

# **Middle East & Africa Skin Toners Market Forecast to 2028 -Regional Analysis - by Type (Hydrating Toners, Exfoliating Toners, and Treatment Toners), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Drugstores and Pharmacies, Health and Beauty Stores, Online Retail, and Others)**

<https://marketpublishers.com/r/M9B9782EC5B5EN.html>

Date: July 2023

Pages: 95

Price: US\$ 3,000.00 (Single User License)

ID: M9B9782EC5B5EN

## **Abstracts**

The Middle East & Africa skin toners market is expected to grow from US\$ 49.95 million in 2022 to US\$ 61.00 million by 2028. It is estimated to grow at a CAGR of 3.4% from 2022 to 2028.

### **Rising Adoption of Organic Personal Care Products Fuels Middle East & Africa Skin Toners Market**

Organic and natural personal care and cosmetics products are becoming popular among consumers as these products are free from chemicals and transparent about the content. Organic skin toners are suitable for the skin as they do not cause irritation, itching, or other adverse effects. Organic skin toners are available in various organic flavors such as aloe vera, basil, and neem. They reduce the chance of skin breakout, balance skin pH levels, rehydrate and tone skin for a healthier texture, and increase nutrient absorption capacity. This help tightens skin and minimizes large pores while regulating oil production. The demand for organic products is increasing among consumers due to such properties. The rising consumer awareness and understanding of the benefits of organic products owing to the emergence of social media are accelerating the demand for organic personal care products. In addition, due to the surging popularity of vegan, halal, cruelty-free, natural, organic, and botanical products,

consumers are increasing their consumption of herbal beauty products, particularly hair care and skin care products such as organic skin toners. Thus, many manufacturers across the region are expanding their business of organic products to cater to the increasing demand. The product portfolio includes an organic facial cleanser, skin toners, moisturizers, makeup removers, and serums. Thus, the increasing adoption of organic personal care products such as skin toners is expected to create a new trend in the Middle East & Africa skin toners market during the forecast period.

## Middle East & Africa Skin Toners Market Overview

The Middle East & Africa skin toners market is segmented into South Africa, Saudi Arabia, the UAE, and the Rest of the Middle East & Africa. Rising skincare trends among the young population, high purchasing power, and expanding distribution channels are a few primary factors driving the market in the region. Moreover, the rising number of beauty product exhibitions has boosted the adoption of these products such as skin toners among consumers in the UAE. For instance, in 2020, Beauty World, a UAE-based international trade fair organizer, hosted ~31,000 visitors from 116 countries and exhibitors' participants from 53 countries. Such exhibitions and increased participation in them signify potential for the growth of the Middle East & Africa skin toners market in the Middle East & Africa.

## Middle East & Africa Skin Toners Market Revenue and Forecast to 2028 (US\$ Million)

### Middle East & Africa Skin Toners Market Segmentation

The Middle East & Africa skin toners market is segmented into type, category, distribution channel, and country.

Based on type, the Middle East & Africa skin toners market is segmented into hydrating toners, exfoliating toners, and treatment toners. The hydrating toners segment held the largest share of the Middle East & Africa skin toners market in 2022.

Based on category, the Middle East & Africa skin toners market is segmented into organic and conventional. The conventional segment held a larger share of the Middle East & Africa skin toners market in 2022.

Based on distribution channel, the Middle East & Africa skin toners market is segmented into supermarkets and hypermarkets, drugstores and pharmacies, health

and beauty stores, online retail, and others. The health and beauty stores segment held the largest share of the Middle East & Africa skin toners market in 2022.

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

Johnson & Johnson Consumer Inc; L'Oréal SA; Shiseido Co Ltd; The Bodyshop International Ltd; and The Procter & Gamble Co are the leading companies operating in the Middle East & Africa skin toners market.

## Contents

### **1. INTRODUCTION**

- 1.1 Study Scope
- 1.2 The Insight Partners Research Report Guidance
- 1.3 Market Segmentation

### **2. KEY TAKEAWAYS**

### **3. RESEARCH METHODOLOGY**

- 3.1 Scope of the Study
- 3.2 Research Methodology
  - 3.2.1 Data Collection:
  - 3.2.2 Primary Interviews:
  - 3.2.3 Hypothesis Formulation:
  - 3.2.4 Macro-economic Factor Analysis:
  - 3.2.5 Developing Base Number:
  - 3.2.6 Data Triangulation:
  - 3.2.7 Country Level Data:

### **4. MIDDLE EAST & AFRICA SKIN TONERS MARKET OVERVIEW**

- 4.1 Market Overview
- 4.2 Porter's Five Forces Analysis
  - 4.2.1 Bargaining Power of Suppliers
  - 4.2.2 Bargaining Power of Buyers
  - 4.2.3 Threat of New Entrants
  - 4.2.4 Competitive Rivalry
  - 4.2.5 Threat of Substitutes
- 4.3 Expert Opinion

### **5. MIDDLE EAST & AFRICA SKIN TONERS MARKET - KEY MARKET DYNAMICS**

- 5.1 Market Drivers
  - 5.1.1 Benefits of Using Skin Toners
  - 5.1.2 Innovative Product Launches and Advertising Expenditure by Key Market Players

