

# **Saudi Arabia Halal Cosmetics Market By Type (Skin Care, Bath & Shower Products, Makeup & Color Cosmetics, Hair Care, Fragrances & Deodorants, Others), By Demography (Men, Women, Unisex), By Sales Channel (Supermarket/Hypermarket, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/S8CE689BE013EN.html>

Date: February 2025

Pages: 82

Price: US\$ 3,500.00 (Single User License)

ID: S8CE689BE013EN

## **Abstracts**

The Saudi Arabia Halal Cosmetics market was valued at USD 7.78 Billion in 2024 and is expected to grow to USD 14.67 Billion by 2030 with a CAGR of 18.34% during the forecast period. The Saudi Arabia Halal Cosmetics market is driven by several key factors, including a growing demand for ethical and religiously compliant products. Increasing awareness among consumers about the importance of using halal-certified cosmetics, which are free from haram (forbidden) ingredients, is fueling market growth. Also, the rise of disposable income, especially among young, beauty-conscious consumers, contributes to the expansion of this sector. The increasing popularity of natural and organic products also aligns with halal cosmetic standards, further boosting demand. Also, the influence of social media and beauty influencers is accelerating the market's adoption of halal beauty products.

### **Key Market Drivers**

#### **Increased Government Support**

Increased government support is playing a significant role in driving the growth of the halal cosmetics market in Saudi Arabia. As a part of this, Vision 2030 plan, Saudi Arabia is actively encouraging innovation and investment in the halal industry, with the goal of

diversifying its economy and increasing its influence in the worldwide halal market. Saudi Arabia is guiding the industry's future through strategic collaborations, international venues such as the Makkah Halal Forum, and enhanced certification systems, in addition to supporting the expanding worldwide demand for halal products. The Saudi government has long been committed to fostering an Islamic economy, and this includes expanding the halal industry across various sectors, including cosmetics. The government's efforts to enhance halal certification standards and streamline regulatory frameworks have bolstered consumer confidence in halal products. This support not only promotes the credibility of halal cosmetics but also encourages local manufacturers to align with halal standards. Also, Saudi Vision 2030, which emphasizes economic diversification and innovation, has led to investments in the halal industry, including beauty and personal care. The government's initiatives to attract international halal-certified brands into the Saudi market also contribute to the growth of the sector. Local businesses are encouraged to adopt international best practices and certifications, further enhancing the market's appeal to both local and global consumers. As a result of these efforts, the halal cosmetics market is expanding rapidly, with increased access to international and local halal-certified products. Government incentives and policies are fostering a supportive environment for businesses to innovate, improve product offerings, and meet the rising demand for halal personal care products in Saudi Arabia. This, in turn, strengthens the market's growth trajectory.

### Expanding Middle Class Across the Region

The expanding middle class across the Middle East, particularly in Saudi Arabia, is a significant driver of the growth in the halal cosmetics market. As a part of this, according to a recent study, as of 2022, the Kingdom of Saudi Arabia had a total population of 32,175,224 individuals, with 18,792,262 Saudis (58.4%) and 13,382,962 non-Saudis (41.6%). The Saudi population was 18,792,262, with 49.8% women and 50.2% males, but the non-Saudi population was 13,382,962, with 23.5% women and 76.5% men. As disposable incomes rise, an increasing number of consumers can invest in premium beauty and personal care products, with a growing preference for halal-certified items that align with religious and ethical values. The middle class, particularly among the younger demographic, is becoming more conscious of the ingredients in their cosmetics, seeking products that are both effective and comply with Islamic standards.

Saudi Arabia, as one of the largest economies in the region, benefits from a burgeoning middle-class consumer base that values high-quality, natural, and halal products. This segment is also highly influenced by global beauty trends and social media, contributing to the increasing demand for halal beauty brands. As more middle-class consumers

prioritize ethical consumption, there is a greater shift toward products that offer transparency, sustainability, and religious compliance. The growing middle class is not only fuelling demand for halal cosmetics locally but is also contributing to the broader regional market expansion. As purchasing power increases, so does the market potential for halal-certified beauty brands, making Saudi Arabia an increasingly attractive destination for both local and international manufacturers.

