

Saudi Arabia Personal Care Ingredients Market, By Type (Surfactants, Conditioning Polymers, Rheology Control Agents, Emollients, Emulsifiers, Others), By Application (Toiletries, Skin Care, Hair Care, Others), By Region, Competition, Forecast and Opportunities, 2019-2029F

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Abstracts

Saudi Arabia Personal Care Ingredients Market was valued at USD 228.61 million in 2023 and is anticipated to project steady growth in the forecast period with a CAGR of 4.52% through 2029. The personal care ingredients market in Saudi Arabia is experiencing remarkable growth, fueled by increasing consumer awareness and the thriving eCommerce sector. This growth is expected to continue well into the future, positioning Saudi Arabia as a prominent player in the global personal care industry. With a growing population and rising disposable incomes, the demand for personal care products in the country is soaring, driving the need for a wide range of innovative and high-quality ingredients.

The Saudi Arabia Personal Care & Cosmetic Ingredients market is meticulously segmented based on ingredients and applications, offering a diverse array of products that cater to various consumer needs. From skincare and haircare to oral care and cosmetics, there is a comprehensive selection of options available to meet the unique preferences of Saudi consumers. This segmentation not only allows companies to effectively target specific consumer groups but also fosters competition and product innovation, further propelling the market's growth. The Personal Care Ingredients Market in Saudi Arabia is on a promising trajectory, poised to make significant contributions to the global personal care industry. With a solid foundation, increasing consumer demand, and a focus on quality and innovation, the market is set

to flourish and establish Saudi Arabia as a key player in the global personal care sector.

Key Market Drivers

Growth in Cosmetic Industry

The personal care ingredients market in Saudi Arabia is experiencing remarkable growth, predominantly fueled by the thriving cosmetic industry. This growth can be attributed to several factors. Firstly, there is a growing emphasis on personal grooming and self-care, which has led to increased consumer awareness about beauty products. As a result, more individuals are investing in a wide range of cosmetic products, driving the expansion of the cosmetic industry.

The demand for innovative and high-quality cosmetic products is on the rise. Manufacturers in the personal care ingredients market are striving to meet this demand by developing and providing diverse and effective ingredients to enhance the performance and appeal of cosmetic products. This has created a positive cycle, as the growth of the cosmetic industry directly impacts the personal care ingredients market.

In addition to these factors, the rise of the 'clean beauty' trend has further fueled the demand for personal care ingredients in Saudi Arabia. Consumers are increasingly seeking products that are formulated with natural and organic ingredients, as they are perceived to be healthier and more environmentally friendly. This trend has led to a surge in demand for personal care ingredients that meet these criteria, driving the growth of the market. The personal care ingredients market in Saudi Arabia is expected to continue its upward trajectory. This can be attributed to the expanding cosmetic industry, which shows no signs of slowing down, as well as the rising trend of online shopping.

With consumers' growing interest in beauty and personal care products, manufacturers will increasingly rely on diverse and high-quality ingredients to meet their evolving needs. As a result, the personal care ingredients market is poised for robust growth in the coming years. The growth of the cosmetic industry in Saudi Arabia plays a pivotal role in driving the demand for personal care ingredients. As the cosmetic industry continues to flourish, it will further stimulate the personal care ingredients market, creating a promising future for both sectors.

Surge in Technological Advancements

The development and formulation of personal care products have witnessed significant improvements due to technological advancements in technology. These advancements have revolutionized the industry, empowering manufacturers to create products with enhanced efficacy, stability, and consumer appeal. For instance, the introduction of microencapsulation technology has allowed for the controlled release of active ingredients, unlocking their full potential, and improving their effectiveness.

These technological advancements are not only driving demand in the personal care ingredients market but also reshaping the industry products deliver exceptional results and meet the evolving needs of consumers.

One game-changing advancement in the personal care ingredients market is the utilization of biotechnology. By leveraging biotechnological processes such as fermentation, manufacturers can produce bioactive ingredients that are not only highly effective but also sustainable. These bioactive ingredients have gained popularity due to their compatibility with the clean beauty trend, which prioritizes natural and environmentally-friendly products. This alignment with sustainability and clean beauty has further propelled the demand for biotechnologically derived ingredients.

Digitalization has played a crucial role in shaping the personal care ingredients market. With the rise of eCommerce and digital marketing, consumers have become more aware of different ingredients and their effects. This heightened awareness has led to a growing demand for personalized products tailored to individual skin or hair needs. As a result, the need for diverse and high-quality ingredients has become paramount, driving innovation and expansion in the personal care ingredients market.

