



Beauty and Personal Care in Ethiopia

June 2026

Table of Contents

Beauty and Personal Care in Ethiopia

EXECUTIVE SUMMARY

Young Consumers and Social Media Fuel Growth Despite Affordability Challenges

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Young Consumers and Social Media Fuel Growth Despite Affordability Challenges

Bath and Shower Leads Sales Driven by Affordability and Mass Appeal

Local Brands Embrace Inclusivity and Natural Ingredients

Chart 2 - Afriherbal Introduces Body Lotion

Lifestyle-Driven Beauty Accelerates Premium Product Popularity

Chart 3 - Ht Cosmetics Offers Carrot Oil Creme

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Price-Sensitivity and Affordability Pressures to Reshape Growth Trajectory

Chart 7 - What'S Next? for Beauty and Personal Care

Bath and Shower Set to Maintain Sales Lead through Affordability

Natural Ingredients and Informal Trade to Shape Future Dynamics

Social Media Set to Drive Beauty and Personal Care

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions Amid Gradual Market Share Erosion

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Distribution Lead

Retail E-Commerce Expands Niche Opportunities

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Beauty and Personal Care

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Beauty and Personal Care

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in Ethiopia

KEY DATA INSIGHTS

2025 DEVELOPMENTS

High Prices Reshape Consumer Behaviour and Sales Growth Dynamics

INDUSTRY PERFORMANCE

High Prices Reshape Consumer Behaviour and Sales Growth Dynamics

Jiji E-Commerce Expands Brand Access Amid Premium Pricing Pressures

Doka'S Natural Children'S Haircare Meets Health-Conscious Demand

Chart 20 - Doka Introduces Children Cosmetics Brand

Chart 21 - Value Sales 2020-2030

Chart 22 - Volume Sales 2020-2030

Chart 23 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Urban Demand and Income to Growth Drive Expansion

Local Producers to Embrace Natural Formulations and Meet Health-Conscious Demand

Chart 24 - Forecast Value Sales 2020-2030

Chart 25 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nunu and Johnson Maintain Dominance as Market Consolidates

Chart 26 - Company Shares 2025

Chart 27 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Supported by Trust and Product Range

Retail E-Commerce Rapidly Expands Reach

Chart 28 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 29 - Economic Context for Baby and Child-Specific Products

Chart 30 - Real Gdp Growth 2020-2030

Chart 31 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 32 - Consumer Context for Baby and Child-Specific Products

Chart 33 - Population 2020-2030

Chart 34 - Consumer Expenditure 2020-2030

Chart 35 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Production Challenges and Steady Growth Amid Economic Constraints

INDUSTRY PERFORMANCE

Local Production Challenges and Steady Growth Amid Economic Constraints

Bar Soap Leads Bath and Shower through Accessibility and Diversity

Chart 36 - Kono Supports Inclusive Everyday Care

Repi Wilmar Adjusts Output Amid Raw Material Scarcity Affecting Availability

Chart 37 - Value Sales 2020-2030

Chart 38 - Volume Sales 2020-2030

Chart 39 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Prioritise Affordability Amid Growth Constraints and Inflation Pressures

Bar Soap to Maintain Lead as Natural-Based Products Gain Traction

Digital Engagement Set to Shape Future Growth

Chart 40 - Forecast Value Sales 2020-2030

Chart 41 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Face Declining Shares as Local Brands Gain Traction

Chart 42 - Company Shares 2025

Chart 43 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance Supported by Supermarkets

Retail E-Commerce Rapidly Expands Driven by Digital Platforms and Convenience

Chart 44 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 45 - Economic Context for Bath and Shower

Chart 46 - Real Gdp Growth 2020-2030

Chart 47 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 48 - Consumer Context for Bath and Shower

Chart 49 - Population 2020-2030

Chart 50 - Consumer Expenditure 2020-2030

Chart 51 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Strong Growth Driven by Expanding Consumer Base and Rising Expenditure

INDUSTRY PERFORMANCE

Strong Growth Driven by Expanding Consumer Base and Rising Expenditure

Eye Make-Up and Nail Products Lead Colour Cosmetics

Mac'S Hybrid Foundation and Opi'S Nail Polish Exemplify Trend-Driven Innovation

Chart 52 - Opi Boosts Clean Beauty

Chart 53 - Value Sales 2020-2030

Chart 54 - Volume Sales 2020-2030

Chart 55 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Demand Shaped by Social Media and Price Sensitivity to Divide Consumers

