

# MIDDLE EAST AND AFRICA BEAUTY AND PERSONAL CARE PRODUCT MARKET FORECAST 2016-2024

<https://marketpublishers.com/r/M8108551DAFEN.html>

Date: April 2017

Pages: 95

Price: US\$ 900.00 (Single User License)

ID: M8108551DAFEN

## Abstracts

### KEY FINDINGS

The Middle East and Africa beauty and personal care market are estimated to grow at \$ 50.3 billion by 2024. The market is anticipated to grow at a CAGR of 7.66% during the forecast period. The base year considered for the market study of beauty and personal care product is 2016 and the forecast period is from 2017 to 2024. The demographic shift is one of the reasons for the growth of the beauty and personal care product in the Middle East and Africa region.

### MARKET INSIGHTS

The Middle East and Africa beauty and personal care market are segmented on the basis of the distribution channel, product type, and geography. The beauty and personal care product type are further classified into hair care, skin care, oral care, color cosmetics and makeup, fragrances and deodorants, soaps and shower gel, sun care products and others. The distribution channel of the beauty and personal care product market is further segmented into direct selling, hypermarket and retail chains, specialty stores, pharmacies, E-commerce, salon, and others. The Middle East and Africa market geography are bifurcated into United Arab Emirates, Saudi Arabia, Turkey, Israel, South Africa and rest of the Middle East and Africa. Eco-friendly and innovative designs and the influence E-commerce channel on sales are the driving factors of the beauty and personal care product market in the Middle East and Africa region.

### COMPETITIVE INSIGHTS

The major players that are mentioned in the Middle East and Africa beauty and personal

care product market are L'Oreal Group (Paris), Procter and Gamble (US), BEIERSDORF AG (Germany), Avon (US), Unilever (UK), The EstéeLauder Companies Inc.(US), Shiseido (Japan), Kao Corporation (Japan), Revlon (US), Mary Kay (US), Coty, Inc., Sally Beauty Holdings,Inc., LVMH, L'Occitane International SA.

## Contents

### **1. RESEARCH SCOPE**

- 1.1. STUDY GOALS
- 1.2. SCOPE OF THE STUDY MARKET
- 1.3. WHO WILL FIND THIS REPORT USEFUL?
- 1.4. STUDY AND FORECASTING YEARS

### **2. RESEARCH METHODOLOGIES**

- 2.1. SOURCES OF DATA
  - 2.1.1. SECONDARY DATA
  - 2.1.2. PRIMARY DATA
- 2.2. TOP-DOWN APPROACH
- 2.3. BOTTOM-UP APPROACH
- 2.4. DATA TRIANGULATION

### **3. EXECUTIVE SUMMARY**

- 3.1. MARKET SUMMARY
- 3.2. KEY FINDINGS

### **4. MARKET OVERVIEW**

- 4.1. MARKET DEFINITION
- 4.2. MARKET DRIVERS
  - 4.2.1. INNOVATIVE AND ECO-FRIENDLY DESIGNS
  - 4.2.2. SHIFTING DEMOGRAPHICS
  - 4.2.3. THE E-COMMERCE CHANNEL INFLUENCING SALES
- 4.3. RESTRAINTS
  - 4.3.1. HIGH MANUFACTURING AND MARKETING COSTS
  - 4.3.2. SAFER PRODUCTS AND RAPID INNOVATIONS
- 4.4. OPPORTUNITIES
  - 4.4.1. INCLINATION OF GROWTH TOWARDS EMERGING MARKETS
  - 4.4.2. ECO-FRIENDLY AND HALAL BRANDS ARE SHOWING RAPID GROWTH

### **5. INDUSTRY REGULATIONS**

## 5.1. CHINA COSMETIC REGULATION

## **6. MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET SEGMENTATION**

### 6.1. MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL

- 6.1.1. DIRECT SELLING
- 6.1.2. HYPERMARKETS & RETAIL CHAINS
- 6.1.3. SPECIALTY STORES
- 6.1.4. PHARMACIES
- 6.1.5. E-COMMERCE
- 6.1.6. SALON
- 6.1.7. OTHERS

### 6.2. MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET BY PRODUCT TYPES

- 6.2.1. HAIR CARE
- 6.2.2. SKIN CARE
- 6.2.3. ORAL CARE
- 6.2.4. COLOR COSMETICS AND MAKEUP
- 6.2.5. FRAGRANCES & DEODORANTS
- 6.2.6. SOAPS AND SHOWER GEL
- 6.2.7. SUN CARE PRODUCTS
- 6.2.8. OTHERS

