Euromonitor International

Beauty and Personal Care in Saudi Arabia

June 2026

Table of Contents

Beauty and Personal Care in Saudi Arabia

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Demand for Science-Backed Formulas and Dermocosmetics Fuels Growth

Chart 2 - Preventative Skin Care Demand

Lifestyle-Driven Beauty Balances Aspirational Purchases with Credible Solutions to Drive Growth

Chart 3 - Clinically Backed Claims Drive Growth

Specialists Leverage Digital Growth to Enhance Market Leadership

Chart 4 - E-Commerce Boost Beauty and Personal Care

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Preventative Health and Wellness to Drive Sustained Category Growth

Aspirational and Clinically Backed Innovation to Fuel Growth

Brands to Leverage Digital and Omnichannel Strategies to Capture Evolving Consumer Demand

Chart 8 - Analyst Insight for Beauty and Personal Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players' Heritage and Distribution Reinforce Landscape Lead Amid Evolving Competition

Jadwa Investment'S Stake Acquisition and K-Beauty Trends Signal Growth Avenues and Market Reshaping

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Offline Retail While Grocery Retailers Lose Shares

Retail E-Commerce Accelerates Growth by Enhancing Accessibility and Convenience

Ulta Beauty and Alif Perfume Mall Exemplify Evolving Experiential Retail Trends

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Nahdi'S Digital Transformation Accelerates Pharmacy E-Commerce Revenue
Chart 21 - Saudi's Digital Ecosystem
Sun Care Leads Growth through Uv Exposure Awareness
Chart 22 - Dermocosmetic Baby & Child Care
Mustela Leverages Dermatologist Trust to Build Long-Term Loyalty
Chart 23 - Value Sales 2020-2030
Chart 24 - Volume Sales 2020-2030
Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Pharmacy Partnerships and Clinical Focus to Drive Premiumisation
Toiletries and Wipes to Grow as Sun Care Accelerates
Preventive Routines and Education to Strengthen Brand Loyalty
Chart 26 - Forecast Value Sales 2020-2030
Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson'S Declining Share Opens Space for Challengers
Emerging Brands Start to Shift Saudi Baby and Child Products Landscape
B.Box Body Leverages Eczema Care to Win Parent Loyalty
Chart 28 - Company Shares 2025
Chart 29 - Brand Shares 2025

CHANNELS

Pharmacy Chains Deepen Loyalty through Digital Services and Apps
E-Commerce Gains Traction as Value Shoppers Seek Convenience
Outlet Retailers and Investment-Backed Chains Intensify Competition
Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Baby and Child-Specific Products
Chart 32 - Real Gdp Growth 2020-2030
Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Baby and Child-Specific Products
Chart 35 - Population 2020-2030
Chart 36 - Consumer Expenditure 2020-2030
Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Bath and Shower in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 38 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Fragrance Innovation and Digital Retail Drive Growth among Consumers Seeking Sensorial Indulgence
Chart 39 - E-Commerce Grows
Lifestyle-Driven Fragrance Innovation Boost Body Wash/Shower Gel Demand
Chart 40 - Fragrance-Focused Body Gel
Microbiome-Friendly Formulas and Sustainability Efforts Drive Saudi Growth
Chart 41 - Value Sales 2020-2030
Chart 42 - Volume Sales 2020-2030
Chart 43 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Sustainable Innovations Drive Category Growth Amid Rising Expenditure
Body Wash/Shower Gel to Capture Largest and Fastest Growth Amid Fragrance-Led Purchasing
Medical Endorsements and Dermocosmetic Formulations to Enhance Consumer Trust
Chart 44 - Forecast Value Sales 2020-2030
Chart 45 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Solidify Leadership through Fragrance Innovation and Market Presence
Chart 46 - Company Shares 2025
Chart 47 - Brand Shares 2025

