

# **UAE Soap Market By Form (Liquid, Solid), By Application (Kitchen, Laundry, Personal, Novelty, Perfumed, Beauty Soaps, Medicated and Others), By Distribution Channel (Store based, Non-store based), By Region, By Competition Forecast & Opportunities, 2018-2028F**

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## **Abstracts**

The UAE Soap Market was valued at USD295 million in 2022 and is expected to exhibit robust growth during the forecast period with a Compound Annual Growth Rate (CAGR) of 7.84% through 2028. Situated in the Middle East region, the UAE holds significant importance as a market known for its luxurious and cosmopolitan lifestyle. Several factors shape the soap market in the UAE, including economic conditions, consumer preferences, tourism, and cultural influences. The historical growth of the UAE's soap market is attributed to the country's affluent population and their strong demand for personal care products. Urbanization, rising disposable income, and an increasing expatriate population contribute to the expansion of this market.

### **Key Market Drivers**

#### **Rising Disposable Income**

The UAE boasts a high per capita income due to its abundant oil reserves and a diversified economy. The elevated disposable income levels enable consumers to afford premium and luxury personal care products, including soaps. This increasing disposable income has resulted in a significant surge in the demand for soap products. With a prosperous population, consumers are more inclined to invest in high-quality personal care items like soaps. This enhanced purchasing power empowers them to

explore a wide range of soap options, encompassing luxury, natural, and specialized products. This economic standing has not only boosted soap consumption but has also fueled the demand for innovative formulations and premium ingredients, thereby shaping the soap market's growth trajectory in the region.

### Urbanization and Lifestyle Changes

The process of urbanization and the influx of expatriates have brought about changes in lifestyle and consumer preferences. Urban consumers tend to seek an assortment of personal care products, including specialized and premium soaps. The swift urbanization and evolving lifestyle preferences within the UAE have led to a significant increase in the demand for soap products. Urban living and a growing expatriate community have given rise to a greater requirement for personal care items, including soaps. As lifestyles shift towards a more cosmopolitan and health-conscious direction, consumers are on the lookout for a wider variety of soap choices, ranging from premium and organic to specialized formulations. This shift in preferences, driven by urbanization, has not only bolstered soap consumption but has also fueled innovation and competition among brands, thereby shaping the dynamic growth of the UAE's soap market.

### Increasing Tourism

The burgeoning tourism sector in the UAE has made a substantial contribution to the heightened demand for soap products. As the UAE emerges as a prominent global tourist destination, the influx of visitors has led to an increased need for personal care products, including soaps. Tourists frequently purchase these items as souvenirs or for use during their stay. The diverse array of visitors brings with them varying preferences and tastes, further expanding the offerings within the soap market. As a result, the surge in demand driven by tourism has played a pivotal role in shaping the growth trajectory of the soap market within the UAE.

### Health and Hygiene Awareness

The heightened awareness of health and hygiene has been a significant driving factor behind the increased demand for soaps in the UAE. As individuals become more health-conscious, the importance of proper hand hygiene and cleanliness has been emphasized, particularly in light of global health concerns. This heightened awareness has resulted in an increase in soap consumption, as people seek effective products for maintaining cleanliness and preventing the spread of germs. The emphasis on health

and hygiene has not only boosted soap sales but has also reinforced the significance of high-quality personal care products, thereby shaping the growth trajectory of the soap market within the UAE.

## Key Market Challenges

### High Competition

The soap market within the UAE is characterized by intense competition, with both international and local brands vying for market dominance. The challenge lies in differentiating products effectively among a diverse range of options to capture consumer attention. The market presents a wide array of soap products, ranging from basic to premium and luxury options, catering to various consumer preferences and budgets. This extensive product variety intensifies the competition as brands strive to capture the attention of diverse segments. Both global and local soap brands compete within the UAE market. Established global brands bring their reputation and recognition, while local brands leverage their understanding of local preferences and cultural nuances.

