

# **Saudi Arabia Skin Care Market, By Product Type (Moisturizers, Cleansers, Sunscreens, Anti-Ageing Products, Toners, Face Masks, Others), By Gender (Male, Female, Unisex), By Distribution Channel (Online, Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Specialty Stores, Departmental Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F**

<https://marketpublishers.com/r/S7010F9173A6EN.html>

Date: April 2025

Pages: 85

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

ID: S7010F9173A6EN

## **Abstracts**

Saudi Arabian skin care market was valued at USD 325.83 million in 2024 and is projected to reach USD 407.54 million by 2030, growing at a compound annual growth rate (CAGR) of 3.8% over the forecast period.

Market growth is being driven by rising consumer awareness around personal care, increased disposable income, and a growing inclination toward premium and organic skincare products. The product landscape includes moisturizers, cleansers, sunscreens, anti-aging solutions, toners, face masks, and other formulations. Among these, sunscreens and anti-aging products are witnessing particularly strong demand, attributed to the region's harsh climate and heightened concerns about skin health.

### **Key Market Drivers**

#### **Increasing Awareness and Demand for Premium Skincare**

Saudi consumers are showing greater awareness of skincare benefits, resulting in heightened demand for high-quality, dermatologically tested, and premium skincare

products. Growing disposable income—especially in metropolitan areas—has encouraged more significant investment in skincare routines emphasizing anti-aging, hydration, and sun protection.

The influence of social media, beauty influencers, and international beauty trends has also accelerated demand for organic and clean-label skincare. Consumers are increasingly seeking transparency in ingredients, favoring natural, organic, and halal-certified formulations. In response, luxury skincare brands, including L'Oréal, Estée Lauder, and La Roche-Posay, are expanding their presence in the Saudi market.

## Key Market Challenges

### Regulatory Compliance and Halal Certification

The Saudi skincare industry operates under rigorous regulatory frameworks, particularly concerning halal certification, product safety, and ingredient standards. The Saudi Food and Drug Authority (SFDA) enforces strict guidelines for both imported and domestically produced skincare products.

International brands entering the market must navigate complex and often resource-intensive halal certification processes. Additionally, the rising demand for clean and organic beauty products has prompted regulatory bodies to implement new compliance requirements, compelling brands to adapt product formulations accordingly. These evolving standards can present entry barriers, especially for smaller or emerging brands lacking the capacity to meet these regulations efficiently.

## Key Market Trends

### Emergence of Personalized Skincare Solutions

A major trend shaping the Saudi skincare landscape is the growing demand for personalized skincare. Consumers are increasingly moving away from standardized products, favoring solutions tailored to their individual skin types, concerns, and environmental conditions.

Advancements in AI and skin diagnostics are enabling brands to offer customized product recommendations through digital skin assessments and mobile applications. Both global and local companies are adopting this technology to enhance customer engagement and drive product personalization.

Furthermore, dermatology clinics and beauty centers are offering customized regimens, combining prescription treatments with commercial skincare products. This shift toward bespoke beauty solutions is prompting brands to develop tailored formulations and ingredient-specific product lines to meet evolving consumer preferences.

### Key Market Players

Estee Lauder Inc.

Unilever Gulf FZE

The Procter & Gamble Company

L'Oréal Saudi Arabia

Johnson & Johnson Services, Inc.

Beiersdorf Middle East FZCO

Kao Corporation

Miranda Kerr Pty Ltd (Kora Organics)

Amway Corporation

Shiseido Company, Limited.

### Report Scope:

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

Saudi Arabia Skin Care Market, By Product Type:

Moisturizers

Cleansers

Sunscreens

Anti-Ageing Products

Toners

Face Masks

Others

Saudi Arabia Skin Care Market, By Gender:

Male

Female

Unisex

Saudi Arabia Skin Care Market, By Distribution Channel:

Online

Supermarkets/Hypermarkets

Pharmacy & Drug Stores

Specialty Stores

Departmental Stores

Others

Saudi Arabia Skin Care Market, By Region:

Western

Northern & Central

Eastern

Southern

### Competitive Landscape

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

### Available Customizations:

Saudi Arabia skin 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).

## Contents

### **1. INTRODUCTION**

- 1.1. Market 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. Methodology Landscape
- 2.2. Objective of the Study
- 2.3. Baseline Methodology
- 2.4. Formulation of the Scope
- 2.5. Assumptions and Limitations
- 2.6. Sources of Research
- 2.7. Approach for the Market Study
- 2.8. Methodology Followed for Calculation of Market Size & Market Shares
- 2.9. Forecasting Methodology

### **3. EXECUTIVE SUMMARY**

- 3.1. Overview of the Market
- 3.2. Overview of Key Market Segmentations
- 3.3. Overview of Key Market Genders
- 3.4. Overview of Key Regions
- 3.5. Overview of Market Drivers, Challenges, and Trends