### Increased Disposable Income

Increased disposable income in Saudi Arabia is a key driver of the halal cosmetics market. As a part of this, according to the United States Department of Agriculture, as of June 2024, Saudi Arabia currently has a population of 33.1 million and a per capita income of USD 27,680. Consumer spending continues strong due to low unemployment (5%), yearly inflation (less than 2%), and food inflation (less than 1%). Disposable income is high. As the country's economy continues to grow and diversify, particularly under the framework of Saudi Vision 2030, a significant portion of the population has experienced a rise in disposable income. This growth has empowered consumers, particularly the younger demographic, to invest in higher-quality products, including premium halal beauty and personal care items.

Consumers now have greater purchasing power and are more inclined to spend on cosmetics that align with their ethical and religious beliefs. With the increasing focus on self-care and wellness, disposable income allows consumers to prioritize beauty products that offer not only quality but also compliance with Islamic standards. As a result, demand for halal cosmetics—ranging from skincare to makeup and haircare products—is on the rise. Also, the growing influence of social media and online platforms has made it easier for consumers to access global beauty trends and brands. With higher disposable income, Saudi consumers are more willing to experiment with new products, creating an environment where halal beauty brands can thrive. This trend is also attracting international halal-certified brands to enter the market, further fuelling the sector's growth. Increased disposable income, thus, plays a pivotal role in expanding the halal cosmetics market in Saudi Arabia.

### Key Market Challenges

#### Higher Production Cost

Higher production costs present a significant challenge in the Saudi Arabia halal cosmetics market. The need for halal certification often requires stringent sourcing

standards, ensuring all ingredients and manufacturing processes align with Islamic guidelines. This can lead to higher costs compared to non-halal products, as manufacturers must carefully select halal-certified raw materials, which are often more expensive and harder to source. Also, halal-certified ingredients tend to be sourced from specialized suppliers who follow strict ethical and religious standards, further driving up production costs. Many manufacturers also need to invest in comprehensive quality control systems to ensure compliance with halal guidelines, which adds to operational expenses. Packaging, testing, and the certification process itself also require significant investments. These higher production costs are typically passed on to the consumer, making halal cosmetics more expensive than conventional beauty products. While Saudi consumers are increasingly willing to pay a premium for ethical, natural, and religiously compliant products, the cost factor remains a barrier for price-sensitive customers, particularly in a competitive market. Smaller local brands may face even greater challenges in managing these costs, potentially limiting their ability to scale and compete with larger international brands that can afford economies of scale. The challenge of maintaining a balance between affordability and high-quality halal standards remains central to market growth.

### Increased Competition from Global Brands

Increased competition from global brands is a significant challenge for the Saudi Arabia halal cosmetics market. While local brands are experiencing growth due to rising demand for halal products, international beauty and personal care brands are increasingly entering the market, offering halal-certified product lines. These global players often bring significant financial resources, established brand recognition, and a diverse range of products that can overwhelm smaller local manufacturers.

International brands can leverage their global supply chains and economies of scale to offer competitive pricing, making it harder for local companies to match their pricing while maintaining product quality. Also, these global brands tend to have strong marketing strategies and extensive distribution networks, which allow them to easily capture the attention of consumers through online and offline channels. As a result, local halal cosmetics brands must differentiate themselves through unique product offerings, quality, and alignment with local preferences to compete effectively. However, this can be challenging, especially for smaller brands that may struggle to establish brand loyalty in a market where international competitors are already well-established. The pressure to innovate, maintain competitive pricing, and continuously improve product offerings intensifies, forcing local brands to adapt quickly to changing consumer preferences and global trends. This increasing competition complicates market

penetration and growth for domestic players.

## Key Market Trends

### Rising Research & Development Activities

Rising research and development (R&D) activities are becoming a prominent trend in the Saudi Arabia halal cosmetics market. As consumer demand for high-quality, ethically produced, and innovative halal beauty products increases, both local and international brands are investing heavily in R&D to stay competitive. Companies are focusing on developing new formulations that not only meet halal standards but also incorporate advanced skincare, makeup, and haircare technologies.

