

Mass Beauty and Personal Care in Saudi Arabia

May 2025

Table of Contents

Mass Beauty and Personal Care in Saudi Arabia - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Growing consumer interest in personal grooming boosts demand

Multinational brands dominate

Further expansion of e-commerce

PROSPECTS AND OPPORTUNITIES

Dermocosmetics established in the mass segment

Innovation to embrace key trends, while there are opportunities for the further development of private label

Tourism and female engagement in paid workforce to boost demand

CATEGORY DATA

- Table 1 Sales of Mass Beauty and Personal Care by Category: Value 2019-2024
- Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2020-2024
- Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2021-2024
- Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2024-2029
- Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in Saudi Arabia - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

- Table 7 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 13 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 15 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 16 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

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SOURCES

Summary 1 - Research Sources

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