



Euromonitor
International

Premium Beauty and Personal Care in Oman

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Spending

Premium Fragrances Dominate, While Bath and Shower Experiences Fast Growth

Sephora Reshapes Retail with Inclusivity Trend Fuelling Premiumisation

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Digital Platforms to Reshape Consumer Engagement and Drive Growth

Premium Fragrances to Maintain Dominance

Value Vigilance and Digital Innovation Drive Business Strategy Evolution

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Positions Amid Stable Market Dynamics

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Premium Beauty and Personal Care

Chart 8 - Real GDP Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Premium Beauty and Personal Care

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 14 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Consumer Spending Supports Steady Growth in Retail Value

Fragrances Lead Value Sales While Colour Cosmetics Show Dynamic Growth

Regional Brands Embrace Arab Beauty Trend to Meet Local Consumer Preferences

Chart 15 - Value Sales 2020-2030

Chart 16 - Volume Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Young, Digitally-Engaged Consumers Set to Drive Sustained Market Growth

Scent, Skinification and the Expansion of Regional Beauty Trends

Chart 18 - Analyst Insight for Beauty and Personal Care

Clean and Multifunctional Beauty Trends to Reshape Product Innovation and Retail

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions Amid Evolving Consumer Loyalty

Emerging Digital-First Brands Drive Innovation and Create Growth Opportunities

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Hypermarkets Lead Distribution While E-Commerce Accelerates Rapidly

E-Commerce Growth Driven by Social Media and Mobile Shopping Trends

Chart 23 - Retail Channels 2020-2025

PRODUCTS

Multifunctionality and Ethical Formulations Shape New Development

Digital-First Strategies and Value-Driven Product Launches

Shifting Brand Loyalty and the Expansion of E-Commerce

ECONOMIC CONTEXT

Chart 24 - Economic Context for Beauty and Personal Care

Chart 25 - Real GDP Growth 2020-2030

Chart 26 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 27 - Consumer Context for Beauty and Personal Care

Chart 28 - Population 2020-2030

Chart 29 - Consumer Expenditure 2020-2030

Chart 30 - 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/premium-beauty-and-personal-care-in-oman/report.