

Saudi Arabia Halal Cosmetics Market Opportunity Analysis

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Abstracts

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Saudi Arabia has emerged as one of exceptionally attractive market for cosmetic companies to introduce their new products as it is one of the largest beauty markets in the world and is endorsed by affluent clientele. The demographic variety of consumers that are spread within the Saudi Arabia translates into a diverse market that allows companies to offer variety of product across varied price spectrum. While the market for luxury products has a large clientele in the Saudi Arabia, there is also a strong market for regular, value-for-money product lines. Although the cosmetics market is dominated by women's products, spending by men is also on the rise.

Cosmetics market in Saudi Arabia is witnessing a new drift towards the increasing demand of Halal certified cosmetics products. The exponentially increasing preference for Halal cosmetics products has led to change in the business strategy of the local as well as international companies present in the market. Companies are now changing their product assortment in order to accommodate the growing demand for Halal cosmetics products due to transition in the customer preference for Halal products.

Halal certification and acceptance of Halal products had been widespread in the hospitality, food, packaging, banking and finance industries in the Middle East and specifically in the Saudi Arabia and UAE. In the food sector, Halal consciousness is especially high among consumers as well as the governments. However, the demand for Halal cosmetics and beauty products is not as strong. With increasing consumer awareness and a willingness to pay for quality products, the scenario is changing, thereby transforming the cosmetics and personal care industry into a potential sunrise segment for the region.

With increasing awareness of the Halal status of cosmetics and the religious preference for Halal products the entire Saudi Arabian market for cosmetics is a potential Halal cosmetics market. Increased supply of Halal certified products, clearer and stricter Halal guidelines, and informative and educative marketing of Halal cosmetics implies that the tipping point for Halal cosmetics in Saudi Arabia is due soon.

“Saudi Arabia Halal Cosmetics Market Opportunity Analysis” research report by Kuick Research is an intriguing text that gives detailed facts and analysis on latest developments in the Saudi Arabia Halal cosmetics Market. Report discusses various segments of the Halal cosmetics market and analyzes the factors responsible for the growth and the need to resolve challenges to maintain growth momentum in future.

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