

Saudi Arabia Nail Care Market Assessment, By Category [Nail Polish (Liquid Polish, Gel Polish, Top and Base Coat, Others), Nail Polish Removers, Nail Extensions, Nail Accessories, Others], By Distribution Channel [Online, Offline], By End-user [Professional, Individual], By Region, Opportunities, and Forecast, 2016-2030F

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Abstracts

Saudi Arabia's nail care market has expanded significantly in recent years and has seen significant change. Saudi Arabia's nail care market is expected to grow at a strong growth rate of 6.37% compounded annually for the forecast period between 2023 and 2030 and is expected to reach USD 988.57 million in 2030 from USD 603.19 million in 2022. There has been an increase in the attention on personal grooming and attractiveness among women due to the big and steadily growing wealthier population. Due to factors like rising disposable income, the impact of global nail care trends and a shift in cultural attitudes towards self-expression and personal care, there has been an increase in the demand for nail care products in Saudi Arabia.

Saudi Arabia government programmes and initiatives to encourage female empowerment have also helped the nail care market expansion. The Saudi Arabia nail care market is dynamic and fiercely competitive because it offers chances for both domestic and foreign companies to meet the changing preferences and needs of customers. The expansion of the nail care market is attributed due to various factors, including the expanding tourism sector, increased knowledge of nail care, expansion of e-commerce channels and digitization in the region.

However, due to religious and cultural beliefs, there is a restriction regarding the usage

of nail polish as they may obstruct ritual purification (wudu). As per the local laws, the Saudi Arabia government does not outright forbid wearing nail paint or other nail products like extensions and accessories. Well-known brands like Inglot, Amara, Orly are offering breathable nail polishes that comply with the Arabian culture, Muslim ladies can conduct ablution before prayer and have healthier, stronger nails due to the lacquer that allows water and air to pass through it.

Social Media Influence

More than 75% of Saudi Arabia's population use social media , and 95% of them have access to the internet, thus social media plays a crucial role for businesses looking to enter into the market and connect with the potential customers. Social media is frequently used to engage with customers and to create demand for the products. Influencers and beauty bloggers exchange nail care advice, instructions and product suggestions, all of which directly influence customer decisions.

Social media channels are being used by brands to interact with their target market and promote their nail care products. Influencers use beauty products; thus they also act as a tool for businesses to connect with young women who want to use the same nail care products as their favorite influencers did to get the online appearance they coveted. Many both domestic and international companies are seeking influencers to raise brand exposure, driven by the social media element. Popular international brand MAC Cosmetics approached Abeer Sinder, a Saudi Arabian beauty influencer, and 3 other influencers to appear in its Women's Day commercial as part of their marketing strategy in the Arab region.

Cultural Influence on Nail Care

Hijab and niqab-related policies and regulations being put into effect could inadvertently result in a rise in the demand for nail care products. Such regulation's main objective is to control dress codes and religious practices, but they also have an impact on grooming and cosmetics, especially nail care. Since women must wear a hijab or niqab to cover their hair and faces or body, the attention is more towards the exposed body parts, including the hands and nails. This results in a stronger desire to maintain neatly manicured and aesthetic nails to demonstrate feminine identity and self-expression. The need for various nail care products may be increased by women choosing to show their personality through detailed designs, distinctive nail colors, nail accessories or nail art, and other nail care products like creams, serums, oils, and supplements.

Government Regulations

Saudi Food and Drug Authority (SFDA) is the regulatory authority in charge of ensuring the security and quality of cosmetics in Saudi Arabia, particularly nail care products. It establishes the guidelines and specifications for product labelling, registration, and manufacturing procedures. The SFDA have the regulatory control over the industry by the Cosmetics Law. The SFDA established a procedure known as the SFDA cosmetics conformity assessment programme, which aims to protect enterprises from fraud and ensure products are free of flaws that could threaten customers' health and safety. The procedure must be followed by any businesses intending to import cosmetics into Saudi Arabia. Use of ingredients like formaldehyde, HICC, or methylene glycol is strictly prohibited in manufacturing cosmetic products or imported cosmetics products. One of the standards accepted worldwide is the Saudi Arabia HALAL Certification. Customers can receive Halal certification from SFDA Saudi Halal Centre through a simple process by meeting the regulatory requirement.

Growing Demand for Halal Products

Consumer demand for Saudi Arabian halal cosmetics is expected to develop during the forecast period due to increased product knowledge and halal ingredients. Muslim customers are looking for cosmetics and personal care items that are halal-certified and adhere to Sharia law. Customers are looking for halal-compliant nail paints, removers and treatments that don't include any substances produced by animals. This pattern highlights how crucial it is to uphold Islamic values and moral judgements. An eco-ethical modern customer would result from such a factor, which would also support industrial growth throughout the foreseeable period.

Cosmetic products in Saudi Arabia are not limited to the Muslim population and have acquired popularity among non-Muslim consumers as well, which is a key driving force behind the expansion of halal and vegan cosmetics in the region. For instance, in 2022, LENA introduced a breathable nail polish that made with non-toxic vegan, and cruelty-free ingredient. Brands like Lafz, Inglot, 786 Cosmetics are providing halal-certified nail care products in Saudi Arabia nail care market.

Growth in Retail Infrastructure

It is now easier for customers to obtain a variety of nail care products because they are offered through a variety of retail channels, including specialised shops, beauty salons, and online platforms. The overall growth of the nail care market has been aided by the

increase in distribution channels. Salon industry in Saudi Arabia has expanded significantly over the past few years as there has been an increased demand for professional nail care services. Some popular nail salons are Circle Nail Bar, Mellow Nails Artistry, Base and Boon, The Unique White Salon, which offer services like manicures, pedicures, toenail extensions, nail prosthetics, gel extensions, gel builder removal and various other related services.

For instance, in 2023, a premium nail salon chain N.Bar are scheduled to open stores in the United Arab Emirates, Saudi Arabia, and Qatar. This is a part of brand expansion & growth and commitment to provide its clients premium manicure and beauty services

Impact of COVID-19

The COVID-19 pandemic has significantly impacted various industries worldwide, including the Saudi Arabia nail care market. The imposition of lockdown procedures, social distance guidelines and the temporary closure of non-essential companies, including nail salons, have all had a significant impact on the nail care sector. Nail salons in Saudi Arabia encountered difficulties during the pandemic, including less customers, constrained business hours, and the urge to follow stringent health and safety regulations. Numerous salons were forced to temporarily close their stores or operate at a reduced capacity, which affected their revenue and commercial activities. The pandemic hastened the nail care industry for adoption of internet platforms and digital technology. Digital platforms were used by nail salons and beauty experts to provide online consultations, tutorials and product recommendations. As more consumers turned to e-commerce channels, demand for nail care product sales and delivery services online increased .

Key Players Landscape and Outlook

Lucrative opportunities are seen in the Saudi Arabian nail care market, with a growing emphasis on personal grooming and aesthetics. There are several significant participants in the Saudi Arabian nail care market who support its expansion and growth. The landscape of the nail care market in the region is significantly shaped by these important brands. At present, the market is dominated by both domestic and international brands. International brands that are new to the market are mindful of the cultural norms and beliefs of the region. For example, 786 Cosmetics & Lafz nail care products are halal certified, which enables them to increase consumer trust and understanding.

Additionally, Baheya, the biggest salon chain in Riyadh, has partnered with Urban Company, Asia's largest tech-enabled home services marketplace. By enabling its partner salons and beauty specialists to provide services, Urban Company aims to become a household name for beauty services at home including services like hair extensions and nail extensions.

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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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