### **4. VOICE OF CUSTOMER**

- 4.1. Brand Awareness
- 4.2. Factor Influencing Availing Decision

### **5. SAUDI ARABIA SKIN CARE MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value

## 5.2. Market Share & Forecast

5.2.1. By Product Type Market Share Analysis (Moisturizers, Cleansers, Sunscreens, Anti-Ageing Products, Toners, Face Masks, Others)

5.2.2. By Gender Market Share Analysis (Male, Female, Unisex)

5.2.3. By Distribution Channel Market Share Analysis (Online, Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Specialty Stores, Departmental Stores, Others)

5.2.4. By Regional Market Share Analysis

5.2.4.1. Western Market Share Analysis

5.2.4.2. Northern & Central Market Share Analysis

5.2.4.3. Eastern 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 Skin Care Market Mapping & Opportunity Assessment

5.3.1. By Product Type Market Mapping & Opportunity Assessment

5.3.2. By Gender Market Mapping & Opportunity Assessment

5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

## 6. SAUDI ARABIA MOISTURIZERS MARKET OUTLOOK

### 6.1. Market Size & Forecast

6.1.1. By Value

### 6.2. Market Share & Forecast

6.2.1. By Gender Market Share Analysis

6.2.2. By Distribution Channel Market Share Analysis

## 7. SAUDI ARABIA CLEANSERS MARKET OUTLOOK

### 7.1. Market Size & Forecast

7.1.1. By Value

### 7.2. Market Share & Forecast

7.2.1. By Gender Market Share Analysis

7.2.2. By Distribution Channel Market Share Analysis

## 8. SAUDI ARABIA SUNSCREENS MARKET OUTLOOK

### 8.1. Market Size & Forecast

8.1.1. By Value

## 8.2. Market Share & Forecast

8.2.1. By Gender Market Share Analysis

8.2.2. By Distribution Channel Market Share Analysis

## 9. SAUDI ARABIA ANTI-AGEING PRODUCTS MARKET OUTLOOK

### 9.1. Market Size & Forecast

9.1.1. By Value

### 9.2. Market Share & Forecast

9.2.1. By Gender Market Share Analysis

9.2.2. By Distribution Channel Market Share Analysis

## 10. SAUDI ARABIA TONERS MARKET OUTLOOK

### 10.1. Market Size & Forecast

10.1.1. By Value

### 10.2. Market Share & Forecast

10.2.1. By Gender Market Share Analysis

10.2.2. By Distribution Channel Market Share Analysis

## 11. SAUDI ARABIA FACE MASKS MARKET OUTLOOK

### 11.1. Market Size & Forecast

11.1.1. By Value

### 11.2. Market Share & Forecast

11.2.1. By Gender Market Share Analysis

11.2.2. By Distribution Channel Market Share Analysis

## 12. MARKET DYNAMICS

12.1. Drivers

12.2. Challenges

## 13. MARKET TRENDS & DEVELOPMENTS

13.1. Merger & Acquisition (If Any)

13.2. Product Type Launches (If Any)

13.3. Recent Developments

## **14. PORTERS FIVE FORCES ANALYSIS**

- 14.1. Competition in the Industry
- 14.2. Potential of New Entrants
- 14.3. Power of Suppliers
- 14.4. Power of Customers
- 14.5. Threat of Substitute Product Type

## **15. SAUDI ARABIA ECONOMIC PROFILE**

## **16. COMPETITIVE LANDSCAPE**

- 16.1. Company Profiles
  - 16.1.1. Estee Lauder Inc.
    - 16.1.1.1. Business Overview
    - 16.1.1.2. Company Snapshot
    - 16.1.1.3. Product Type & Services
    - 16.1.1.4. Financials (As Per Availability)
    - 16.1.1.5. Key Market Focus & Geographical Presence
    - 16.1.1.6. Recent Developments
    - 16.1.1.7. Key Management Personnel
  - 16.1.2. Unilever Gulf FZE
  - 16.1.3. The Procter & Gamble Company
  - 16.1.4. L'Oréal Saudi Arabia
  - 16.1.5. Johnson & Johnson Services, Inc.
  - 16.1.6. Beiersdorf Middle East FZCO
  - 16.1.7. Kao Corporation
  - 16.1.8. Miranda Kerr Pty Ltd (Kora Organics)
  - 16.1.9. Amway Corporation
  - 16.1.10. Shiseido Company, Limited.

## **17. STRATEGIC RECOMMENDATIONS**

- 17.1. Key Focus Areas
  - 17.1.1. Target Product Type
  - 17.1.2. Target Distribution Channel
  - 17.1.3. Target Region

## **18. ABOUT US & DISCLAIMER**

## I would like to order

Product name: Saudi Arabia Skin Care Market, By Product Type (Moisturizers, Cleansers, Sunscreens, Anti-Ageing Products, Toners, Face Masks, Others), By Gender (Male, Female, Unisex), By Distribution Channel (Online, Supermarkets/Hypermarkets, Pharmacy & Drug Stores, Specialty Stores, Departmental Stores, Others), By Region, Competition, Forecast & Opportunities, 2020-2030F

Product link: <https://marketpublishers.com/r/S7010F9173A6EN.html>

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

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S7010F9173A6EN.html>