CHANNELS

Pharmacies Strengthen Dominance through Digital Expansion and Healthcare Integration
Retail E-Commerce Grows as Consumers Embrace Convenience and Digital Engagement
Beauty Specialist Retailers Intensify Competition with Experiential Offerings and Broad Assortments
Chart 48 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 49 - Economic Context for Bath and Shower
Chart 50 - Real Gdp Growth 2020-2030
Chart 51 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 52 - Consumer Context for Bath and Shower
Chart 53 - Population 2020-2030
Chart 54 - Consumer Expenditure 2020-2030
Chart 55 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Colour Cosmetics in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 56 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Youth-Driven Digital Adoption Accelerates Beauty Engagement and Premiumisation
Skin-First Formulations and Digital Visibility Boost Soft-Glam and Personal Expression
Chart 57 - NYX Amplifies Soft-Glam
Clean Beauty Innovations Balance Performance with Ingredients-Consciousness
Chart 58 - Catrice'S Vegan Lip
Chart 59 - Value Sales 2020-2030
Chart 60 - Volume Sales 2020-2030
Chart 61 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Continue Shifting Towards Natural, Breathable Makeup Suited for Climate Challenges
Homegrown Brands to Gain Market Share through Cultural Resonance and Innovation
Chart 62 - Analyst Insight for Colour Cosmetics
Digital Innovation and Omnichannel Strategies to Accelerate Brand Growth and Consumer Engagement
Chart 63 - Forecast Value Sales 2020-2030
Chart 64 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Established Brands Consolidate Dominance Amid Portfolio Shifts and Strategic Realignments
Natura & Co Spurs Landscape Shifts in Saudi Arabia
Homegrown Brands and Innovative Launches Drive Cultural Relevance and Product Performance
New Product Launches Influenced by Natural Beauty Trends and Local Climate
Chart 65 - Company Shares 2025
Chart 66 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Distribution Amid Intensifying Competition
Sephora'S Omnichannel Strategy Accelerates Digital and In-Store Growth
Patrick Ta Beauty'S Launch to Enhances Prestige Offerings and Consumer Engagement
Chart 67 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 68 - Economic Context for Colour Cosmetics
Chart 69 - Real Gdp Growth 2020-2030
Chart 70 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 71 - Consumer Context for Colour Cosmetics
Chart 72 - Population 2020-2030
Chart 73 - Consumer Expenditure 2020-2030
Chart 74 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Deodorants in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

KEY INDUSTRY TRENDS

Chart 75 - Key Industry Trends for Deodorants

INDUSTRY PERFORMANCE

Digital Transformation Drives Omnichannel Growth, Reshaping Purchase Behaviour

Chart 76 - E-Commerce Expansion

Deodorant Sprays Lead Sales While Roll-Ons Show Rapid Expansion Driven by Convenience and Freshness

Chart 77 - NIVEA High Performance Deodorant

Brands Leverage Skin-Friendly Innovation to Meet Climate and Sensitivity Demands

Chart 78 - NIVEA Derma Control

Chart 79 - Value Sales 2020-2030

Chart 80 - Volume Sales 2020-2030

Chart 81 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Innovate with Skin Care, Fragrance and Digital to Capture Evolving Consumer Preferences

Deodorant Sprays to Maintain Leadership While Creams Emerge as Fastest Growing Format

Chart 82 - Forecast Value Sales 2020-2030

Chart 83 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Strengthen Their Positions through Innovation and Distribution Dominance

Emerging Dermocosmetic Brands and Innovation Drive Category Evolution and Growth

Chart 84 - Company Shares 2025

Chart 85 - Brand Shares 2025

CHANNELS

Pharmacies Maintain Prominence through Omnichannel Integration

Beauty Specialists and Digital Integration to Drive Retail Innovation in 2026

Chart 86 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 87 - Economic Context for Deodorants

Chart 88 - Real Gdp Growth 2020-2030

Chart 89 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 90 - Consumer Context for Deodorants

Chart 91 - Population 2020-2030

Chart 92 - Consumer Expenditure 2020-2030

Chart 93 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Depilatories in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Nahdi Accelerates Digital Convenience as Clinics Win Hair Removal Spend

Dermatology Clinics Redefine Modern Grooming

Chart 94 - Nahdi Clinics Laser Hair Removal

Chart 95 - Value Sales 2020-2030

Chart 96 - Volume Sales 2020-2030

Chart 97 - Value Sales by Category 2025

WHAT'S NEXT?