## **7. KEY ANALYTICS**

- 7.1. INDUSTRY VALUE CHAIN ANALYSIS
- 7.2. PORTER'S FIVE FORCES ANALYSIS
  - 7.2.1. BARGAINING POWER OF SUPPLIERS
  - 7.2.2. BARGAINING POWER OF CONSUMERS
  - 7.2.3. THREAT FROM NEW ENTRANTS
  - 7.2.4. THREAT FROM SUBSTITUTE PRODUCTS
  - 7.2.5. COMPETITIVE RIVALRY WITHIN THE INDUSTRY
- 7.3. INVESTMENT LANDSCAPE
- 7.4. FUTURE OUTLOOK

## **8. MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET**

## 8.1. MIDDLE EAST AND AFRICA

8.1.1. The UNITED ARAB EMIRATES

8.1.2. SAUDI ARABIA

8.1.3. TURKEY

8.1.4. ISRAEL

8.1.5. SOUTH AFRICA

8.1.6. REST OF THE MIDDLE EAST AND AFRICA

## 9. COMPETITIVE LANDSCAPE

9.1. VENDOR MARKET SHARE ANALYSIS

9.2. STRATEGIC ALLIANCES

9.3. RECENT MERGERS & ACQUISITIONS

9.4. COMPANY PROFILES

9.4.1. L'OREAL GROUP

9.4.2. PROCTER AND GAMBLE

9.4.3. BEIERSDORF AG

9.4.4. AVON

9.4.5. UNILEVER

9.4.6. THE ESTÉE LAUDER COMPANIES INC.

9.4.7. SHISEIDO

9.4.8. KAO CORPORATION

9.4.9. REVLON

9.4.10. MARY KAY

9.4.11. COTY INC.

9.4.12. SALLY BEAUTY HOLDINGS, INC.

9.4.13. LVMH MOET HENNESSY LOUIS VUITTON SA

9.4.14. L'OCCITANE INTERNATIONAL S.A.

## List Of Tables

### LIST OF TABLES

TABLE 1 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

TABLE 2 PERCENTAGE OF AGING POPULATION ACROSS DIFFERENT REGIONS IN 2016

TABLE 3 IMPORTANT FACTORS INFLUENCING ONLINE PURCHASE OF BEAUTY AND PERSONAL CARE PRODUCTS

TABLE 4 MARKETING AND ADVERTISING COSTS OF COTY INC. WORLDWIDE FROM 2014 TO 2016, BY TYPE (IN MILLION U.S. DOLLARS)

TABLE 5 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET FORECAST – BY DISTRIBUTION CHANNEL 2017-2024(\$ BILLION)

TABLE 6 DIRECT SELLING BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, MIDDLE EAST AND AFRICA 2017-2024(\$ BILLION)

TABLE 7 HYPERMARKET/RETAIL CHAINS BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, MIDDLE EAST AND AFRICA 2017-2024(\$ BILLION)

TABLE 8 SPECIALTY STORES BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, MIDDLE EAST AND AFRICA 2017-2024(\$ BILLION)

TABLE 9 PHARMACIES BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, MIDDLE EAST AND AFRICA 2017-2024(\$ BILLION)

TABLE 10 E-COMMERCE BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, MIDDLE EAST AND AFRICA 2017-2024(\$ BILLION)

TABLE 11 SALON BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, MIDDLE EAST AND AFRICA 2017-2024(\$ BILLION)

TABLE 12 OTHERS BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, MIDDLE EAST AND AFRICA 2017-2024(\$ BILLION)

TABLE 13 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET FORECAST BY TYPE OF PRODUCTS – (\$ BILLION) 2017-2024

TABLE 14 HAIR CARE BEAUTY & PERSONAL CARE PRODUCTS MARKET, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 15 SKINCARE BEAUTY & PERSONAL CARE PRODUCTS MARKET, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 16 ORAL CARE BEAUTY & PERSONAL CARE PRODUCTS MARKET, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 17 COLOR COSMETICS AND MAKE UP BEAUTY & PERSONAL CARE PRODUCTS MARKET, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 18 FRAGRANCES & DEODORANTS BEAUTY & PERSONAL CARE PRODUCTS MARKET, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 19 CLASSIFICATIONS OF FRAGRANCES

TABLE 20 SOAPS & SHOWER GELS BEAUTY & PERSONAL CARE PRODUCTS MARKET, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 21 SUN CARE BEAUTY & PERSONAL CARE PRODUCTS MARKET, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 22 OTHERS BEAUTY & PERSONAL CARE PRODUCTS MARKET, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 23 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST, MIDDLE EAST AND AFRICA (\$ BILLION) 2017-2024

TABLE 24 EUROPE BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

TABLE 25 ASIA-PACIFIC BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

TABLE 26 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

TABLE 27 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST

TABLE 28 SOME OF THE MAJOR BRANDS IN COSMETICS AND MAKEUP MARKET

## List Of Figures

### LIST OF FIGURES

FIGURE 1 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 2 E-COMMERCE SALES GROWTH VS. TOTAL SALES GROWTH WORLDWIDE BY PRODUCT CATEGORY AS OF 2013

