilatories

PROSPECTS AND OPPORTUNITIES
Depilatories set for challenging future as competition from alternative hair removal products and services grows
Distribution set to expand with a growing focus on e-commerce
Government initiatives could benefit sales

CATEGORY DATA
Table 51 - Sales of Depilatories by Category: Value 2018-2023
Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023
Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in Saudi Arabia

KEY DATA FINDINGS
2023 DEVELOPMENTS
Arabian Oud continues to lead
Beauty specialists continue to dominate distribution while entrepreneurs experiment with a modern take on traditional fragrances
Increase in tourism provides a boost to sales

PROSPECTS AND OPPORTUNITIES
Bright outlook for fragrances backed by economic growth and an increase in tourism
E-commerce continues to grow while BNPL services open up new opportunities for premium fragrances
Increase in tourism set to boost sales of fragrances.

**CATEGORY DATA**

Table 58 - Sales of Fragrances by Category: Value 2018-2023  
Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023  
Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023  
Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023  
Table 62 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2020-2023  
Table 63 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2020-2023  
Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028  
Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

**Hair Care in Saudi Arabia**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Hair care thriving as consumers focus more on their appearance  
Pantene continues to lead but faces mounting competition as new products continue to hit the market  
Hair salons and beauty specialists making headway in the distribution of hair care

**PROSPECTS AND OPPORTUNITIES**

Consumers expected to focus on more natural and sustainable hair care solutions over the forecast period  
Health and hygiene should boost demand as players focus on digital sales and marketing  
More stable outlook for hair care

**CATEGORY DATA**

Table 66 - Sales of Hair Care by Category: Value 2018-2023  
Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023  
Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023  
Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023  
Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023  
Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023  
Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023  
Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023  
Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023  
Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023  
Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028  
Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028  
Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

**Men’s Grooming in Saudi Arabia**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**

Men’s grooming receiving growing interest but increasing competition for men’s shaving undermines category growth  
Gillette continues to lead men’s grooming while Nivea faces growing competition in men’s skin care  
Health and beauty specialists lead distribution in men’s grooming

**PROSPECTS AND OPPORTUNITIES**

Strong potential of men’s grooming likely to encourage innovation and new product development  
Economic growth and more tourists set to boost sales – especially of men’s fragrances  
E-commerce set to gain share in men’s grooming over the forecast period
### Key Data Findings

#### 2023 Developments

**Oral Care in Saudi Arabia**

- **Sensodyne** continues to lead oral care
- **Sensodyne** leads but competition intensifies with ongoing investment in innovation and new product development
- Supermarkets, hypermarkets and pharmacies continue to lead the distribution of oral care

**Prospects and Opportunities**

- Increasing oral health awareness expected to boost sales
- Natural, clean and green concepts to continue expanding, while electric toothbrushes become increasingly advanced
- E-commerce set to make further inroads in oral care as consumers embrace the convenience of online shopping

#### Category Data

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>88</td>
<td>Sales of Oral Care by Category: Value 2018-2023</td>
</tr>
<tr>
<td>89</td>
<td>Sales of Oral Care by Category: % Value Growth 2018-2023</td>
</tr>
<tr>
<td>90</td>
<td>Sales of Toothbrushes by Category: Value 2018-2023</td>
</tr>
<tr>
<td>91</td>
<td>Sales of Toothbrushes by Category: % Value Growth 2018-2023</td>
</tr>
<tr>
<td>92</td>
<td>Sales of Toothpaste by Type: % Value Breakdown 2019-2023</td>
</tr>
<tr>
<td>93</td>
<td>NBO Company Shares of Oral Care: % Value 2019-2023</td>
</tr>
<tr>
<td>94</td>
<td>LBN Brand Shares of Oral Care: % Value 2020-2023</td>
</tr>
<tr>
<td>95</td>
<td>LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023</td>
</tr>
<tr>
<td>96</td>
<td>LBN Brand Shares of Toothpaste: % Value 2020-2023</td>
</tr>
<tr>
<td>97</td>
<td>Forecast Sales of Oral Care by Category: Value 2023-2028</td>
</tr>
<tr>
<td>98</td>
<td>Forecast Sales of Oral Care by Category: % Value Growth 2023-2028</td>
</tr>
<tr>
<td>99</td>
<td>Forecast Sales of Toothbrushes by Category: Value 2023-2028</td>
</tr>
<tr>
<td>100</td>
<td>Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028</td>
</tr>
</tbody>
</table>

#### Skin Care in Saudi Arabia

**2023 Developments**

- Skin care sales on the rise in 2023 as players target younger consumers
- Garnier introduces new acne skin care range while the range of dermocosmetics continues to grow
- K-Beauty continues to have a growing influence but Nivea remains the leading brand

**Prospects and Opportunities**

- Natural and dermocosmetics continues to expand
- Natural and sustainable products set to make headway over the forecast period
- Beauty specialists set to thrive while e-commerce should see further gains
Sun Care in Saudi Arabia

KEY DATA FINDINGS

2023 DEVELOPMENTS
Increased awareness of the threat posed by sun exposure continues to support demand for sun care in 2023
La Roche Posay leads sun care
Pharmacies continue leading distribution channels

PROSPECTS AND OPPORTUNITIES
New product developments expected
New product development expected to focus on natural and sustainable ingredients and materials and dermocosmetics
E-commerce set to win further share as more consumers shop online

CATEGORY DATA
Table 119 - Sales of Sun Care by Category: Value 2018-2023
Table 120 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 121 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 122 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 123 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 124 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 125 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Premium Beauty and Personal Care in Saudi Arabia

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

PROSPECTS AND OPPORTUNITIES
IPOs, mergers and acquisitions and a cleaner and more ethical approach to beauty and personal care
E-commerce continues to grow
Vision 2030 paints a bright picture for premium beauty and personal care

CATEGORY DATA
Table 126 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 127 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 128 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass beauty and personal care enjoys healthy growth as Saudi Arabia encourages new visitors and the pandemic comes to an end
Sheglam opens its first physical outlet in Saudi Arabia
Beauty specialists on the rise in Saudi Arabia as they develop an omnichannel approach to retailing

PROSPECTS AND OPPORTUNITIES

Sustainability and health and wellness expected to inform sales growth
E-commerce set to play a more prominent role in the future
Increased focus on personal health and hygiene should support demand

CATEGORY DATA

Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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