## 5.2 Market Restraints

### 5.2.1 Increasing Cases of Counterfeit Products

## 5.3 Market Opportunities

### 5.3.1 Flourishment of E-Commerce and Direct-to-Consumer Channel

## 5.4 Future Trends

### 5.4.1 Rising Adoption of Organic Personal Care Products

## 5.5 Impact Analysis of Drivers and Restraints

## **6. SKIN TONERS - MIDDLE EAST & AFRICA MARKET ANALYSIS**

### 6.1 Middle East & Africa Skin Toners Market Overview

### 6.2 Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

## **7. MIDDLE EAST & AFRICA SKIN TONERS MARKET ANALYSIS - BY TYPE**

### 7.1 Overview

### 7.2 Middle East & Africa Skin Toners Market, By Type (2021 and 2028)

### 7.3 Hydrating Toners

#### 7.3.1 Overview

#### 7.3.2 Hydrating Toners: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

### 7.4 Exfoliating Toners

#### 7.4.1 Overview

#### 7.4.2 Exfoliating Toners: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

### 7.5 Treatment Toners

#### 7.5.1 Overview

#### 7.5.2 Treatment Toners Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

## **8. MIDDLE EAST & AFRICA SKIN TONERS MARKET ANALYSIS - BY CATEGORY**

### 8.1 Overview

### 8.2 Middle East & Africa Skin Toners Market, By Category (2021 and 2028)

### 8.3 Organic

#### 8.3.1 Overview

#### 8.3.2 Organic: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

## 8.4 Conventional

### 8.4.1 Overview

8.4.2 Conventional: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

## **9. MIDDLE EAST & AFRICA SKIN TONERS MARKET ANALYSIS - BY DISTRIBUTION CHANNEL**

### 9.1 Overview

9.2 Middle East & Africa Skin Toners Market, By Distribution Channel (2021 and 2028)

### 9.3 Supermarkets and Hypermarkets

#### 9.3.1 Overview

9.3.2 Supermarkets and Hypermarkets: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

### 9.4 Drugstores and Pharmacies

#### 9.4.1 Overview

9.4.2 Drugstores and Pharmacies: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

### 9.5 Health and Beauty Stores

#### 9.5.1 Overview

9.5.2 Health and Beauty Stores: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

### 9.6 Online Retail

#### 9.6.1 Overview

9.6.2 Online Retail: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

### 9.7 Others

#### 9.7.1 Overview

9.7.2 Others: Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)

## **10. MIDDLE EAST & AFRICA SKIN TONERS MARKET - COUNTRY ANALYSIS**

### 10.1 Overview

10.1.1 Middle East & Africa Skin Toners Market, by Key Country

10.1.1.1 South Africa: Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

10.1.1.1.1 South Africa: Middle East & Africa Skin Toners Market, By Type

10.1.1.1.2 South Africa: Middle East & Africa Skin Toners Market, by Category

10.1.1.1.3 South Africa: Middle East & Africa Skin Toners Market, by Distribution Channel

10.1.1.2 Saudi Arabia: Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

10.1.1.2.1 Saudi Arabia: Middle East & Africa Skin Toners Market, By Type

10.1.1.2.2 Saudi Arabia: Middle East & Africa Skin Toners Market, by Category

10.1.1.2.3 Saudi Arabia: Middle East & Africa Skin Toners Market, by Distribution Channel

10.1.1.3 UAE: Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

10.1.1.3.1 UAE: Middle East & Africa Skin Toners Market, By Type

10.1.1.3.2 UAE: Middle East & Africa Skin Toners Market, by Category

10.1.1.3.3 UAE: Middle East & Africa Skin Toners Market, by Distribution Channel

10.1.1.4 Rest of Middle East and Africa: Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

10.1.1.4.1 Rest of Middle East and Africa: Middle East & Africa Skin Toners Market, by Type

10.1.1.4.2 Rest of Middle East and Africa: Middle East & Africa Skin Toners Market, by Category

10.1.1.4.3 Rest of Middle East and Africa: Middle East & Africa Skin Toners Market, by Distribution Channel

## **11. INDUSTRY LANDSCAPE**

11.1 Overview

11.2 New Product Development

## **12. COMPANY PROFILES**

12.1 Johnson & Johnson Consumer Inc

12.1.1 Key Facts

12.1.2 Business Description

12.1.3 Products and Services

12.1.4 Financial Overview

12.1.5 SWOT Analysis

12.1.6 Key Developments

12.2 L'Oréal SA

12.2.1 Key Facts

12.2.2 Business Description

- 12.2.3 Products and Services
- 12.2.4 Financial Overview
- 12.2.5 SWOT Analysis
- 12.2.6 Key Developments
- 12.3 Shiseido Co Ltd
- 12.3.1 Key Facts
- 12.3.2 Business Description
- 12.3.3 Products and Services
- 12.3.4 Financial Overview
- 12.3.5 SWOT Analysis
- 12.3.6 Key Developments
- 12.4 The Procter & Gamble Co
- 12.4.1 Key Facts
- 12.4.2 Business Description
- 12.4.3 Products and Services
- 12.4.4 Financial Overview
- 12.4.5 SWOT Analysis
- 12.4.6 Key Developments
- 12.5 The Bodyshop International Ltd
- 12.5.1 Key Facts
- 12.5.2 Business Description
- 12.5.3 Products and Services
- 12.5.4 Financial Overview
- 12.5.5 SWOT Analysis
- 12.5.6 Key Developments