Laser Clinics to Continue Reshaping Demand as At-Home Brands Focus on Maintenance
Innovation to Slow Declining Growth with Skin-Friendly Hair Removal
Chart 98 - Forecast Value Sales 2020-2030
Chart 99 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Preserves Lead as New Entrants Pursue Value
Chart 100 - Company Shares 2025
Chart 101 - Brand Shares 2025

CHANNELS

Pharmacies Maintain Lead with Exclusive Brands through Popular Retailers
E-Commerce Grows as Offline Share Declines and Digital Options Expand
Care Outlet and Makhazen Al Enaya to Capture Value-Driven Shoppers
Chart 102 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 103 - Economic Context for Depilatories
Chart 104 - Real Gdp Growth 2020-2030
Chart 105 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 106 - Consumer Context for Depilatories
Chart 107 - Population 2020-2030
Chart 108 - Consumer Expenditure 2020-2030
Chart 109 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Fragrances in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

KEY INDUSTRY TRENDS

Chart 110 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Lifestyle-Driven Beauty Influences Fragrance Innovation, Driving Growth
Chart 111 - DSM-Firmenich Launches ProOne Lab
Premium Fragrances Dominate Retail Value, Supported by Digital Strategies
Chart 112 - Lattafa'S Digital-First Strategy
Longevity Preferences Lead to Improved, Longer-Lasting Perfumes
Chart 113 - Intense and Essence Editions
Chart 114 - Value Sales 2020-2030
Chart 115 - Volume Sales 2020-2030
Chart 116 - Value Sales by Category 2025

WHAT'S NEXT?

Cultural Integration to Fuel Lifestyle-Driven Fragrance Development

Digital Discovery and Online-Exclusive Sets and Launches to Aid Growth
Concentrated Formulations and Superior Longevity to Fuel Premiumisation
Chart 117 - Analyst Insight for Fragrances
Chart 118 - Forecast Value Sales 2020-2030
Chart 119 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Arabian Oud and Al-Majed for Oud Strengthen Leadership through Heritage and Distribution
Phlur'S Digital Strategy Captures Younger Consumers Amid Shifting Preferences
Chart 120 - Company Shares 2025
Chart 121 - Brand Shares 2025

CHANNELS

Beauty Specialists Dominate Offline Sales as E-Commerce Grows
Experiential Retail and Omnichannel Integration Reshape Fragrance Shopping
Chart 122 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 123 - Economic Context for Fragrances
Chart 124 - Real Gdp Growth 2020-2030
Chart 125 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 126 - Consumer Context for Fragrances
Chart 127 - Population 2020-2030
Chart 128 - Consumer Expenditure 2020-2030
Chart 129 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Hair Care in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 130 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Steady Growth Supported by Rising Consumer Spending and Digital Expansion
Chart 131 - Digital Platforms Accelerate
Salon Professional Hair Care Leads Growth Driven by Treatment-Focused Innovation
Chart 132 - Advanced Repair and Scalp-Care
Clean Beauty Formulations and Local Brands Enhance Market Relevance
Chart 133 - Clean Beauty Formulations
Chart 134 - Value Sales 2020-2030
Chart 135 - Volume Sales 2020-2030
Chart 136 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Consumer Focus on Scalp Health and Repair to Drive Steady Growth
Salon Professional Hair Care to Expand Rapidly While Shampoo Leads in Value
Chart 137 - Analyst Insight for Hair Care

Digital Engagement and Personalised Care to Fuel Innovation and Loyalty
Chart 138 - Forecast Value Sales 2020-2030
Chart 139 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Modern Products Co Shape Competitive Dynamics with Shifting Shares
Emerging Brands Leverage Innovation and Digital Influence to Disrupt Traditional Players
Chart 140 - Company Shares 2025
Chart 141 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance through Extensive Networks and Promotions
E-Commerce Accelerates Growth Driven by Premium and Niche Product Demand
Outlet and Warehouse Concepts Expand by Offering Variety and Value-Conscious Appeal
Chart 142 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 143 - Economic Context for Hair Care
Chart 144 - Real Gdp Growth 2020-2030
Chart 145 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 146 - Consumer Context for Hair Care
Chart 147 - Population 2020-2030
Chart 148 - Consumer Expenditure 2020-2030
Chart 149 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Men's Grooming in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