Informal Colour Cosmetics to Fuel Growth

Lip Products to Maintain Lead Amid Evolving Preferences

Chart 56 - Forecast Value Sales 2020-2030

Chart 57 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Face Declines Amid a Fragmented Competitive Environment

Chart 58 - Company Shares 2025

Chart 59 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Colour Cosmetics Sales

Retail E-Commerce Growth Redefines Competition

Chart 60 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 61 - Economic Context for Colour Cosmetics

Chart 62 - Real Gdp Growth 2020-2030

Chart 63 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 64 - Consumer Context for Colour Cosmetics

Chart 65 - Population 2020-2030

Chart 66 - Consumer Expenditure 2020-2030

Chart 67 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Accelerate Amid Rising Consumer Spending and Population Growth

INDUSTRY PERFORMANCE

Deodorants Accelerate Amid Rising Consumer Spending and Population Growth

Fogg Leverages Diversity to Lead Growth and Consumer Engagement

Chart 68 - Fogg Caters to Different Consumers

Chart 69 - Value Sales 2020-2030

Chart 70 - Volume Sales 2020-2030

Chart 71 - Value Sales by Category 2025

WHAT'S NEXT?

Increasing Consumer Diversity to Drive Growth and Broaden Usage

Deodorant Sprays to Lead in Value While Roll-Ons Accelerate

Chart 72 - Forecast Value Sales 2020-2030

Chart 73 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and Unilever Solidify Lead Amid Declining Shares

Chart 74 - Company Shares 2025

Chart 75 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Distribution of Deodorants

Retail E-Commerce Accelerates Fuelled by Social Commerce and Platform Diversity

Chart 76 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 77 - Economic Context for Deodorants

Chart 78 - Real Gdp Growth 2020-2030

Chart 79 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 80 - Consumer Context for Deodorants

Chart 81 - Population 2020-2030

Chart 82 - Consumer Expenditure 2020-2030

Chart 83 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Modest Growth Reflects Rising Prices and Changing Consumer Preferences

INDUSTRY PERFORMANCE

Modest Growth Reflects Rising Prices and Changing Consumer Preferences

Nisa and Clean Beauty Reshape Consumer Behaviour

Chart 84 - Nisa Introduces Hair Removal Cream

Chart 85 - Value Sales 2020-2030

Chart 86 - Volume Sales 2020-2030

Chart 87 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Consumer Awareness and Economic Growth to Fuel Steady Expansion

Women's Razors and Blades to Maintain Dominance with Sales Momentum

Retail E-Commerce Expansion and Price Pressures to Reshape Competitive Dynamics

Chart 88 - Forecast Value Sales 2020-2030

Chart 89 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Dabur India Ltd Strengthens Lead through Affordability and Distribution

Chart 90 - Company Shares 2025

Chart 91 - Brand Shares 2025

CHANNELS

Grocery Retailers Dominate Distribution While Pharmacies Gain Traction

Retail E-Commerce Challenges Traditional Retail with Convenience and Accessibility

Chart 92 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 93 - Economic Context for Depilatories

Chart 94 - Real Gdp Growth 2020-2030

Chart 95 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 96 - Consumer Context for Depilatories

Chart 97 - Population 2020-2030

Chart 98 - Consumer Expenditure 2020-2030

Chart 99 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Show Growth Amid Economic Expansion

INDUSTRY PERFORMANCE

Fragrances Show Growth Amid Economic Expansion

Mass Fragrances Emerge as Largest Driven by Affordability and Local Production

Local Influencers Leverage Social Media to Boost Clone Fragrances

Chart 100 - Melat Nebiyou Launches New Perfume

Chart 101 - Value Sales 2020-2030

Chart 102 - Volume Sales 2020-2030

Chart 103 - Value Sales by Category 2025

WHAT'S NEXT?

