



Euromonitor
International

Sun Care in the United Arab Emirates

May 2026

Table of Contents

Sun Care in the United Arab Emirates - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Rapid Growth Driven by Skinification and Male Adoption Boosts Sales Value

Adult Sun Care Leads Sales as Consumers Seek Multifunctional and Lifestyle Products

Chart 2 - La Roche-Posay Rolls Out Pop-Ups

Asian Beauty Brands Shape Consumer Engagement

Chart 3 - Skin1004 Enters Uae

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Innovative Formulations and Sustainability to Drive Category Growth

Adult Sun Care to Maintain Lead While Baby and Child-Specific Sun Care Accelerates

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Beiersdorf Consolidate Leading Positions Amid Competition

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Pharmacies Lead Sun Care Distribution

E-Commerce Growth Accelerates as Online Platforms Expand Accessibility

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Sun Care

Chart 13 - Real Gdp Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Sun Care

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in the United Arab Emirates - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Expatriates Fuel Demand for Premium Beauty Products

Fragrances Lead Sales Growth Amid Rising Localisation and Diversity

Chart 20 - Aiza Becomes Staple in Arab Beauty

Culturally Tailored Marketing and Campaigns Boost Sales

Chart 21 - Kiko Milano Launches Ramadan Campaign

Asian Beauty Brands Drive Category Relevance

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Local and Asian Brands to Drive Diverse Growth Amid Rising Consumer Sophistication

Chart 25 - Analyst Insight for Beauty and Personal Care

Fragrances to Remain Largest While Men'S Grooming Leads Growth Trajectory

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Sustain Dominance Amid Modest Shifts

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Distribution as Retail E-Commerce Gains Ground

Retail E-Commerce Challenges Retail Offline Dominance

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real Gdp Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/sun-care-in-the-united-arab-emirates/report.