



Bath and Shower in Saudi Arabia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Fragrance Innovation and Digital Retail Drive Growth among Consumers Seeking Sensorial Indulgence

Chart 2 - E-Commerce Grows

Lifestyle-Driven Fragrance Innovation Boost Body Wash/Shower Gel Demand

Chart 3 - Fragrance-Focused Body Gel

Microbiome-Friendly Formulas and Sustainability Efforts Drive Saudi Growth

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - 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 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Brands Solidify Leadership through Fragrance Innovation and Market Presence

Chart 9 - Company Shares 2025

Chart 10 - 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 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Bath and Shower

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Bath and Shower

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Demand for Science-Backed Formulas and Dermocosmetics Fuels Growth

Chart 20 - Preventative Skin Care Demand

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

Chart 21 - Clinically Backed Claims Drive Growth

Specialists Leverage Digital Growth to Enhance Market Leadership

Chart 22 - E-Commerce Boost Beauty and Personal Care

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - 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 26 - Analyst Insight for Beauty and Personal Care

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - 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 29 - Company Shares 2025

Chart 30 - 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 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/bath-and-shower-in-saudi-arabia/report.