



Euromonitor
International

Colour Cosmetics in Saudi Arabia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Youth-Driven Digital Adoption Accelerates Beauty Engagement and Premiumisation

Skin-First Formulations and Digital Visibility Boost Soft-Glam and Personal Expression

Chart 2 - NYX Amplifies Soft-Glam

Clean Beauty Innovations Balance Performance with Ingredients-Consciousness

Chart 3 - Catrice'S Vegan Lip

Chart 4 - Value Sales 2020-2030

Chart 5 - Volume Sales 2020-2030

Chart 6 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers to Continue Shifting Towards Natural, Breathable Makeup Suited for Climate Challenges

Homegrown Brands to Gain Market Share through Cultural Resonance and Innovation

Chart 7 - Analyst Insight for Colour Cosmetics

Digital Innovation and Omnichannel Strategies to Accelerate Brand Growth and Consumer Engagement

Chart 8 - Forecast Value Sales 2020-2030

Chart 9 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Established Brands Consolidate Dominance Amid Portfolio Shifts and Strategic Realignments

Natura & Co Spurs Landscape Shifts in Saudi Arabia

Homegrown Brands and Innovative Launches Drive Cultural Relevance and Product Performance

New Product Launches Influenced by Natural Beauty Trends and Local Climate

Chart 10 - Company Shares 2025

Chart 11 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Distribution Amid Intensifying Competition

Sephora'S Omnichannel Strategy Accelerates Digital and In-Store Growth

Patrick Ta Beauty'S Launch to Enhances Prestige Offerings and Consumer Engagement

Chart 12 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 13 - Economic Context for Colour Cosmetics

Chart 14 - Real Gdp Growth 2020-2030

Chart 15 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 16 - Consumer Context for Colour Cosmetics

Chart 17 - Population 2020-2030

Chart 18 - Consumer Expenditure 2020-2030

Chart 19 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 20 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Demand for Science-Backed Formulas and Dermocosmetics Fuels Growth

Chart 21 - Preventative Skin Care Demand

Lifestyle-Driven Beauty Balances Aspirational Purchases with Credible Solutions to Drive Growth

Chart 22 - Clinically Backed Claims Drive Growth

Specialists Leverage Digital Growth to Enhance Market Leadership

Chart 23 - E-Commerce Boost Beauty and Personal Care

Chart 24 - Value Sales 2020-2030

Chart 25 - Volume Sales 2020-2030

Chart 26 - Value Sales by Category 2025

WHAT'S NEXT?

Preventative Health and Wellness to Drive Sustained Category Growth

Aspirational and Clinically Backed Innovation to Fuel Growth

Brands to Leverage Digital and Omnichannel Strategies to Capture Evolving Consumer Demand

Chart 27 - Analyst Insight for Beauty and Personal Care

Chart 28 - Forecast Value Sales 2020-2030

Chart 29 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Players' Heritage and Distribution Reinforce Landscape Lead Amid Evolving Competition

Jadwa Investment's Stake Acquisition and K-Beauty Trends Signal Growth Avenues and Market Reshaping

Chart 30 - Company Shares 2025

Chart 31 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead Offline Retail While Grocery Retailers Lose Shares

Retail E-Commerce Accelerates Growth by Enhancing Accessibility and Convenience

Ulta Beauty and Alif Perfume Mall Exemplify Evolving Experiential Retail Trends

Chart 32 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 33 - Economic Context for Beauty and Personal Care

Chart 34 - Real Gdp Growth 2020-2030

Chart 35 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 36 - Consumer Context for Beauty and Personal Care

Chart 37 - Population 2020-2030

Chart 38 - Consumer Expenditure 2020-2030

Chart 39 - 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/colour-cosmetics-in-saudi-arabia/report.