



Hair Care in the United Arab Emirates

May 2026

Table of Contents

Hair Care in the United Arab Emirates - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premiumisation and Salon Expansion Drive Value Growth in Hair Care

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Premiumisation and Salon Expansion Drive Value Growth in Hair Care

Brands Leverage Community and Experiential Strategies to Engage Diverse Consumers

Arab Beauty Influencers Offer Digital Recommendations for Specialised Products

Chart 2 - Schwarzkopf Gliss Debuts with Nadine Njeim

Brands Prioritising Various Hair Care Needs Fuel Growth

Chart 3 - Dyson Launches Amino Scalp Treatment

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Shift to Masstige Products Set to Drive Category Growth

Chart 7 - Analyst Insight for Hair Care

Tailored Formulations and Wellness Integration to Reshape Consumer Expectations

Hair Care and Health Expected to Merge as Consumers Prioritise Hair Longevity

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares Amid Premiumisation and Market Shifts

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Hypermarkets and Health and Beauty Specialists Lead Hair Care Distribution

Online Retail Accelerates Growth by Meeting Demand for Premium and Specialty Products

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 the United Arab Emirates - Industry Overview

EXECUTIVE SUMMARY

Expatriates Fuel Demand for Premium Beauty Products

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - 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 21 - Aiza Becomes Staple in Arab Beauty

Culturally Tailored Marketing and Campaigns Boost Sales

Chart 22 - Kiko Milano Launches Ramadan Campaign

Asian Beauty Brands Drive Category Relevance

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - Value Sales by Category 2025

WHAT'S NEXT?

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

Chart 26 - Analyst Insight for Beauty and Personal Care

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

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Modest Shifts

Chart 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Distribution as Retail E-Commerce Gains Ground

Retail E-Commerce Challenges Retail Offline Dominance

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-the-united-arab-emirates/report.