This trend is driven by the need for products that are not only halal-certified but also effective, sustainable, and in line with global beauty trends. R&D efforts are focused on creating natural and organic ingredients that are both halal and dermatologically safe, appealing to health-conscious consumers. Innovations such as plant-based alternatives to animal-derived ingredients, and cruelty-free formulations, are gaining popularity. Also, R&D activities are addressing the growing demand for eco-friendly packaging, with brands looking to reduce their environmental footprint. Research is also being channelled into creating products tailored to the unique climate and skin care needs of consumers in the Middle East, such as high-performance sunscreens and moisturizers that cater to the hot and humid environment. As a result, R&D is becoming a key differentiator in the Saudi halal cosmetics market, allowing companies to introduce unique and innovative products that meet the evolving needs and preferences of consumers.

### Escalating E-Commerce Platform

The escalating rise of e-commerce platforms is a major trend shaping the Saudi Arabia halal cosmetics market. As a part of this, according to International Trade Administration, as of January 2024, online sales in Saudi Arabia surged by about 60% on average across all categories, with the media, clothes, and footwear segments seeing the greatest growth. Also, the average spends per e-commerce user in Saudi Arabia climbed by more than 50% during the last three years. As internet penetration continues to grow and mobile shopping becomes increasingly popular, consumers are turning to online channels for a more convenient and personalized shopping experience. This shift is particularly relevant in the beauty industry, where consumers seek variety, detailed product information, and the ability to compare prices and



reviews. For halal cosmetics brands, e-commerce platforms offer a powerful tool to reach a wider audience beyond traditional brick-and-mortar stores. Online retailers and marketplaces, such as Souq, Noon, and smaller niche platforms focused on halal products, are growing in prominence. These platforms allow brands to easily access both local and regional markets, expanding their reach and visibility without the need for significant physical retail investment. Also, social media platforms like Instagram and TikTok play a crucial role in promoting halal cosmetics, with influencers and beauty bloggers driving consumer interest through product reviews, tutorials, and giveaways. This synergy between e-commerce and social media is particularly effective in Saudi Arabia, where digital engagement is high among younger consumers. The convenience, competitive pricing, and wider product availability provided by e-commerce are revolutionizing the halal cosmetics shopping experience, making it a key growth driver for the market.

### Increased Focus on Sustainable Packaging

Increased focus on sustainable packaging is a notable trend in the Saudi Arabia halal cosmetics market, driven by growing consumer awareness around environmental impact. As sustainability becomes a key concern for consumers, particularly among the younger, eco-conscious demographic, brands are prioritizing eco-friendly packaging solutions. This trend aligns with the broader global shift toward reducing plastic waste and minimizing the environmental footprint of consumer goods. Halal cosmetics brands in Saudi Arabia are increasingly adopting recyclable, biodegradable, or reusable packaging materials. This includes using glass, aluminum, and plant-based plastics, which offer more sustainable alternatives to traditional plastic containers. Many brands are also opting for minimalistic packaging to reduce waste and resource consumption. In addition to environmental benefits, sustainable packaging often appeals to consumers who are interested in products that reflect their ethical and responsible values. As a result, brands that prioritize sustainability in their packaging are not only meeting environmental standards but also gaining consumer trust and loyalty. This focus on sustainable packaging is also being influenced by regulatory pressures, as governments and organizations worldwide move toward stricter environmental policies. For halal beauty brands, aligning with these eco-friendly practices enhances their appeal, ensuring that they cater to both religious and ethical consumer expectations in Saudi Arabia.

### Segmental Insights

#### Type Insights

Skin Care dominated the Saudi Arabia Halal Cosmetics market, driven by increasing consumer awareness about the importance of natural, ethical, and religiously compliant products. With a strong demand for products that cater to the harsh climate of the region, such as moisturizers, sunscreens, and anti-aging formulations, skin care products have become essential in everyday beauty routines. Halal-certified skin care solutions, made from organic and cruelty-free ingredients, are gaining popularity among consumers looking for effective, safe, and sustainable options. The rise of health-conscious, eco-aware consumers further fuels the growth of the skin care segment in the market.