The surge in technological advancements continues to be a significant driver of the Saudi Arabia Personal Care Ingredients Market. As these advancements persist and shape the personal care industry, they promise a bright future for the personal care ingredients market, ensuring that consumers have access to advanced, effective, and sustainable products that cater to their unique needs and preferences.

Key Market Challenges

Volatility in Price of Feedstock

Feedstock, such as crude oil and fatty alcohols, plays a crucial role as raw materials in

the production of a wide range of personal care ingredients, including surfactants and emollients. The prices of these feedstocks are subject to variations that can have a significant impact on the overall dynamics of the market.

When the prices of feedstocks rise, manufacturers face increased production costs, which may ultimately be passed on to consumers in the form of higher product prices. On the other hand, a drop in feedstock prices can lead to decreased production costs and potentially lower product prices. However, the unpredictability of these price fluctuations poses a challenge for manufacturers in terms of effective planning and strategizing.

Numerous factors contribute to the volatility of feedstock prices. Global economic conditions, geopolitical tensions, changes in supply and demand, and environmental regulations all play a role in influencing the price of feedstocks, particularly crude oil.

Any disruptions in the supply chain, whether caused by natural disasters or global health crises, can result in sudden spikes, or drops in feedstock prices. These unpredictable shifts pose significant challenges for manufacturers of personal care ingredients, who must navigate through these uncertainties. In light of these complexities, manufacturers must closely monitor and analyze the feedstock market, adjusting their strategies accordingly to mitigate risks and optimize their operations. By doing so, they can effectively manage the impact of feedstock price fluctuations and maintain a stable position in the competitive personal care industry.

Key Market Trends

Growing Demand of Halal-Certified Ingredients

Halal certification is carried out by certified organizations that ensure the product is free from prohibited ingredients, such as pork-derived components. This certification not only aligns with Islamic principles but also caters to the vegan aspect of products, making them appealing to a broader consumer base.

In Saudi Arabia, where a significant portion of the population follows Islamic principles, the demand for Halal-certified ingredients in personal care products is particularly high. This trend is reshaping the personal care ingredients market, with manufacturers increasingly seeking Halal-certified ingredients to cater to this growing demand.

The trend also aligns with the broader shift towards transparency in the personal

care industry. Consumers today are more informed and conscious about the ingredients in their products, and certifications like Halal provide assurance of product safety and quality. Halal certification goes beyond religious requirements and addresses the concerns of health-conscious consumers who seek products that are free from harmful substances.

The demand for Halal-certified ingredients represents a significant trend in the Saudi Arabia Personal Care Ingredients Market. As this trend continues to evolve, it promises to open up new opportunities and avenues for growth in the market. Manufacturers who embrace Halal certification not only cater to the specific needs of the Saudi Arabian market but also tap into the global demand for ethical and sustainable personal care products. By offering Halal-certified ingredients, companies can enhance their reputation and gain a competitive edge in the industry. Halal certification is a crucial factor in the personal care ingredients market in Saudi Arabia, driven by the demand for products that comply with Islamic principles and meet the expectations of health-conscious consumers. The growing significance of Halal-certified ingredients presents exciting prospects for companies operating in this market, paving the way for innovation, growth, and market expansion.

Segmental Insights

Type Insights

Based on the category of type, the emollients segment emerged as the fastest growing segment in the Saudi Arabian market for personal care ingredients in 2023. One of the primary reasons for the dominance of emollients in the market is their versatility. Emollients, with their multifunctional properties, find applications in a wide range of personal care products, including skin care, hair care, oral care, cosmetics, and hygiene products. Their exceptional ability to soften and smooth the skin, providing deep nourishment and hydration, makes them a crucial and sought-after component in many formulations.

The market demand for cosmetic, beauty care, and personal care products is witnessing a significant upsurge on a global scale. Particularly in Saudi Arabia, a country with a rising young population and growing awareness about personal care, there has been a remarkable surge in the demand for such products. The increasing consumer inclination towards self-care and grooming has led to an exponential rise in the popularity of ingredients like emollients, which play an integral role in enhancing the efficacy and sensory attributes of these products. There has been a noticeable shift

in consumer preference towards premium personal care products that offer a luxurious and indulgent experience.

