



Mass Beauty and Personal Care in Saudi Arabia

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass beauty and personal care enjoys healthy growth as Saudi Arabia encourages new visitors and the pandemic comes to an end

Sheglam opens its first physical outlet in Saudi Arabia

Beauty specialists on the rise in Saudi Arabia as they develop an omnichannel approach to retailing

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Increased focus on personal health and hygiene should support demand

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