KEY INDUSTRY TRENDS

Chart 150 - Key Industry Trends for Men's Grooming

INDUSTRY PERFORMANCE

Digital Transformation and Premiumisation Fuel Robust Growth in Men'S Grooming
Chart 151 - Nahdi App
Lifestyle Trends Drive Demand for Versatile Grooming
Chart 152 - Gillette Fusion Expands
Preventive Wellness Shift Aids Demand for Clean, Transparent Grooming
Chart 153 - Premium Fragrance and Skinification
Chart 154 - Value Sales 2020-2030
Chart 155 - Volume Sales 2020-2030
Chart 156 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Grooming Awareness and Premium Demand to Fuel Sustained Growth
Men's Toiletries to Lead Volume Sales While Fragrances Accelerate Rapidly
Digital Commerce and Lifestyle Trends to Reshape Consumer Engagement and Sales

Chart 157 - Forecast Value Sales 2020-2030
Chart 158 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Face Growing Competition Amid Shifting Market Shares
Emerging Brands and Digital Innovation Drive Market Diversification and Growth
Chart 159 - Company Shares 2025
Chart 160 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead as E-Commerce Expands in Retail Sales
Chart 161 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 162 - Economic Context for Men's Grooming
Chart 163 - Real Gdp Growth 2020-2030
Chart 164 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 165 - Consumer Context for Men's Grooming
Chart 166 - Population 2020-2030
Chart 167 - Consumer Expenditure 2020-2030
Chart 168 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Oral Care in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 169 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Preventive Health and Rising Consumer Spending
Chart 170 - Backed Protection Drives Premium Growth
Tooth Whiteners Gain Traction Aided by Lifestyle-Driven Beauty Needs
Chart 171 - Whitening Gains Momentum
Rising Preference for Transparency and Dentist-Backed Claims
Chart 172 - Value Sales 2020-2030
Chart 173 - Volume Sales 2020-2030
Chart 174 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Health Awareness and Rising Expenditure to Fuel Sustained Growth
Toothpaste Dominance to Endure While Tooth Whiteners Accelerate Rapidly
Brands to Continue Focusing on Health-Centred Innovation
Chart 175 - Forecast Value Sales 2020-2030
Chart 176 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Reinforce Lead through Innovation and Channel Strength

Premium Niche Brands Capture Emerging Consumer Segments through Specialised Offerings
Chart 177 - Company Shares 2025
Chart 178 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance While Pharmacies Gain Trusted Share
Retail E-Commerce Accelerates with Convenience and Subscription Advantages
Chart 179 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 180 - Economic Context for Oral Care
Chart 181 - Real Gdp Growth 2020-2030
Chart 182 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 183 - Consumer Context for Oral Care
Chart 184 - Population 2020-2030
Chart 185 - Consumer Expenditure 2020-2030
Chart 186 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Skin Care in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 187 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Sustained Growth Driven by Climate Needs and Rising Skin Care Awareness
Chart 188 - Preventative Skin Care Demand
Social Media and Influencers Drive Skin Care Trends
Chart 189 - Digital-First Skin Care Brands
Calming Formulas Aid Dermatologist-Approved Growth
Chart 190 - Ingredient-Focused Skin Care
Chart 191 - Value Sales 2020-2030
Chart 192 - Volume Sales 2020-2030
Chart 193 - Value Sales by Category 2025

WHAT'S NEXT?

Dermocosmetics and Beauty Specialists to Drive Rising Demand for Clinical Efficacy
Body Care to Lead Volume While Facial Care Fuels Fastest Value Growth
Integration of Clinical Treatments and Wellness to Reshape Consumer Engagement
Chart 194 - Analyst Insight for Skin Care
Chart 195 - Forecast Value Sales 2020-2030
Chart 196 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Al Naghi Co Reshape Shares Amid Growing Competition
Innovative Product Launches and Digital Engagement Open New Growth Avenues
Chart 197 - Company Shares 2025

