

Saudi Arabia Hair Care Market Assessment, By Treatment [Anti-Dandruff, Hair Loss, Dry & Itchy Scalp, Dull & Frizzy Hair, White-Grey Hair, Others], By Type [Shampoo & Conditioning, Perming & Straightening, Styling Products, Hair Colouring, Others], By Gender [Male, Female, Unisex], By End-user [Personal, Professional], By Distribution Channel [Online, Supermarkets & Hypermarkets, Retail Outlets, Specialty Stores, Departmental Stores, Dealers & Distributors, Pharmacy & Drug Stores, Others], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

The Hair Care Market in Saudi Arabia is expected to experience a Compound Annual Growth Rate (CAGR) of 5.31% from 2023 to 2030 to reach USD 1652.3 million by 2030. The market is growing, driven by factors such as the increasing population, rising disposable incomes, and changing consumer preferences towards premium and natural hair care products. Other than major international players, there is also a growing number of local brands and products that cater to Saudi consumers' unique needs and preferences. Regarding product categories, shampoo and conditioner are the most popular products, followed by hair styling products, hair colour, and hair oil. E-commerce is an essential channel for hair care products in the region, with consumers increasingly turning to online platforms for convenience and competitive pricing.

The usage of hair care products in the region has seen a rise due to a significant portion of the population experiencing hair loss and common hair issues, like dandruff and

hairfall. Additionally, the increasing pollution levels in the country may also contribute to the demand for hair care products. The growth in the number of salons in the country has further fuelled the demand for hair care products. Overall, the hair care market in Saudi Arabia is expected to continue growing in the coming years, driven by factors such as population growth, harsh climate conditions and changing consumer preferences towards premium and natural products.

Growing Young Population Leading to Increased Sales of Hair Care Products

According to General Authority for Statistics, Saudi Arabia, two thirds of Saudi citizens are children and young people. Youth in the age group 15-34 years contribute to the maximum percentage of Saudi population, out of which 51% are males and 49% are females. This younger generation is more open to experimenting with new hair care products and styles, which leads to continuous innovation in the hair care industry, such as products that are designed to protect hair from heat damage caused by styling tools, and products that are formulated to nourish and strengthen hair that has been exposed to environmental pollutants. In April 2022, OGX introduced the Apple Cider Vinegar Collection, enriched with a refreshing fusion of apple cider vinegar, aimed at promoting a well-balanced and healthy scalp. With the introduction of the new OGX Clarify & Shine + Apple Cider Vinegar Collection, people throughout the Kingdom of Saudi Arabia can experience salon-quality haircare in the convenience of their own homes. The product is quite a popular one among the youth there.

Severe Climatic Conditions Leading to Poor Quality Hair

Saudi Arabia experiences cold, dry winters and hot, dry continental summers, which has an adverse impact on the hair of the people living there. Furthermore, the lack of a proper hair care regimen, combined with environmental factors harms the strands and aggravates the issue. Given the intensity of the Kingdom's rays throughout the year, excessive exposure to the sun's rays causes hair to become dry, dull, lifeless, and brittle. This is driving the demand for premium hair care products in Saudi Arabia, which can help to address specific hair concerns such as damage, dryness, or hair loss. Premium hair care products often contain higher concentrations of active ingredients, which can deliver better results than standard products.

Not only shampoos and conditioners, but people are also ready to invest a good amount in premium quality serums and hair sunscreens, to combat the extreme climate conditions prevalent in the Kingdom. For instance, Hepta Panthenol Hair Cream is quite popular among people there as it moisturizes and softens the hair by treating dryness

and frizziness and helps prevent split ends as well.

Rapid Growth in Men's Grooming

In recent years, the Saudi Arabian market has witnessed a surge in demand for men's grooming products mainly due to factors such as increasing employment opportunities and higher disposable incomes among men. With grooming becoming more closely associated with affluence and professional success, men are more willing to invest time and money in their grooming routines. Moreover, the diminishing social taboos that once discouraged men from taking pride in their appearance have further contributed to this trend.

Notably, there is a growing preference for products with natural ingredients, driven by the increasing health consciousness among users. As the men's grooming category continues to expand, it is expected to have a notable impact on the hair care market in Saudi Arabia. In September 2021, Manscaped, the global men's grooming company, revealed its expansion to the United Arab Emirates and Saudi Arabia. The Manscaped collection encompasses a diverse range of precision-engineered tools, distinctive formulations, and grooming accessories, including hair care products for men.

Impact of COVID-19

The COVID-19 pandemic has had a significant impact on the hair care market in Saudi Arabia, as it has on many industries around the world. The pandemic and the measures taken to control its spread, such as lockdowns and social distancing, have disrupted supply chains, consumer behaviour, and overall demand for hair care products. One of the key impacts of COVID-19 on the hair care market in Saudi Arabia has been a shift in consumer behaviour. With the closure of salons and beauty centres during the lockdowns, consumers have been forced to rely on at-home hair care solutions. This has led to an increase in demand for DIY hair care products, such as hair colouring kits, hair removal products, and hair styling tools. At the same time, there has been a decline in demand for professional hair care products that are typically used in salons, such as hair treatments and styling products.

Key Players Landscape and Outlook

The hair care market in Saudi Arabia is highly competitive, with many major international players operating in the market. In addition to the major players, there are also many smaller players in the market, including local brands that cater to the specific

needs and preferences of Saudi Arabian consumers. The outlook for the hair care market in Saudi Arabia is positive, with growth expected to continue in the coming years. Factors such as the growing young population, extreme climatic conditions, and rising awareness of hair care ingredients and their benefits are expected to drive demand for hair care products.

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*Companies mentioned above DO NOT hold any order as per market share and can be changed as per information available during research work

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