



Euromonitor
International

Skin Care in Saudi Arabia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Sustained Growth Driven by Climate Needs and Rising Skin Care Awareness

Chart 2 - Preventative Skin Care Demand

Social Media and Influencers Drive Skin Care Trends

Chart 3 - Digital-First Skin Care Brands

Calming Formulas Aid Dermatologist-Approved Growth

Chart 4 - Ingredient-Focused Skin Care

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Dermocosmetics and Beauty Specialists to Drive Rising Demand for Clinical Efficacy

Body Care to Lead Volume While Facial Care Fuels Fastest Value Growth

Integration of Clinical Treatments and Wellness to Reshape Consumer Engagement

Chart 8 - Analyst Insight for Skin Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Al Naghi Co Reshape Shares Amid Growing Competition

Innovative Product Launches and Digital Engagement Open New Growth Avenues

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Maintain Lead as Grocery Retailers Lose Shares

Retail E-Commerce Accelerates Growth Amid Challenges of Parallel Imports

Ulta Beauty'S Entry to Transform Specialist Retail with All-In-One Experience

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Skin Care

Chart 15 - Real Gdp Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Skin Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 21 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Demand for Science-Backed Formulas and Dermocosmetics Fuels Growth

Chart 22 - Preventative Skin Care Demand

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

Chart 23 - Clinically Backed Claims Drive Growth

Specialists Leverage Digital Growth to Enhance Market Leadership

Chart 24 - E-Commerce Boost Beauty and Personal Care

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - 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 28 - Analyst Insight for Beauty and Personal Care

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - 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 31 - Company Shares 2025

Chart 32 - 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 33 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real Gdp Growth 2020-2030

Chart 36 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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/skin-care-in-saudi-arabia/report.