

UAE Cosmetics Market, By Type (Fragrances & Deodorants, Bath & Shower Products, Skincare, Hair Care, Makeup & Colour Cosmetics), By Demography (Men, Women), By Distribution Channel (Supermarkets/Hypermarkets, Multi Branded Retail Stores, Exclusive Retail Stores, Online, Specialised shops & Beauty Parlours/Salon), By Region, Competition Forecast & Opportunities, 2025

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Abstracts

UAE cosmetics market is forecast to cross \$ 3 billion by 2025 on account of increasing demand from the youth population, growing adoption of western culture & lifestyle and an increasing number of beauty salons across the country. Also, there is rising consciousness about appearance among consumers in the UAE. Younger generation is especially much more into experimenting with new cosmetics products. Millennials are the regular users of cosmetics due to their office going culture. Increasing per capita expenditure on personal appearance is expected to propel demand for cosmetics in the UAE during the forecast period. There is a huge demand for advanced and premium beauty products including natural and organic products, which will continue to drive UAE cosmetics market during the forecast period.

Based on type categorization, market is segmented into Fragrances & Deodorants, Bath & Shower Products, Skincare, Hair Care, Makeup & Colour Cosmetics. Among these, Fragrances & Deodorants held the largest market share in the UAE cosmetics market in 2019 due to the prevalence of major international brands and high consumer preference towards luxurious fragrances in the country. Fragrances are the part of their lifestyles, and consumer in the UAE consider it holistic before prayers and using scents is also

considered sacred. Bath & Shower products hold the second largest market share because of their regular use and multiple product variants available in the market.

Based on the regional segmentation, the market is segmented into Dubai, Abu Dhabi, Sharjah, and Rest of UAE. Until 2019, Dubai held the largest market share in the UAE cosmetics market due to its higher GDP and higher living standards. Abu Dhabi is second largest cosmetics market, which is also generating high demand due to continuously increasing GDP and population and prevalence of most of the international brands.

Based on the distribution channel, UAE cosmetics market is segmented into Supermarkets/Hypermarkets, Multi Branded Retail Stores, Exclusive Retail Stores, Online, Specialised Shops & Beauty Parlours/Salon. Supermarkets/Hypermarkets segment holds the largest share in the UAE cosmetics market with more consumers preferring to shop from there. Also, in 2020, due to COVID-19, online channel is emerging as a preferred channel by the consumers on account of safety it offers as well as due to closure of malls.

Some of the leading cosmetics companies in the UAE include L'Oréal, Shiseido, Unilever, Estée Lauder, Procter & Gamble, Coty, Chanel, Dior, Guerlain, Clarins and Clinique, among others. Leading players have a strong focus on quality to maintain their brand positioning in the UAE market. They are also investing in R&D activities to meet the growing demand for vegan and natural cosmetic products. Also, companies operating in the market are using strategies such as enhancing product lines as per skin type, age, and seasonal products to boost their market share and to increase their customer base.

Years considered for this report:

Historical Years: 2015-2018

Base Year: 2019

Estimated Year: 2020

Forecast Period: 2021–2025

The objective of the Study:

To analyze and forecast the market size of the UAE Cosmetics Market.

To classify and forecast UAE Cosmetics Market based on Type, Demography, Distribution Channel and Region.

To identify drivers and challenges for UAE Cosmetics Market.

To examine competitive developments such as expansions, new product launches, mergers & acquisitions, etc., in UAE Cosmetics Market.

To identify and analyze the profile of leading players involved in the UAE Cosmetics Market.

TechSci Research performed both primary as well as exhaustive secondary research for this study. Initially, TechSci Research sourced a list of cosmetic players operating in the UAE. Subsequently, TechSci Research conducted primary research surveys with the identified companies. While interviewing, the respondents were also enquired about their competitors. Through this technique, TechSci Research could include the manufacturers which could not be identified due to the limitations of secondary research. TechSci Research analyzed the service offerings, distribution channels and the presence of all major companies in the UAE.

TechSci Research calculated the market size of the UAE Cosmetics Market using a bottom-up approach, wherein data for various applications across various end-user segments were recorded and forecast for the future years. TechSci Research sourced these values from the industry experts and company representatives and externally validated through analysing historical data of these product types and applications for getting an appropriate, overall market size. Various secondary sources such as company websites, news articles, press releases, company annual reports, investor presentations and financial reports were also studied by TechSci Research.

Key Target Audience:

UAE cosmetics companies, distributors and other stakeholders

Organizations, forums and alliances related to cosmetics market

Government bodies such as regulating authorities and policy makers

Market research and consulting firms

The study is useful in providing answers to several critical questions that are important for the industry stakeholders such as cosmetics manufacturers and partners, etc., besides allowing them in strategizing investments and capitalizing on market opportunities.

Report Scope:

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

Market, By Type

Fragrances & Deodorants

Bath & Shower products

Hair Care

Skincare

Makeup & Color Cosmetics

Market, By Demography

Women

Men

Market, By Distribution Channel

Supermarkets/Hypermarkets

Multi Branded Retail Stores

Exclusive Retail Stores

Online

Beauty Parlors/Salon

Specialized Shops

Market, By Region:

Dubai

Abu Dhabi

Sharjah

Rest of UAE

Market, By Company

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in UAE Cosmetics 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).

Profit Margin Analysis

Profit margin analysis in case of the direct and indirect sales channel.

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3. L'Oreal Middle East (L'Oreal), UAE
4. Coty Middle East FZCO
5. Estee Lauder Middle East
6. Louis Vuitton Middle East FZCO
8. Chanel Limited FZE

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