Chart 198 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Lead as Grocery Retailers Lose Shares
Retail E-Commerce Accelerates Growth Amid Challenges of Parallel Imports
Ulta Beauty'S Entry to Transform Specialist Retail with All-In-One Experience
Chart 199 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 200 - Economic Context for Skin Care
Chart 201 - Real Gdp Growth 2020-2030
Chart 202 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 203 - Consumer Context for Skin Care
Chart 204 - Population 2020-2030
Chart 205 - Consumer Expenditure 2020-2030
Chart 206 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Sun Care in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 207 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Sun Care Sales Accelerate, Driven by Digital Influence and Climate Factors
Adult Sun Care Dominates Sales While Baby Sun Care Shows Rapid Expansion
Chart 208 - Preventative Skin Care Drives Demand
Lifestyle-Driven Beauty and Multifunctional Products Drive Daily Sunscreen Use
Chart 209 - Education Drives Sunscreen Reach
Chart 210 - Value Sales 2020-2030
Chart 211 - Volume Sales 2020-2030
Chart 212 - Value Sales by Category 2025

WHAT'S NEXT?

Health Professionals and Clinical Positioning to Drive Sun Care Daily Use and Growth
Adult Sun Care to Lead Value While Baby Sun Care Achieves Fastest Growth Driven by Parental Awareness
Digital Education and Influence to Reshape Consumer Habits and Brand Strategies
Chart 213 - Forecast Value Sales 2020-2030
Chart 214 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Moderate Market Concentration
La Roche-Posay Strengthens Brand Lead through Innovation and Expert Endorsement
Chart 215 - Company Shares 2025
Chart 216 - Brand Shares 2025

CHANNELS

Pharmacies Maintain Lead as Consumers Trust Clinical Sun Care Solutions
Outlet-Style Beauty Specialists Expand Reach with Diverse Premium Sun Care Ranges
Chart 217 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 218 - Economic Context for Sun Care
Chart 219 - Real Gdp Growth 2020-2030
Chart 220 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 221 - Consumer Context for Sun Care
Chart 222 - Population 2020-2030
Chart 223 - Consumer Expenditure 2020-2030
Chart 224 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Premium Beauty and Personal Care in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 225 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Premium Beauty and Personal Care Outpaces Regional Growth with Strong Consumer Investment
Premium Hair Care Leads Growth and Fragrances Dominate Total Value
Dsm-Firmenich'S Proone Lab Launch Drives Fragrance Innovation Rooted in Saudi Identity
Chart 226 - Proone Lab Launch in Riyadh
Chart 227 - Value Sales 2020-2030
Chart 228 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Embrace Premium Products as Lifestyle Investments, Driving Growth
Premium Fragrances and Hair Care Set to Continue Growth Trajectories
Sustainability and Omnichannel Retail to Reshape Premium Beauty Business Strategies
Chart 229 - Forecast Value Sales 2020-2030
Chart 230 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Dominance with Subtle Shifts in Shares
Chart 231 - Company Shares 2025
Chart 232 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 233 - Economic Context for Premium Beauty and Personal Care
Chart 234 - Real Gdp Growth 2020-2030
Chart 235 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 236 - Consumer Context for Premium Beauty and Personal Care
Chart 237 - Population 2020-2030

Chart 238 - Consumer Expenditure 2020-2030
Chart 239 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Mass Beauty and Personal Care in Saudi Arabia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Value-Seeking Behaviour and Evolving Price Tiers Drive Category Dynamics
Mass Hair Care Leads Growth Driven by Affordability and Innovation
Digital Consumer Journey Fuels Brand Visibility and Online Sales Growth
Chart 240 - e.l.f. Launches in Saudi via Sephora
Chart 241 - Value Sales 2020-2030
Chart 242 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Hair Care to Remain Dominant While Fragrances Lead Growth
Mass Brands to Embrace Masstige and Digital Engagement to Capture Consumers
Innovation and Private Label Growth to Drive Competitive Dynamics and Expansion
Chart 243 - Forecast Value Sales 2020-2030
Chart 244 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Evolving Competition Amid Gradual Concentration Shifts
Private Label Growth and Promotional Strategies Drive Differentiation and Consumer Loyalty
Chart 245 - Company Shares 2025
Chart 246 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 247 - Economic Context for Mass Beauty and Personal Care
Chart 248 - Real Gdp Growth 2020-2030
Chart 249 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 250 - Consumer Context for Mass Beauty and Personal Care
Chart 251 - Population 2020-2030
Chart 252 - Consumer Expenditure 2020-2030
Chart 253 - 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/beauty-and-personal-care-in-saudi-arabia/report.