

Personal Services in Saudi Arabia

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Abstracts

Saudi Arabian consumers witnessed a notable improvement in their financial situation, thus ramping up spending on personal services, in 2018. The spending has been suppressed since 2014 due to Saudi Arabia's weak economy, which suffered from plummeting global oil prices. However, in 2018 the prices jumped, lifting locals' average wages and enabling higher consumer spending. Additionally, the government's reforms to diversify the country's economy stimulated non-oil sector growth, which contribut...

Euromonitor International's Industrial reports provide a 360 degree view of an industry. The Industrial market report offers a comprehensive guide to the size and shape of the Personal Services market at a national level. It provides the latest retail sales data, allowing you to identify the sectors driving growth. It identifies the leading companies, the leading brands and offers strategic analysis of key factors influencing the market - be they new product developments, packaging innovations, economic/lifestyle influences, distribution or pricing issues. Forecasts illustrate how the market is set to change.

Product coverage: Funeral and Related Services, Hairdressing and Beauty Treatment, Solariums, Spas and Similar Services, Washing and Cleaning.

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

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Get a detailed picture of the Personal Services 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.

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