



**Euromonitor
International**

Mass Beauty and Personal Care in Jordan

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Incomes and Digital Influence

Mass Hair Care Leads Sales, While Mass Colour Cosmetics Shows Exceptional Growth

Chart 1 - Digital Discovery Drives Everyday Hair Care Choices in Jordan

Pantene and Head & Shoulders Harness the Digital Journey to Drive Hair Care Sales

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Youthful Population and Rising Expenditure Fuel Sustained Growth

Mass Hair Care to Lead Sales, While Mass Fragrances Set for Rapid Growth

Digital Adoption and Youthful Consumers Reshape Purchasing Behaviour

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares as Competition Intensifies

Top Brands Leverage Affordable Innovation and Digital Strategies to Sustain Leadership

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 Jordan - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Rising Digital Engagement Drives Value Growth and Consumer Sophistication

Hair Care Leads Value Sales While Deodorants Leads in Growth

Pantene and Dior Harness Digital Journeys to Transform Consumer Experience

Chart 15 - Digital Consumer Journey Directs Jordan's Beauty & Personal Care in 2025

Chart 16 - Value Sales 2020-2030

Chart 17 - Volume Sales 2020-2030

Chart 18 - Value Sales by Category 2025

WHAT'S NEXT?

Youthful Consumers and Urban Expansion Drive Value Growth

Hair Care Leads Value While Fragrances Leads Growth Momentum

Digital Engagement and Premiumisation Reshape Business Strategies

Chart 19 - Forecast Value Sales 2020-2030

Chart 20 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Reinforce Their Lead through Portfolio Strength and Distribution

Mass Beauty Brands Leverage Affordable Innovation and Digital Promotion to Drive Growth

Chart 21 - Company Shares 2025

Chart 22 - Brand Shares 2025

CHANNELS

Grocery Stores Lead Beauty and Personal Care Retail

Digital Engagement Propels Retail E-Commerce Growth and Reshapes Consumer Purchasing Behaviour

Chart 23 - Retail Channels 2020-2025

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/mass-beauty-and-personal-care-in-jordan/report.