These products often feature high-quality emollients meticulously selected to provide enhanced sensory attributes. The inclusion of premium emollients not only improves the spreadability and absorption of the products but also elevates the overall user experience, leaving a lasting impression of indulgence and self-pampering. With the rising demand for products that offer both efficacy and sensory delight, the importance of emollients in the personal care industry has never been more pronounced.

Application Insights

The skin care segment is projected to experience rapid growth during the forecast period. In Saudi Arabia, middle-aged people are increasingly witnessing aging anxiety, which refers to the fear and worry about the signs of aging that appear on their skin. This has led to a surge in demand for facial care products that specifically target these concerns. As a result, the facial care segment has dominated the skin care market, with consumers actively seeking products that can help them maintain youthful, healthy skin and address the visible signs of aging such as wrinkles, fine lines, and uneven skin tone.

The rise in disposable income in Saudi Arabia has also contributed to the growth of the skin care market. With more money to spend, consumers are willing to invest in premium skin care products that offer enhanced benefits and superior quality. They are willing to splurge on luxurious formulations that are backed by scientific research and proven to deliver effective results. This trend has created opportunities for both local and international skin care brands to cater to the increasing demand for high-end products in the market.

The increasing influence of the internet and social media platforms has been a significant factor in driving the demand for skin care products in Saudi Arabia. These platforms have not only made it easier for consumers to access and purchase skin care products, but they have also played a pivotal role in raising awareness about the importance of skin care. Influencers and beauty bloggers share their personal experiences and recommendations, creating a buzz around certain products and influencing consumer purchasing decisions. This has resulted in a more informed and conscious consumer base that actively seeks out skin care products that align with their specific needs and preferences.

There has been a notable shift towards organic and natural products in the skin care market. Consumers in Saudi Arabia are increasingly aware of the potential harmful effects of synthetic ingredients and are seeking out skin care products with natural and organic ingredients. This aligns with the global trend towards 'clean', 'green', and 'sustainable' beauty. The demand for products free from harsh chemicals, parabens, and artificial fragrances has led to the emergence of niche brands that specialize in natural and organic skin care formulations. This shift towards cleaner beauty products reflects a growing concern for overall health and well-being among consumers in Saudi Arabia.

Regional Insights

Northern & Central emerged as the dominant region in the Saudi Arabia Personal Care Ingredients Market in 2023, holding the largest market share in terms of value. One of the primary reasons for the high demand for personal care products in the Northern and Central regions of Saudi Arabia is the significant population in these areas. These regions are home to some of the most populous cities in the country, including the bustling capital city, Riyadh. With a large and continuously growing young population, there is a constant need for personal care products to cater to their diverse needs and preferences.

The Northern and Central regions have experienced remarkable economic growth in recent years, resulting in an increase in disposable income among the residents. This rise in purchasing power has led to a greater willingness among consumers to invest in premium personal care products that offer superior quality and enhanced benefits.

Another critical factor contributing to the high demand for personal care products in these regions is the heightened consumer awareness about the ingredients used in these products. In today's health-conscious era, consumers are more conscious and informed about the potential effects of various ingredients on their well-being. As a result, there is a growing demand for high-quality personal care products that are formulated with safe and beneficial ingredients. There has been a notable shift in consumer preferences towards organic and natural products in the personal care market. The Northern and Central regions, being more urbanized and cosmopolitan, are at the forefront of this trend. Consumers in these areas are actively seeking out personal care products that are made with natural ingredients, free from harmful chemicals, and align with their eco-friendly values.

The high demand for personal care products in the Northern and Central regions of Saudi Arabia can be attributed to several factors, including the significant population, economic growth, increased consumer awareness about ingredients, and the shift towards organic and natural products. Understanding these factors is crucial for businesses operating in the personal care industry to effectively meet the needs and preferences of consumers in these regions.

Key Market Players

Kline & Company Inc.

Majid Al Futtaim Holding LLC

Al Tawun Solyman Services (FZE)

Saudi Arabian Oil Company

Unilever PLC

Report Scope:

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

Saudi Arabia Personal Care Ingredients Market, By Type:

Surfactants

Conditioning Polymers

Rheology Control Agents

Emollients

Emulsifiers

Others

Saudi Arabia Personal Care Ingredients Market, By Application:

Toiletries

Skin Care

Hair Care

Others

Saudi Arabia Personal Care Ingredients Market, By Region:

Eastern

Western

Northern & Central

Southern

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the Saudi Arabia Personal Care Ingredients Market.

Available Customizations:

Saudi Arabia Personal Care Ingredients Market report with the given market data, Tech Sci 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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