## **13. APPENDIX**

- 13.1 About The Insight Partners
- 13.2 Word Index



## List Of Tables

### LIST OF TABLES

Table 1. Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

Table 2. South Africa: Middle East & Africa Skin Toners Market, By Type - Revenue and Forecast to 2028 (US\$ Million)

Table 3. South Africa: Middle East & Africa Skin Toners Market, by Category - Revenue and Forecast to 2028 (US\$ Million)

Table 4. South Africa: Middle East & Africa Skin Toners Market, by Distribution Channel - Revenue and Forecast to 2028 (US\$ Million)

Table 5. Saudi Arabia: Middle East & Africa Skin Toners Market, By Type - Revenue and Forecast to 2028 (US\$ Million)

Table 6. Saudi Arabia: Middle East & Africa Skin Toners Market, by Category - Revenue and Forecast to 2028 (US\$ Million)

Table 7. Saudi Arabia: Middle East & Africa Skin Toners Market, by Distribution Channel - Revenue and Forecast to 2028 (US\$ Million)

Table 8. UAE: Middle East & Africa Skin Toners Market, By Type - Revenue and Forecast to 2028 (US\$ Million)

Table 9. UAE: Middle East & Africa Skin Toners Market, by Category - Revenue and Forecast to 2028 (US\$ Million)

Table 10. UAE: Middle East & Africa Skin Toners Market, by Distribution Channel - Revenue and Forecast to 2028 (US\$ Million)

Table 11. Rest of Middle East and Africa: Middle East & Africa Skin Toners Market, by Type - Revenue and Forecast to 2028 (US\$ Million)

Table 12. Rest of Middle East and Africa: Middle East & Africa Skin Toners Market, by Category - Revenue and Forecast to 2028 (US\$ Million)

Table 13. Rest of Middle East and Africa: Middle East & Africa Skin Toners Market, by Distribution Channel - Revenue and Forecast to 2028 (US\$ Million)

Table 14. List of Abbreviation

## List Of Figures

### LIST OF FIGURES

- Figure 1. Middle East & Africa Skin Toners Market Segmentation
- Figure 2. Middle East & Africa Skin Toners Market Segmentation - By Country
- Figure 3. Middle East & Africa Skin Toners Market Overview
- Figure 4. Middle East & Africa Skin Toners Market: By Category
- Figure 5. Middle East & Africa Skin Toners Market: By Country
- Figure 6. Porter's Five Forces Analysis: Middle East & Africa Skin Toners Market
- Figure 7. Expert Opinion
- Figure 8. Middle East & Africa Skin Toners Market Impact Analysis of Drivers and Restraints
- Figure 9. Middle East & Africa Skin Toners Market - Revenue and Forecast to 2028 (US\$ Million)
- Figure 10. Middle East & Africa Skin Toners Market Revenue Share, By Type (2021 and 2028)
- Figure 11. Hydrating Toners: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 12. Exfoliating Toners: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 13. Treatment Toners Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 14. Middle East & Africa Skin Toners Market Revenue Share, By Category (2021 and 2028)
- Figure 15. Organic: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 16. Conventional: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 17. Middle East & Africa Skin Toners Market Revenue Share, By Distribution Channel (2021 and 2028)
- Figure 18. Supermarkets and Hypermarkets: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 19. Drugstores and Pharmacies: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 20. Health and Beauty Stores: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)
- Figure 21. Online Retail: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)

Figure 22. Others: Middle East & Africa Skin Toners Market - Revenue and Forecast To 2028 (US\$ Million)

Figure 23. Middle East & Africa Skin Toners Market, by Key Country- Revenue (2021) (US\$ Mn)

Figure 24. Middle East and Africa: Middle East & Africa Skin Toners Market Revenue Share, by Key Country (2021 and 2028)

Figure 25. South Africa: Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 26. Saudi Arabia: Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 27. UAE: Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

Figure 28. Rest of Middle East and Africa: Middle East & Africa Skin Toners Market -Revenue and Forecast to 2028 (US\$ Million)

## I would like to order

Product name: Middle East & Africa Skin Toners Market Forecast to 2028 -Regional Analysis - by Type (Hydrating Toners, Exfoliating Toners, and Treatment Toners), Category (Organic and Conventional), and Distribution Channel (Supermarkets and Hypermarkets, Drugstores and Pharmacies, Health and Beauty Stores, Online Retail, and Others)

Product link: <https://marketpublishers.com/r/M9B9782EC5B5EN.html>

Price: US\$ 3,000.00 (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/M9B9782EC5B5EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below  
and fax the completed form to +44 20 7900 3970