### Regional Insights

Northern & Central dominated the Saudi Arabia Halal Cosmetics market, due to their large, affluent consumer base and higher concentration of urban centers. Cities like Riyadh, Jeddah, and Dammam are key drivers of market growth, with a high demand for premium, ethically produced beauty products. These areas also have a more diverse population, including younger, tech-savvy consumers who are more inclined to adopt global beauty trends, including halal-certified cosmetics. The increasing awareness of halal standards and sustainable practices in these regions is boosting the growth of local and international halal cosmetic brands. Also, the region's robust e-commerce infrastructure facilitates greater access to these products.

### Key Market Players

Clara International Beauty Group

Ecotrail Personal Care Private Limited

INIKA Organic

Intercosmetic Asia Pacific Sdn Bhd

Nizona Marine Products

Aykiz Cosmetics

Halal Laboratories

Everyday Herbal Beauty Care

Halal Beauty, Inc.

Sophim Iberia S.L

#### Report Scope:

In this report, the Saudi Arabia Halal Cosmetics Market has been segmented into the following categories, in addition to the industry trends which have also been detailed below:

Saudi Arabia Halal Cosmetics Market, By Type:

Skin Care

Bath & Shower Products

Makeup & Color Cosmetics

Hair Care

Fragrances & Deodorants

Others

Saudi Arabia Halal Cosmetics Market, By Demography:

Men

Women

Unisex

Saudi Arabia Halal Cosmetics Market, By Sales Channel:

Supermarket/Hypermarket



Multi-Branded Stores

Online

Others

Saudi Arabia Halal Cosmetics Market, By Region:

Eastern

Western

Northern & Central

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia Halal Cosmetics Market.

Available Customizations:

Saudi Arabia Halal Cosmetics Market report 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).

## Contents

### 1. INTRODUCTION

- 1.1. Product Overview
- 1.2. Key Highlights of the Report
- 1.3. Market Coverage
- 1.4. Market Segments Covered
- 1.5. Research Tenure Considered

### 2. RESEARCH METHODOLOGY

- 2.1. Objective of the Study
- 2.2. Baseline Methodology
- 2.3. Key Industry Partners
- 2.4. Major Association and Secondary Sources
- 2.5. Forecasting Methodology
- 2.6. Data Triangulation & Validation
- 2.7. Assumptions and Limitations

### 3. EXECUTIVE SUMMARY

- 3.1. Market Overview
- 3.2. Market Forecast
- 3.3. Key Regions
- 3.4. Key Segments

### 4. VOICE OF CUSTOMERS

- 4.1. Brand Awareness
- 4.2. Factor Influencing Purchase Decision
- 4.3. Customer Satisfaction

### 5. SAUDI ARABIA HALAL COSMETICS MARKET OUTLOOK

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Type Market Share Analysis (Skin Care, Bath & Shower Products, Makeup &

Color Cosmetics, Hair Care, Fragrances & Deodorants, Others)

5.2.2. By Demography Market Share Analysis (Men, Women, Unisex)

5.2.3. By Sales Channel Market Share Analysis (Supermarket/Hypermarket, Multi-Branded Stores, Online, Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. Eastern Market Share Analysis

5.2.4.2. Western Market Share Analysis

5.2.4.3. Northern & Central Market Share Analysis

5.2.4.4. Southern Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2024)

5.3. Saudi Arabia Halal Cosmetics Market Mapping & Opportunity Assessment

5.3.1. By Type Market Mapping & Opportunity Assessment

5.3.2. By Demography Market Mapping & Opportunity Assessment

5.3.3. By Sales Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

## **6. SAUDI ARABIA MEN HALAL COSMETICS MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Type Market Share Analysis

6.2.2. By Sales Channel Market Share Analysis

## **7. SAUDI ARABIA WOMEN HALAL COSMETICS MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Type Market Share Analysis

