

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

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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.

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