### Regulations and Standards

Meeting regulatory requirements and obtaining necessary certifications, such as Halal certification, can be intricate and time-consuming. Complying with stringent regulations while maintaining product quality poses challenges for soap manufacturers. The UAE has a complex regulatory framework governing the sale and distribution of cosmetics, including soaps. Brands must navigate multiple government agencies and adhere to various regulations related to product safety, labeling, and advertising. For products to be acceptable to a diverse consumer base, including Muslims, many soap brands seek Halal certification. The process can be time-consuming and involves ensuring that all ingredients and manufacturing processes comply with Islamic principles. The UAE imposes stringent labeling requirements for cosmetics, including soaps. Accurate ingredient listings, usage instructions, and proper labeling in both Arabic and English are mandatory. Non-compliance can result in product recalls or legal penalties.

## Key Market Trends

### Natural and Organic Ingredients

The trend towards natural and organic ingredients has gained significant momentum

within the UAE soap market. Consumers are increasingly drawn to soap products that harness the power of nature, favoring formulations devoid of synthetic chemicals and additives. This trend aligns with the growing emphasis on wellness, health-consciousness, and environmental sustainability. UAE consumers are seeking soap options made from plant-based, cruelty-free, and sustainably sourced ingredients. Natural ingredients such as essential oils, botanical extracts, and nourishing butters are valued for their potential benefits to skin health. The shift towards natural and organic ingredients is driven not only by personal skincare preferences but also by a desire to support eco-friendly and ethical practices. As this trend continues, soap brands prioritizing transparency, authenticity, and quality in their ingredient sourcing and formulations stand to capture the attention of health-conscious consumers within the UAE.

### Luxury and Premium Brands

The demand for luxury and premium products is a prominent trend shaping the UAE soap market. With its affluent consumer base and an appreciation for opulence, there is a significant demand for high-end soap products. This trend is driven by consumers seeking indulgent bathing experiences and exclusive formulations. Luxury soaps often feature unique scents, rich textures, and innovative ingredients, offering a sensorial journey. Brands in this segment prioritize exquisite packaging and presentation to evoke a sense of prestige. Both international and local brands compete in this competitive landscape, leveraging their ability to create luxurious and personalized soap offerings. As the UAE's cosmopolitan lifestyle and appreciation for luxury continue to thrive, the demand for premium soaps is poised to grow. To excel in this trend, brands must blend exceptional quality, innovation, and a touch of exclusivity to capture the attention of discerning consumers within the UAE.

### Multifunctional Products

The trend of multifunctional soap products is gaining traction within the UAE soap market. Consumers are increasingly drawn to soaps that offer more than just basic cleansing. These multifunctional soaps combine skincare benefits such as moisturizing, exfoliating, or even sun protection into a single product. This trend is driven by the desire for efficiency and convenience in skincare routines. Multifunctional soaps cater to busy lifestyles while delivering enhanced value to consumers. Brands that incorporate nourishing ingredients, advanced formulations, and targeted skincare solutions into their soap offerings stand out in this trend. As the demand for streamlined yet effective skincare solutions rises, multifunctional soaps are likely to play a pivotal role in shaping

the future of the UAE soap market, addressing diverse consumer needs with a single, versatile product.

## Digital and E-Commerce

### The significance of a digital

presence and e-commerce has intensified. Brands are expected to invest more in online platforms to ensure a seamless shopping experience while leveraging social media for marketing and engagement. Consequently, with the expansion of the e-commerce channel in the UAE, the soap market is expected to experience accelerated growth.

## Segmental Insights

### Form Insights

With a substantial market share of 57.49% in 2022, solid soap dominates the UAE Soap Market. Solid soaps are experiencing higher demand in the UAE compared to liquid variants. This preference can be attributed to factors such as their eco-friendliness, extended usage lifespan, and convenience for travel. Solid soaps often involve less packaging waste and are perceived as more sustainable. Additionally, their compactness and resistance to leakage make them practical choices for on-the-go consumers. The UAE's inclination towards luxury and unique scents further contributes to the popularity of solid soaps, as they can be formulated with specialized ingredients and fragrances. As this trend aligns with sustainability and premium preferences, solid soaps are gaining favor among environmentally conscious and discerning consumers within the UAE.

### Application Insights

In 2022, the UAE Soap market was notably influenced by the beauty soap segment, which held a significant revenue share. In the UAE, beauty soaps have witnessed a surge in demand, dominating the soap market. These soaps offer more than just cleansing; they promise skincare benefits, driving the preference for radiant and healthy skin. The market's growth is fueled by the region's beauty-conscious consumers who seek quality products. Beauty soaps often contain natural ingredients, catering to the growing preference for sustainable and organic options. Additionally, the packaging and marketing strategies employed by brands align with the luxurious lifestyle associated with the UAE. Overall, the burgeoning demand for beauty soaps reflects a growing

societal emphasis on self-care and grooming in the region.

