

# **Middle East & Africa Self- Tanning Products Market Forecast to 2028 – COVID-19 Impact and Regional Analysis– by Product Type (Creams and Lotion, Serum, Mist, and Others), Category (Natural and Organic Conventional), and Distribution Channel (Supermarkets & Hypermarkets, Convenience Stores, Online Retail, and Others)**

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## **Abstracts**

The Middle East & Africa self- tanning products market is expected to grow from US\$ 32.84 million in 2022 to US\$ 41.94 million by 2028. It is estimated to grow at a CAGR of 4.2% from 2022 to 2028.

Increasing Popularity of Natural and Organic Self-Tanning Products fuels the Middle East & Africa Self- Tanning Products Market

Organic and natural cosmetic products are gaining high prominence as beauty and cosmetic products that are free from chemicals and transparent about the content have been preferred by consumers. Additionally, the growing celebrity involvement in promoting sustainable organic beauty products is expected to resonate well with young consumers. For instance, Hailey Bieber is promoting bareMinerals, and Jessica Alba co-founded The Honest Company. These brand innovations and launches of organic and natural self-tanning products are likely to contribute to the market's growth.

Moreover, the rising consumer awareness and understanding of the benefits of organic products owing to the emergence of social media is further accelerating the industry's growth. In addition, due to the surging popularity of various claims, such as vegan, natural, organic, botanical, and free from, consumers are increasing their consumption

of herbal beauty products, particularly skincare and hair care products, boosting the demand for organic self-tanning products. Thus, manufacturers have started offering organic and natural self-tanning products to cater to the demand. For instance, VITA LIBERATA, the division of Crown Laboratories, Inc., offers organic sunless-tanning formulas. Such developments and product offerings are expected to provide immense growth opportunities to the Middle East & Africa self-tanning products market during the forecast period.

## Middle East & Africa Self- Tanning Products Market Overview

The self-tanning products market in the Middle East & Africa is further segmented into Saudi Arabia, the UAE, South Africa, and the Rest of the Middle East & Africa. Due to increasing awareness and scientific evidence about the ill effects of UV radiation, there has been a consistently upward trajectory in the demand for self-tanning products. The growing cosmetic and personal care industry is further propelling the demand for self-tanning products in the region. The rising number of beauty product exhibitions arranged has further boosted the adoption of these products among consumers in the UAE. For instance, Beauty World, a UAE-based international trade fair organizer, was prepared to host ~31,000 visitors from 116 countries and exhibitors' participants from 53 countries during its beauty world exhibition. Such exhibitions, coupled with increased participation in them, signify potential for the growth of the self-tanning products market in the Middle East & Africa.

## Middle East & Africa Self-Tanning Products Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Self- Tanning Products Market Segmentation

The Middle East & Africa self- tanning products market is segmented into product type, category, distribution channel, and country.

Based on product type, the Middle East & Africa self- tanning products market is segmented into creams and lotion, serum, mist, and others. The others segment held largest share of the Middle East & Africa self- tanning products market in 2022.

Based on category, the Middle East & Africa self- tanning products market is segmented into natural and organic, conventional. The conventional segment held a larger share of the Middle East & Africa self- tanning products market in 2022.

Based on distribution channel, the Middle East & Africa self-tanning products market is segmented into supermarkets & hypermarkets, convenience stores, online retail, and others. The others segment held a largest share of the Middle East & Africa self-tanning products market in 2022.

Based on country, the Middle East & Africa self-tanning products market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of Middle East & Africa. The Rest of Middle East & Africa dominated the share of the Middle East & Africa self-tanning products market in 2022.

Coty Inc; Edgewell Personal Care Co; Johnson & Johnson; KAO Corp; L'Oreal SA; and PZ Cussons Plc are the leading companies operating in the Middle East & Africa self-tanning products market.

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