



Euromonitor
International

Hair Care in Egypt

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Local Innovation and Economic Factors Drive Strong Sales Growth

Chart 2 - Braes Scales Growth through Clean Innovation and Smart Bundling

Nouvique Egypt and Norshek Lead Innovation with Science and Sustainability

Chart 3 - Norshek Pioneers Sustainable Hair Care

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Local Production and Economic Resilience to Fuel Strong Category Growth

Premium Salon Care Set to Experience Rapid Growth Alongside Uptick in Styling Agents Sales

Chart 7 - Analyst Insight for Hair Care

Innovative, Climate-Adapted and Natural Products to Inform Consumer Preferences

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and L'Oréal Intensify Innovation to Defend Market Shares

Innovative Product Launches and Digital Engagement Drive Market Evolution and Growth

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Sustain Dominance through Local Presence and Affordability

Retail E-Commerce Accelerates Growth by Blending Price Competitiveness and Product Variety

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Hair Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Hair Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Egypt - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Sustained Growth Driven by Consumer Adaptation and Premium Brand Resurgence

Mass Market Embraces Heritage-Inspired Wellness as Cultural Pride Elevates Demand

K-Beauty Routines Reshape Local Retailers

Chart 21 - Cosrx's Snail Mucin Range Gains in Popularity

Ai-Powered Personalised Beauty Tools Transform Shopping Experience and Loyalty

Chart 22 - Source Beauty Launches Layla Ai

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands Expected to Innovate to Address Unique Environmental Challenges and Consumer Expectations

Mass Essentials to Drive Sales While Premiumisation Fuels Rapid Growth

Chart 26 - Analyst Insight for Beauty and Personal Care

Sustainability and Digital Engagement to Reshape Consumer Behaviour and Business Models

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Sustain Leading Positions through Diverse Portfolios and Affordability

Premium Brands Strengthen Appeal Amid Currency Challenges through Innovation and Engagement

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand to Capture Affluent Consumers Seeking Expert Advice

Retail Environment Shifts to Experiential Shopping and Digital Innovation for Consumer Engagement

Retail E-Commerce Gains Ground with Convenience, Variety and Ai-Driven Personalisation

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real Gdp Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/hair-care-in-egypt/report.