



**Euromonitor
International**

Beauty and Personal Care in the United Arab Emirates

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EXECUTIVE SUMMARY

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- What next for beauty and personal care?

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DISCLAIMER

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Baby and Child-Specific Products in the United Arab Emirates

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- Parents lean towards premium brands
- Johnson's Baby benefits from extensive distribution and high levels of brand recognition
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- Bioderma continues rise up the rankings to take top spot
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- L’Oréal extends lead with fast-growing premium brands
- Pharmacies consolidates dominant position in sun care

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- Arab brands lead the way
- In-store experience remains key in the premium segment

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2024 DEVELOPMENTS

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- Leaders losing share
- Gradual shift in consumer behaviour

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