## Regional Insights

The Dubai region has positioned itself as the leader in the UAE Soap market, commanding a substantial revenue share of 35% in 2022. The dynamic growth of the Dubai region has catalyzed a significant surge in soap demand throughout the UAE. The city's role as a global business hub and a sought-after tourist destination has led to a larger influx of people, both residents and visitors, resulting in heightened awareness about hygiene and skincare. Consequently, the soap market, encompassing various types such as beauty soaps, has experienced a remarkable upswing. With diverse preferences and an evolving lifestyle, consumers are seeking soaps that align with their health, wellness, and aesthetic aspirations. This trend exemplifies how Dubai's influence radiates across consumption patterns within the wider UAE.

## Key Market Players

Reckitt Benckiser (Arabia) FZE

Beiersdorf Middle East

Johnson & Johnson Middle East FZ-LLC

The Body Shop

Bath & Body Works, LLC

Colgate-Palmolive (Gulf States) Ltd.

Detergent Industrial And Trading Company Limited

Unilever Gulf FZE

Godrej Global Mid East FZE

Procter & Gamble Gulf FZE

## Report Scope:

*UAE Soap Market By Form (Liquid, Solid), By Application (Kitchen, Laundry, Personal, Novelty, Perfumed, Beauty...*

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

UAE Soap Market, By Form:

Solid

Liquid

UAE Soap Market, By Application:

Kitchen

Laundry

Personal

Novelty

Perfumed

Beauty Soaps

Medicated

Others

UAE Soap Market, By Distribution Channel:

Store based

Non-store based

UAE Soap Market, By Region:

Sharjah

Dubai

Abu Dhabi

Rest of UAE

Competitive Landscape

Company Profiles: Detailed analysis of the major companies present in the UAE Soap Market.

Available Customizations:

UAE Soap 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).



## 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 CUSTOMER ANALYSIS**

- 4.1. Brand Awareness
- 4.2. Brand Satisfaction
- 4.3. Factors Influencing Purchase Decision

### **5. UAE SOAP MARKET OUTLOOK**

- 5.1. Market Size & Forecast
  - 5.1.1. By Value
- 5.2. Market Share & Forecast
  - 5.2.1. By Form Market Share Analysis (Solid, Liquid)
  - 5.2.2. By Application Market Share Analysis (Kitchen, Laundry, Personal, Novelty,

Perfumed, Beauty Soaps, Medicated and Others)

5.2.3. By Distribution Channel Market Share Analysis (Store based, Non-store based)

5.2.4. By Regional Market Share Analysis

5.2.4.1. Sharjah Market Share Analysis

5.2.4.2. Dubai Market Share Analysis

5.2.4.3. Abu Dhabi Market Share Analysis

5.2.4.4. Rest of UAE Market Share Analysis

5.2.5. By Top 5 Companies Market Share Analysis, Others (2022)

5.3. UAE Soap Market Mapping & Opportunity Assessment

5.3.1. By Form Market Mapping & Opportunity Assessment

5.3.2. By Application Market Mapping & Opportunity Assessment

5.3.3. By Distribution Channel Market Mapping & Opportunity Assessment

5.3.4. By Regional Market Mapping & Opportunity Assessment

## **6. UAE SOLID SOAP MARKET OUTLOOK**

6.1. Market Size & Forecast

6.1.1. By Value

6.2. Market Share & Forecast

6.2.1. By Application Market Share Analysis

6.2.2. By Distribution Channel Market Share Analysis

## **7. UAE LIQUID SOAP MARKET OUTLOOK**

7.1. Market Size & Forecast

7.1.1. By Value

7.2. Market Share & Forecast

7.2.1. By Application Market Share Analysis

7.2.2. By Distribution Channel Market Share Analysis

## **8. MARKET DYNAMICS**

8.1. Drivers

8.2. Challenges

## **9. IMPACT OF COVID-19 ON UAE SOAP MARKET**

9.1. Impact Assessment Model

9.1.1. Key Segments Impacted

9.1.2. Key Regions Impacted

## **10. MARKET TRENDS & DEVELOPMENTS**

## **11. PORTER'S FIVE FORCES MODEL**

- 11.1. Competitive Rivalry
- 11.2. Bargaining Power of Buyers
- 11.3. Bargaining Power of Suppliers
- 11.4. Threat of New Entrants
- 11.5. Threat of Substitutes