Mass Fragrances to Sustain Lead as Economic Growth Boosts Demand

Local Brands and Dupes to Expand Reach, Reshaping Competitive Dynamics

Social Media Influencers to Drive Consumer Choices and Clone Fragrance Popularity

Chart 104 - Forecast Value Sales 2020-2030

Chart 105 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Puig SI and Victoria'S Secret Solidify Leading Positions

Mk Perfumes Capitalises on Affordability and Quality to Challenge Incumbents

Chart 106 - Company Shares 2025

Chart 107 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Lead Distribution as Supermarkets Gain Share

Digital and Social Commerce Reshape Fragrance Retail Dynamics

Chart 108 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 109 - Economic Context for Fragrances

Chart 110 - Real Gdp Growth 2020-2030

Chart 111 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 112 - Consumer Context for Fragrances

Chart 113 - Population 2020-2030

Chart 114 - Consumer Expenditure 2020-2030

Chart 115 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Local Brands Drive Strong Growth Amid Expanding Consumer Spending

INDUSTRY PERFORMANCE

Local Brands Drive Strong Growth Amid Expanding Consumer Spending
Natural Product Innovation and Digital Marketing Fuel Category Evolution

Chart 116 - Dorga Introduces New Hair Pomade and Oil

Chart 117 - Value Sales 2020-2030

Chart 118 - Volume Sales 2020-2030

Chart 119 - Value Sales by Category 2025

WHAT'S NEXT?

Local Consumers to Embrace Natural Products
Shampoos to Lead Value Driven by Affordability

Chart 120 - Forecast Value Sales 2020-2030

Chart 121 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares Amid Rising Local Competition

Chart 122 - Company Shares 2025

Chart 123 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Dominance in Hair Care Distribution
Digital Expansion and Multichannel Retail Shape Consumer Access and Choice

Chart 124 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 125 - Economic Context for Hair Care

Chart 126 - Real Gdp Growth 2020-2030

Chart 127 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 128 - Consumer Context for Hair Care

Chart 129 - Population 2020-2030

Chart 130 - Consumer Expenditure 2020-2030

Chart 131 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Rapid Sales Growth Driven by Rising Awareness and Population Expansion

INDUSTRY PERFORMANCE

Rapid Sales Growth Driven by Rising Awareness and Population Expansion
Men's Shaving Leads Sales Amid Rapid Toiletries Growth Fuelled by Nature-Based Products
Etherbal Leverages Male-Only Packages to Capture Growing Nature-Based Grooming Demand

Chart 132 - Etherbal Launches Men's Grooming Package

Chart 133 - Value Sales 2020-2030

Chart 134 - Volume Sales 2020-2030

Chart 135 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Awareness and Population Expansion to Fuel Demand

Men'S Shaving to Lead Sales While Nature-Based Toiletries Drive Rapid Growth

Chart 136 - Forecast Value Sales 2020-2030

Chart 137 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Adapt to Declining Shares Amid Growing Competition

Chart 138 - Company Shares 2025

Chart 139 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Lead as Diverse Channels Serve Men'S Grooming

Digital Growth Drives New Market Opportunities

Chart 140 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 141 - Economic Context for Men's Grooming

Chart 142 - Real Gdp Growth 2020-2030

Chart 143 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 144 - Consumer Context for Men's Grooming

Chart 145 - Population 2020-2030

Chart 146 - Consumer Expenditure 2020-2030

Chart 147 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Urban Consumers Drive Oral Care Growth

INDUSTRY PERFORMANCE

Urban Consumers Drive Oral Care Growth

Dabur Herbal'S Smaller Packs Improve Affordability and Accessibility

Chart 148 - Dabur Herbal Introduces Smaller Packs

Signal Ethiopia Leverages Influencers to Expand Oral Care Engagement

Chart 149 - Value Sales 2020-2030

Chart 150 - Volume Sales 2020-2030

Chart 151 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Marketing and E-Commerce to Drive Expanding Oral Care Demand

Toothbrushes and Toothpaste to Maintain Lead in Sales Amid Affordability Challenges

Dental Floss and Mouthwashes/Dental Rinses Poised for Rapid Growth

Chart 152 - Forecast Value Sales 2020-2030

Chart 153 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Colgate-Palmolive Consolidate Leadership Amid Steady Share Shifts

Chart 154 - Company Shares 2025

Chart 155 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Oral Care Sales Supported by Small Local Grocers and Supermarkets

