

Saudi Arabia Nail Care Market By Product Category (Nail Polish, Nail Polish Removers, Nail Extensions, Nail Accessories, and Others), By End Use (Professional, Individual), By Distribution Channel (Online, Offline), By Region, Competition, Forecast & Opportunities, 2020-2030F

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Abstracts

Saudi Arabia nail care market was valued at USD 653.95 million in 2024 and is projected to reach USD 970.45 million by 2030, registering a compound annual growth rate (CAGR) of 6.8% over the forecast period. The market has experienced notable growth from 2020 to 2030, fueled by increasing beauty consciousness, rising disposable income, and the influence of social media and international beauty trends.

The market is segmented by product type, including nail polish, removers, extensions, accessories, and others—with nail polish leading the category due to its high usage frequency and broad consumer appeal. By end-use, the market is divided into professional and individual segments. Professional establishments such as salons and spas hold a significant share, driven by growing demand for premium nail services. However, the individual consumer segment is expanding rapidly, as more people adopt at-home nail care routines.

Distribution channels are categorized into online and offline platforms. Currently, offline channels—particularly specialty stores and supermarkets—dominate the market. Nevertheless, online retail is gaining momentum due to the convenience of e-commerce and increased internet penetration.

Key Market Drivers

Rising Influence of Beauty and Personal Care Trends

Saudi Arabia is experiencing a surge in beauty and personal care awareness, particularly among younger consumers. Social media platforms such as Instagram, TikTok, and YouTube have significantly shaped consumer preferences, popularizing nail art, innovative designs, and high-end nail care products. The emphasis on self-expression and grooming has led to increased demand for nail polishes, extensions, and accessories.

The influence of beauty influencers and online tutorials has made nail care more accessible and aspirational. In parallel, the growing number of beauty salons and spas offering specialized nail services has further fueled demand, reflecting a shift toward personalized and premium grooming experiences.

Key Market Challenges

Cultural and Regulatory Constraints

Cultural sensitivities and a stringent regulatory landscape present notable challenges in the Saudi nail care market. While the country has undergone progressive changes, such as enhanced roles for women in public and professional spaces, cultural and religious norms continue to influence consumer behavior. For example, demand for bold or unconventional nail colors may be limited due to traditional preferences.

Additionally, regulatory compliance remains a significant barrier. All cosmetic and personal care products must meet strict safety and halal certification standards. These requirements can increase the cost and time associated with product approval, posing challenges for both international and local brands aiming to enter or scale within the market.

Key Market Trends

Growing Demand for Halal-Certified and Organic Products

A key trend shaping the Saudi nail care market is the increasing demand for halal-certified and organic products. With a predominantly Muslim population, consumers are placing greater emphasis on product compliance with Islamic principles. Halal certification assures that products are free from alcohol, animal-derived ingredients, and

other non-compliant substances, appealing especially to younger, faith-conscious consumers. Simultaneously, there is a growing preference for organic, non-toxic, and vegan alternatives. Consumers are becoming more aware of the health risks associated with chemicals such as formaldehyde, toluene, and phthalates, commonly found in traditional nail care products. In response, brands are expanding their portfolios to include safer, eco-conscious formulations, aligning with rising awareness around health and sustainability.

Key Market Players

L'Oréal SA

Estée Lauder Companies Inc

Groupe Rocher

cosnova GmbH

Wella International Operations Switzerland S.r.l (OPI)

Chanel S.A. corporation

ORLY International, Inc

Coty, Inc.

Natura &Co Holding S.A.

Inglot Cosmetics.

Report Scope:

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

Saudi Arabia Nail Care Market, By Product Category:

Nail Polish

Nail Polish Removers

Nail Extensions

Nail Accessories

Others

Saudi Arabia Nail Care Market, By End Use:

Professional

Individual

Saudi Arabia Nail Care Market, By Distribution Channel:

Online

Offline

Saudi Arabia Nail Care Market, By Region:

Western

Northern & Central

Eastern

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies presents in the Saudi Arabia nail care market.

Available Customizations:

Saudi Arabia nail care 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).

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