



Euromonitor  
International

# Mass Beauty and Personal Care in Saudi Arabia

June 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

### INDUSTRY PERFORMANCE

Value-Seeking Behaviour and Evolving Price Tiers Drive Category Dynamics

Mass Hair Care Leads Growth Driven by Affordability and Innovation

Digital Consumer Journey Fuels Brand Visibility and Online Sales Growth

Chart 1 - e.l.f. Launches in Saudi via Sephora

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

### WHAT'S NEXT?

Mass Hair Care to Remain Dominant While Fragrances Lead Growth

Mass Brands to Embrace Masstige and Digital Engagement to Capture Consumers

Innovation and Private Label Growth to Drive Competitive Dynamics and Expansion

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt to Evolving Competition Amid Gradual Concentration Shifts

Private Label Growth and Promotional Strategies Drive Differentiation and Consumer Loyalty

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

### ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - 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 15 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Rising Demand for Science-Backed Formulas and Dermocosmetics Fuels Growth

Chart 16 - Preventative Skin Care Demand

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

Chart 17 - Clinically Backed Claims Drive Growth

Specialists Leverage Digital Growth to Enhance Market Leadership

Chart 18 - E-Commerce Boost Beauty and Personal Care

Chart 19 - Value Sales 2020-2030

Chart 20 - Volume Sales 2020-2030

Chart 21 - 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 22 - Analyst Insight for Beauty and Personal Care

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - 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 25 - Company Shares 2025

Chart 26 - 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 27 - Retail Channels 2020-2025

## ECONOMIC CONTEXT

Chart 28 - Economic Context for Beauty and Personal Care

Chart 29 - Real Gdp Growth 2020-2030

Chart 30 - Inflation 2020-2030

## CONSUMER CONTEXT

Chart 31 - Consumer Context for Beauty and Personal Care

Chart 32 - Population 2020-2030

Chart 33 - Consumer Expenditure 2020-2030

Chart 34 - 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/mass-beauty-and-personal-care-in-saudi-arabia/report](http://www.euromonitor.com/mass-beauty-and-personal-care-in-saudi-arabia/report).