FIGURE 3 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET SHARE BY DISTRIBUTION CHANNEL (%) – 2016

FIGURE 4 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL – DIRECT SELLING, 2017-2024

FIGURE 5 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL – HYPERMARKETS/RETAIL CHAINS, 2017-2024

FIGURE 6 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL – SPECIALTY STORES, 2017-2024

FIGURE 7 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL – PHARMACIES, 2017-2024

FIGURE 8 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL – E-COMMERCE, 2017-2024

FIGURE 9 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL – SALON, 2017-2024

FIGURE 10 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET BY DISTRIBUTION CHANNEL – OTHERS, 2017-2024

FIGURE 11 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET SHARE (%) – BY PRODUCT TYPE – 2016

FIGURE 12 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET BY TYPE OF PRODUCTS – HAIR CARE (\$ BILLION) 2017-2024

FIGURE 13 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET FORECAST BY TYPE OF PRODUCTS – SKIN CARE (\$ BILLION) 2017-2024

FIGURE 14 MIDDLE EAST AND AFRICA BEAUTY& PERSONAL CARE PRODUCTS MARKET FORECAST BY TYPE OF PRODUCTS – ORAL CARE (\$ BILLION) 2017-2024

FIGURE 15 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST BY PRODUCTS – COLOR COSMETICS AND MAKEUP (\$ BILLION) 2017-2024

FIGURE 16 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS



MARKET FORECAST BY PRODUCTS– FRAGRANCES AND DEODORANTS (\$ BILLION) 2017-2024

FIGURE 17 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST BY PRODUCTS – SOAPS AND SHOWER GEL CARE (\$ BILLION) 2017-2024

FIGURE 18 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST BY PRODUCTS – SUN CARE (\$ BILLION) 2017-2024

FIGURE 19 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST BY PRODUCTS – OTHERS (\$ BILLION) 2017-2024

FIGURE 20 MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET SHARE (%) 2016, MIDDLE EAST AND AFRICA

FIGURE 21 UNITED ARAB EMIRATES BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 22 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE MARKET SHARE IN UNITED ARAB EMIRATES 2016 & 2024 (%)

FIGURE 23 COMPETITIVE MARKET SHARE OF UAE IN 2016

FIGURE 24 UAE BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 25 SAUDI ARABIA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 26 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE MARKET SHARE IN SAUDI ARABIA 2016 & 2024 (%)

FIGURE 27 COMPETITIVE MARKET SHARE OF SAUDI ARABIA IN 2016

FIGURE 28 SAUDI ARABIA BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 29 TURKEY BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 30 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE MARKET SHARE IN TURKEY 2016 & 2024 (%)

FIGURE 31 COMPETITIVE MARKET SHARE OF TURKEY IN 2016

FIGURE 32 TURKEY BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 33 ISRAEL BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 34 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE MARKET SHARE IN ISRAEL 2016 & 2024 (%)

FIGURE 35 COMPETITIVE MARKET SHARE OF ISRAEL IN 2016

FIGURE 36 ISRAEL BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 37 SOUTH AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 38 MASS, PREMIUM AND SUPER PREMIUM BEAUTY PERSONAL CARE MARKET SHARE IN SOUTH AFRICA 2016 & 2024 (%)

FIGURE 39 COMPETITIVE MARKET SHARE OF SOUTH AFRICA IN 2016

FIGURE 40 SOUTH AFRICA BEAUTY AND PERSONAL CARE MARKET BY DISTRIBUTION CHANNEL 2015 & 2016 (%)

FIGURE 41 REST OF THE MIDDLE EAST AND AFRICA BEAUTY & PERSONAL CARE PRODUCTS MARKET FORECAST (\$ BILLION) 2017-2024

FIGURE 42 L'OREAL GROUP SALES BY BUSINESS SEGMENT -2016

FIGURE 43 PROCTER AND GAMBLE NET SALES 2016 BY BUSINESS SEGMENT

FIGURE 44 UNILEVER REVENUE BREAKDOWNS BY PRODUCT SEGMENTS -2016

FIGURE 45 THE ESTEE LAUDER COMPANIES INC. NET SALES BY PRODUCT CATEGORY

FIGURE 46 REVLON INC. REVENUE BREAKDOWNS BY PRODUCT SEGMENTS -2016

## I would like to order

Product name: MIDDLE EAST AND AFRICA BEAUTY AND PERSONAL CARE PRODUCT MARKET FORECAST 2016-2024

Product link: <https://marketpublishers.com/r/M8108551DAFEN.html>

Price: US\$ 900.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/M8108551DAFEN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

