

# Beauty and Personal Care in Jordan

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## Abstracts

In 2023, Jordan's beauty and personal care industry has witnessed a decline, attributed to various financial factors. The emergence of a preference for local brands, offering more affordable options compared to international counterparts, contributed to this shift. While some consumers embraced these local alternatives, others remained loyal to established international brands. This shift underscores a nuanced consumer landscape, where price sensitivity and brand loyalty intersect. As the market...

Euromonitor International's Beauty and Personal Care in Jordan report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

## Contents

Beauty and Personal Care in Jordan  
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### LIST OF CONTENTS AND TABLES

#### BEAUTY AND PERSONAL CARE IN JORDAN

##### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture

Country background

Socioeconomic trends

Logistics/infrastructure

What next for beauty and personal care?

##### MARKET DATA

Table 1 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 6 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023

Table 7 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023

Table 8 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 9 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 10 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 11 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

##### DISCLAIMER

##### BABY AND CHILD-SPECIFIC PRODUCTS

### 2023 DEVELOPMENTS

Prospects and Opportunities

Category Data

Table 12 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 13 Sales of Baby and Child-specific Products by Category: % Value Growth

2018-2023

Table 14 NBO Company Shares of Baby and Child-specific Products: % Value

2019-2023

Table 15 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 16 LBN Brand Shares of Premium Baby and Child-specific Products: % Value  
2020-2023

Table 17 Forecast Sales of Baby and Child-specific Products by Category: Value  
2023-2028

Table 18 Forecast Sales of Baby and Child-specific Products by Category: % Value  
Growth 2023-2028

#### BATH AND SHOWER

Table 19 Sales of Bath and Shower by Category: Value 2018-2023

Table 20 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 21 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 22 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 23 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 24 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

#### DEODORANTS

Table 25 Sales of Deodorants by Category: Value 2018-2023

Table 26 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 27 NBO Company Shares of Deodorants: % Value 2019-2023

Table 28 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 29 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 30 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

#### HAIR CARE

Table 31 Sales of Hair Care by Category: Value 2018-2023

Table 32 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 33 NBO Company Shares of Hair Care: % Value 2019-2023

Table 34 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 35 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 36 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 37 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

#### DEPILATORIES

Table 38 Sales of Depilatories by Category: Value 2018-2023

Table 39 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 40 NBO Company Shares of Depilatories: % Value 2019-2023

Table 41 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 42 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 43 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

## ORAL CARE

Table 44 Sales of Oral Care by Category: Value 2018-2023

Table 45 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 46 NBO Company Shares of Oral Care: % Value 2019-2023

Table 47 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 48 Forecast Sales of Oral Care by Category: Value 2023-2028

Table 49 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

## MEN'S GROOMING

Table 50 Sales of Men's Grooming by Category: Value 2018-2023

Table 51 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 52 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 53 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 54 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 55 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

## COLOUR COSMETICS

Table 56 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 57 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 58 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 59 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 60 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 61 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 62 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

## FRAGRANCES

Table 63 Sales of Fragrances by Category: Value 2018-2023

Table 64 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 65 NBO Company Shares of Fragrances: % Value 2019-2023

Table 66 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 67 LBN Brand Shares of Premium Fragrances: % Value 2020-2023

Table 68 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 69 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## SKIN CARE

Table 70 Sales of Skin Care by Category: Value 2018-2023

Table 71 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Skin Care: % Value 2019-2023

Table 73 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 75 Forecast Sales of Skin Care by Category: Value 2023-2028

Table 76 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

## SUN CARE

Table 77 Sales of Sun Care by Category: Value 2018-2023

Table 78 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 79 NBO Company Shares of Sun Care: % Value 2019-2023

Table 80 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 81 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 82 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 83 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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