



Euromonitor
International

Mass Beauty and Personal Care in Egypt

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Consumer Adaptation and Innovation Amid Economic Pressures

Mass Hair Care Leads Value Growth as Consumers Prioritise Essential Self-Care

Hathor Organics Elevates Heritage Beauty through Sensory Storytelling and Premium Positioning

Chart 1 - Hathor Organics Aims to Define Premium Local Experiences

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Price-Conscious Consumers Set to Drive Resilient Growth through Adaptive Brand Engagement

Mass Hair Care to Capture Market Leadership with Robust Growth and Diverse Offerings

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Legacy Brands Strengthen Leadership through Innovation and Portfolio Breadth

Mass Beauty Brands Diversify Portfolios and Drive Growth through Targeted Consumer Engagement

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Mass Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Mass Beauty and Personal Care

Chart 12 - Population 2020-2030

Chart 13 - Consumer Expenditure 2020-2030

Chart 14 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Egypt - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Sustained Growth Driven by Consumer Adaptation and Premium Brand Resurgence

Mass Market Embraces Heritage-Inspired Wellness as Cultural Pride Elevates Demand

K-Beauty Routines Reshape Local Retailers

Chart 16 - Cosrx's Snail Mucin Range Gains in Popularity

Ai-Powered Personalised Beauty Tools Transform Shopping Experience and Loyalty

Chart 17 - Source Beauty Launches Layla Ai

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands Expected to Innovate to Address Unique Environmental Challenges and Consumer Expectations

Mass Essentials to Drive Sales While Premiumisation Fuels Rapid Growth

Chart 21 - Analyst Insight for Beauty and Personal Care

Sustainability and Digital Engagement to Reshape Consumer Behaviour and Business Models

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Sustain Leading Positions through Diverse Portfolios and Affordability

Premium Brands Strengthen Appeal Amid Currency Challenges through Innovation and Engagement

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Health and Beauty Specialists Expand to Capture Affluent Consumers Seeking Expert Advice

Retail Environment Shifts to Experiential Shopping and Digital Innovation for Consumer Engagement

Retail E-Commerce Gains Ground with Convenience, Variety and Ai-Driven Personalisation

Chart 26 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 27 - Economic Context for Beauty and Personal Care

Chart 28 - Real Gdp Growth 2020-2030

Chart 29 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 30 - Consumer Context for Beauty and Personal Care

Chart 31 - Population 2020-2030

Chart 32 - Consumer Expenditure 2020-2030

Chart 33 - 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/mass-beauty-and-personal-care-in-egypt/report.