7.2.2. By Sales Channel Market Share Analysis

## **8. SAUDI ARABIA UNISEX HALAL COSMETICS MARKET OUTLOOK**

8.1. Market Size & Forecast

8.1.1. By Value

8.2. Market Share & Forecast

8.2.1. By Type Market Share Analysis

8.2.2. By Sales Channel Market Share Analysis

## **9. MARKET DYNAMICS**

9.1. Drivers

9.2. Challenges

## **10. SWOT ANALYSIS**

10.1. Strengths

10.2. Weaknesses

10.3. Opportunities

10.4. Threats

## **11. MARKET TRENDS & DEVELOPMENTS**

## **12. SAUDI ARABIA ECONOMIC PROFILE**

## **13. POLICY & REGULATORY LANDSCAPE**

## **14. COMPETITIVE LANDSCAPE**

14.1. Company Profiles

14.1.1. Clara International Beauty Group

14.1.1.1. Company Details

14.1.1.2. Products

14.1.1.3. Financials (As Per Availability)

14.1.1.4. Key Market Focus & Geographical Presence

14.1.1.5. Recent Developments

14.1.1.6. Key Management Personnel

14.1.2. Ecotrail Personal Care Private Limited

14.1.2.1. Company Details

14.1.2.2. Products

14.1.2.3. Financials (As Per Availability)

14.1.2.4. Key Market Focus & Geographical Presence

14.1.2.5. Recent Developments

14.1.2.6. Key Management Personnel

14.1.3. INIKA Organic

14.1.3.1. Company Details

14.1.3.2. Products

- 14.1.3.3. Financials (As Per Availability)
- 14.1.3.4. Key Market Focus & Geographical Presence
- 14.1.3.5. Recent Developments
- 14.1.3.6. Key Management Personnel
- 14.1.4. Intercosmetic Asia Pacific Sdn Bhd
  - 14.1.4.1. Company Details
  - 14.1.4.2. Products
  - 14.1.4.3. Financials (As Per Availability)
  - 14.1.4.4. Key Market Focus & Geographical Presence
  - 14.1.4.5. Recent Developments
  - 14.1.4.6. Key Management Personnel
- 14.1.5. Nizona Marine Products
  - 14.1.5.1. Company Details
  - 14.1.5.2. Products
  - 14.1.5.3. Financials (As Per Availability)
  - 14.1.5.4. Key Market Focus & Geographical Presence
  - 14.1.5.5. Recent Developments
  - 14.1.5.6. Key Management Personnel
- 14.1.6. Aykiz Cosmetics
  - 14.1.6.1. Company Details
  - 14.1.6.2. Products
  - 14.1.6.3. Financials (As Per Availability)
  - 14.1.6.4. Key Market Focus & Geographical Presence
  - 14.1.6.5. Recent Developments
  - 14.1.6.6. Key Management Personnel
- 14.1.7. Halal Laboratories
  - 14.1.7.1. Company Details
  - 14.1.7.2. Products
  - 14.1.7.3. Financials (As Per Availability)
  - 14.1.7.4. Key Market Focus & Geographical Presence
  - 14.1.7.5. Recent Developments
  - 14.1.7.6. Key Management Personnel
- 14.1.8. Everyday Herbal Beauty Care
  - 14.1.8.1. Company Details
  - 14.1.8.2. Products
  - 14.1.8.3. Financials (As Per Availability)
  - 14.1.8.4. Key Market Focus & Geographical Presence
  - 14.1.8.5. Recent Developments
  - 14.1.8.6. Key Management Personnel

14.1.9. Halal Beauty, Inc.

14.1.9.1. Company Details

14.1.9.2. Products

14.1.9.3. Financials (As Per Availability)

14.1.9.4. Key Market Focus & Geographical Presence

14.1.9.5. Recent Developments

14.1.9.6. Key Management Personnel

14.1.10. Sophim Iberia S.L

14.1.10.1. Company Details

14.1.10.2. Products

14.1.10.3. Financials (As Per Availability)

14.1.10.4. Key Market Focus & Geographical Presence

14.1.10.5. Recent Developments

14.1.10.6. Key Management Personnel

## **15. STRATEGIC RECOMMENDATIONS/ACTION PLAN**

15.1. Key Focus Areas

15.2. Target By Type

15.3. Target By Sales Channel

## **16. ABOUT US & DISCLAIMER**



## I would like to order

Product name: Saudi Arabia Halal Cosmetics Market By Type (Skin Care, Bath & Shower Products, Makeup & Color Cosmetics, Hair Care, Fragrances & Deodorants, Others), By Demography (Men, Women, Unisex), By Sales Channel (Supermarket/Hypermarket, Multi-Branded Stores, Online, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

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