

GCC Skincare Market By Product Type (Face Care & Body Care), By Type (Organic & Conventional), By Sales Channel (Exclusive Beauty Specialist Stores, Multi Branded Beauty Specialist Stores, Supermarkets/Hypermarkets, Online Channels, Departmental Stores, Others), By Region, By Company, Forecast & Opportunities, 2018-2028F

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Abstracts

The GCC skincare market is anticipated to grow during the forecast period due to rising the usage of social media platforms, increasing consumer spending on physical appearance, and growing consumer awareness of healthy skin.

Skincare products are used to treat, enhance, and nourish the overall health and appearance of the skin. They are made of a variety of synthetic and natural ingredients, such as hyaluronic acid, alpha-hydroxy acids, retinol, bentonite clay, aloe vera, and tea tree oil, and include cleansers, scrubs, toners, body lotions, moisturizers, face washes, creams, oils, and serums. They aid in the exfoliation of dead skin cells, preserve the suppleness of the skin, and work as a barrier against wrinkles, fine lines, and age spots. They also cover the skin from UV rays, which can damage it, and they stop sunburn, blemishes, tanning, and hyperpigmentation. In addition, the potential of skin care products to protect people from allergies and hazardous germs while also enhancing the state of their skin is driving up demand for them on a global scale.

The Rising Popularity of Social Media Platforms Boosts Market Growth

Strong internet penetration has played a crucial role in raising consumer knowledge of skincare products in GCC countries. On all social media platforms, including Instagram,

Facebook, Snapchat, and Twitter, the countries have the most active users. In Saudi Arabia, there were 34.84 million internet users in January 2022. In Saudi Arabia, 97.9% of the population had access to the internet as of the beginning of 2022. Additionally, in January 2022, there were 9.94 million internet users in the United Arab Emirates. At the beginning of 2022, 99.0 percent of the country's population was online in the United Arab Emirates. Over the past few years, it has been more popular for social media influencers to share their beauty routines, and both national and international beauty brands have teamed up with influencers to expand their brand awareness and connect with potential customers. Therefore, the increasing popularity of social media platforms and increasing internet penetration in GCC countries drive the demand and growth of skincare products in the market during the forecast period.

Increasing Consumer Awareness Aids Market Demand

The rise in interest is most likely the result of customers' increased knowledge of skincare products and their advantages. Saudis in their middle age worry about getting older and seek goods with natural or herbal elements. As a result of this trend, the demand for organic anti-aging skin care products is rising across the nation. Consumer awareness of the harmful effects of chemicals, such as paraben and aluminum compounds, prevalent in cosmetics, hair care products, and deodorants is growing in Saudi Arabia. The large proportion of young people in Saudi Arabia has increased demand for facial care products from various brands and benefited the sector. According to the survey, women in Saudi Arabia and the United Arab Emirates spend between USD700 and USD900 annually on cosmetics and skincare items. Customers in the country also spend more money with luxury, specialized health and beauty businesses that offer all-natural and organic products.

Companies Expanding their Presence Fuels Market

To attract customers, businesses in GCC nations are implementing innovative marketing methods such as mergers and acquisitions with rival businesses, which is driving demand for GCC skincare products during the projection period. For instance, Paula's Choice, the digitally driven skincare brand, was acquired by Unilever from TA Associates in 2021. Direct-to-consumer (DTC) e-commerce and science-based products are two areas in which Paula's Choice is a pioneer. In order to simplify the science underlying skin care, Paula's Choice provides strong content and digital tools, including an exhaustive. Along with ambitions for GCC development, investment banker and Pepsi co-heir Ashgar Akhtar Khan introduces VITA Eternity in 2022. The skincare line VITA Eternity debuts in the United Arab Emirates (UAE) with Elixir Formula - Rose

Oil, their first high-end product. The serum is a delicately designed and tried combination of organic red rose oil and vitamin extract that results in a thin but effective formulation. Therefore, expanding presence of the companies fuels the demand for skincare products in GCC countries during the forecast period.

New Product Launches Drives Market Growth

Companies are launching new products to attract customers which will increase the demand and growth of the skincare products market in GCC countries. For instance, In Bahrain in 2022, The Ritz-Carlton Spa introduced a new product to their collection of high-end skincare items, Valmont Cosmetics, which also includes ESPA and Natura Bisse. Additionally, Juana Skin's introduced a line of skincare products containing CBD, also known as cannabidiol, which is available to United Arab Emirates (UAE) consumers in the form of face oils, body butter, night creams, and brightening moisturizers. CBD is a substance found in the stem, leaves, and flowers of the hemp plant. Therefore, new product launches driving the GCC skincare products market during the forecast period.

Market Segmentation

The GCC Skincare market is segmented into product type, type, sales channel, region, and company. Based on product type, the market is segmented into face care and body care. Based on type, the market is segmented into organic and conventional. Based on sales channels, the market is segmented into exclusive beauty specialist stores, multi-branded beauty specialist stores, supermarkets/hypermarkets, online channels, departmental stores, and others. The market analysis also studies regional segmentation to devise regional market segmentation.

Market Players

Unilever Gulf FZE, The Procter & Gamble Company, The Est?e Lauder Companies Middle East FZE, Beiersdorf Middle East, Shiseido Group Middle East LLC, L'Or?al Middle East FZE, Avon Cosmetics, Louis Vuitton Malletier SAS, Revlon Consumer Products Corporation, and Johnson & Johnson Middle East FZ LLC are the major market players in GCC skincare market.

Report Scope:

In this report, the GCC Skincare market has been segmented into the following

GCC Skincare Market By Product Type (Face Care & Body Care), By Type (Organic & Conventional), By Sales Channe...

categories, in addition to the industry trends which have also been detailed below:

GCC Skincare Market, By Product Type:

Face Care

Body Care

GCC Skincare Market, By Type:

Organic

Conventional

GCC Skincare Market, By Sales Channel:

Exclusive Beauty Specialist Stores

Multi Branded Beauty Specialist Stores

Supermarkets/Hypermarkets

Online Channels

Departmental Stores

Others

GCC Skin Care Market, By Country:

Saudi Arabia

United Arab Emirates (UAE)

Qatar

Bahrain

Kuwait

Oman

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the GCC Skincare market.

Available Customizations:

With the given market data, TechSci Research offers customizations according to a company's specific needs. The following customization options are available for the report:

Company Information

Detailed analysis and profiling of additional market players (up to five).

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