## **12. SWOT ANALYSIS**

- 12.1. Strengths
- 12.2. Weaknesses
- 12.3. Opportunities
- 12.4. Threats

## **13. POLICY AND REGULATORY LANDSCAPE**

## **14. UAE ECONOMIC PROFILE**

## **15. COMPETITIVE LANDSCAPE**

- 15.1. Company Profiles
  - 15.1.1. Reckitt Benckiser (Arabia) FZE
    - 15.1.1.1. Company Details
    - 15.1.1.2. Products
    - 15.1.1.3. Financials (As Per Availability)
    - 15.1.1.4. Key Market Focus & Geographical Presence
    - 15.1.1.5. Recent Developments
    - 15.1.1.6. Key Management Personnel
  - 15.1.2. Beiersdorf Middle East
    - 15.1.2.1. Company Details
    - 15.1.2.2. Products

- 15.1.2.3. Financials (As Per Availability)
- 15.1.2.4. Key Market Focus & Geographical Presence
- 15.1.2.5. Recent Developments
- 15.1.2.6. Key Management Personnel
- 15.1.3. Johnson & Johnson Middle East FZ-LLC
  - 15.1.3.1. Company Details
  - 15.1.3.2. Products
  - 15.1.3.3. Financials (As Per Availability)
  - 15.1.3.4. Key Market Focus & Geographical Presence
  - 15.1.3.5. Recent Developments
  - 15.1.3.6. Key Management Personnel
- 15.1.4. The Body Shop
  - 15.1.4.1. Company Details
  - 15.1.4.2. Products
  - 15.1.4.3. Financials (As Per Availability)
  - 15.1.4.4. Key Market Focus & Geographical Presence
  - 15.1.4.5. Recent Developments
  - 15.1.4.6. Key Management Personnel
- 15.1.5. Bath & Body Works, LLC
  - 15.1.5.1. Company Details
  - 15.1.5.2. Products
  - 15.1.5.3. Financials (As Per Availability)
  - 15.1.5.4. Key Market Focus & Geographical Presence
  - 15.1.5.5. Recent Developments
  - 15.1.5.6. Key Management Personnel
- 15.1.6. Colgate-Palmolive (Gulf States) Ltd.
  - 15.1.6.1. Company Details
  - 15.1.6.2. Products
  - 15.1.6.3. Financials (As Per Availability)
  - 15.1.6.4. Key Market Focus & Geographical Presence
  - 15.1.6.5. Recent Developments
  - 15.1.6.6. Key Management Personnel
- 15.1.7. Detergent Industrial And Trading Company Limited
  - 15.1.7.1. Company Details
  - 15.1.7.2. Products
  - 15.1.7.3. Financials (As Per Availability)
  - 15.1.7.4. Key Market Focus & Geographical Presence
  - 15.1.7.5. Recent Developments
  - 15.1.7.6. Key Management Personnel

#### 15.1.8. Unilever Gulf FZE

15.1.8.1. Company Details

15.1.8.2. Products

15.1.8.3. Financials (As Per Availability)

15.1.8.4. Key Market Focus & Geographical Presence

15.1.8.5. Recent Developments

15.1.8.6. Key Management Personnel

#### 15.1.9. Godrej Global Mid East FZE

15.1.9.1. Company Details

15.1.9.2. Products

15.1.9.3. Financials (As Per Availability)

15.1.9.4. Key Market Focus & Geographical Presence

15.1.9.5. Recent Developments

15.1.9.6. Key Management Personnel

#### 15.1.10. Procter & Gamble Gulf FZE

15.1.10.1. Company Details

15.1.10.2. Products

15.1.10.3. Financials (As Per Availability)

15.1.10.4. Key Market Focus & Geographical Presence

15.1.10.5. Recent Developments

15.1.10.6. Key Management Personnel

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

16.1. Key Focus Areas

16.2. Target Form

16.3. Target Distribution Channel

### **17. ABOUT US & DISCLAIMER**

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