

# Hair Care Products Market in Saudi Arabia 2021

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## Abstracts

Hair care products are those that help to control the properties and behavior of the hair so that it can be maintained in a controlled and desirable manner. According to a report by StrategyHelix, the hair care products market in Saudi Arabia is set to increase by US\$ 541 million during 2021-2027, growing at a CAGR of 5.8% during the forecast period. Continuously rising personnel disposable income levels, increasing adoption of a modern approach to grooming practices, increasing cases of hair loss among men, coupled with the rising prevalence of scalp disorders and hair loss are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for hair care products. The Saudi Arabia hair care products market is segmented on the basis of price range, product, and distribution channel. On the basis of price range, the hair care products market in Saudi Arabia has been segmented into prestige product, mass product. The mass product segment is estimated to account for the largest share of the hair care products market in Saudi Arabia. By product, the hair care products market in Saudi Arabia has been segmented into shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care. The shampoos segment held the largest revenue share in 2020. Based on distribution channel, the hair care products market in Saudi Arabia is categorized into supermarkets & hypermarkets, specialty stores, online retailing, others.

The conditioners market is further segmented into traditional conditioners, and intensive conditioners. The traditional conditioners segment held the largest share of the Saudi Arabia hair care products market in 2020 and is anticipated to hold its share during the forecast period. Furthermore, the styling products market has been categorized into hairsprays, hair mousses, hair gels, and others. In 2020, the hairsprays segment made up the largest share of revenue generated by the hair care products market. The

shampoos market is further divided into standard shampoos, 2-in-1 shampoos, medicated shampoos, and others. Among these, the standard shampoos segment was accounted for the highest revenue generator in 2020.

The prominent players operating in the Saudi Arabia hair care products market include The Procter & Gamble Company, Unilever PLC, L'Oreal S.A., Dabur India Limited, Wella AG.

#### Report Scope

Price range: prestige product, mass product

Product: shampoos, hair colorants, conditioners, perms and relaxants, styling products, hair loss treatments, salon hair care

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

#### Key Benefits for Stakeholders

Get a comprehensive picture of the Saudi Arabia hair care products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

## Contents

### **PART 1. INTRODUCTION**

Scope of the study  
Study period  
Geographical scope  
Research methodology

### **PART 2. HAIR CARE PRODUCTS MARKET OVERVIEW**

### **PART 3. MARKET BREAKDOWN BY PRICE RANGE**

Prestige product  
Mass product

### **PART 4. MARKET BREAKDOWN BY PRODUCT**

Shampoos  
Hair colorants  
Conditioners  
Perms and relaxants  
Styling products  
Hair loss treatments  
Salon hair care

### **PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL**

Supermarkets & hypermarkets  
Specialty stores  
Online retailing  
Others

### **PART 6. KEY COMPANIES**

The Procter & Gamble Company  
Unilever PLC  
L'Oreal S.A.  
Dabur India Limited

Wella AG  
About StrategyHelix  
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