Retail E-Commerce Gains Momentum Driven by Digital Engagement and Product Accessibility

Chart 156 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 157 - Economic Context for Oral Care

Chart 158 - Real Gdp Growth 2020-2030

Chart 159 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 160 - Consumer Context for Oral Care

Chart 161 - Population 2020-2030

Chart 162 - Consumer Expenditure 2020-2030

Chart 163 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Ethiopian Consumers Drive Growth through Diverse Skin Care Preferences

INDUSTRY PERFORMANCE

Ethiopian Consumers Drive Growth through Diverse Skin Care Preferences

Body Care Leads Supported by Multifunctional and Natural Products

Korean Imports and Local Innovations Expand Product Diversity

Chart 164 - Kotra Introduces Korean Skin Care Products

Chart 165 - Value Sales 2020-2030

Chart 166 - Volume Sales 2020-2030

Chart 167 - Value Sales by Category 2025

WHAT'S NEXT?

Growing Consumer Awareness and Affordability to Shape Demand

Body Care to Maintain Lead Amid Rising Demand for Natural Ingredients

Chart 168 - Forecast Value Sales 2020-2030

Chart 169 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Experience Share Erosion Amid Rising Competition

Mass-Market Brands Maintain Popularity through Affordability and Wide Distribution

Chart 170 - Company Shares 2025

Chart 171 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Skin Care Distribution

Retail E-Commerce Platforms Offer Convenience and Choice

Chart 172 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 173 - Economic Context for Skin Care

Chart 174 - Real Gdp Growth 2020-2030

Chart 175 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 176 - Consumer Context for Skin Care

Chart 177 - Population 2020-2030

Chart 178 - Consumer Expenditure 2020-2030

Chart 179 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Growth Moderates Amid Economic Constraints

INDUSTRY PERFORMANCE

Premium Beauty and Personal Care Growth Moderates Amid Economic Constraints

Premium Fragrances Lead with Focused Consumer Appeal

Lavar Cosmetics Captures Lifestyle Trend with Natural Hair Care Launch

Chart 180 - Lavar Cosmetics Introduces New Shampoo and Conditioner

Chart 181 - Value Sales 2020-2030

Chart 182 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Adapt to Price Pressures with Informal Sourcing

Premium Fragrances to Lead with Resilient Growth Amid Volatile Colour Cosmetics

Chart 183 - Forecast Value Sales 2020-2030

Chart 184 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Puig SI and Estée Lauder Maintain Lead Amid Stable Market Concentration

Economic Pressures Drive Trading Down and Opportunities for Affordable Premium Brands

Chart 185 - Company Shares 2025

Chart 186 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 187 - Economic Context for Premium Beauty and Personal Care

Chart 188 - Real Gdp Growth 2020-2030

Chart 189 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 190 - Consumer Context for Premium Beauty and Personal Care

Chart 191 - Population 2020-2030

Chart 192 - Consumer Expenditure 2020-2030

Chart 193 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in Ethiopia](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sustained Growth Driven by Affordability Amid Economic Pressures

INDUSTRY PERFORMANCE

Sustained Growth Driven by Affordability Amid Economic Pressures

Mass Bath and Shower Leads Sales Supported by Inclusive Product Offerings

Ht Cosmetics Expands Inclusive Care with Affordable Paraffin Oil Launch

Chart 194 - Ht Cosmetics Launches Paraffin Oil

Chart 195 - Value Sales 2020-2030

Chart 196 - Value Sales by Category 2025

WHAT'S NEXT?

Brands to Leverage Masstige Innovation to Capture Downtrading Consumers

Mass Bath and Shower to Maintain Sales While Colour Cosmetics Accelerates Growth

Chart 197 - Forecast Value Sales 2020-2030

Chart 198 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Position Despite Declining Market Shares

Mass Brands Leverage Affordability and Promotions to Drive Consumer Loyalty

Chart 199 - Company Shares 2025

Chart 200 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 201 - Economic Context for Mass Beauty and Personal Care

Chart 202 - Real Gdp Growth 2020-2030

Chart 203 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 204 - Consumer Context for Mass Beauty and Personal Care

Chart 205 - Population 2020-2030

Chart 206 - Consumer Expenditure 2020-2030

Chart 207 - 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.

