



**Euromonitor
International**

Premium Beauty and Personal Care in Ethiopia

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Growth Moderates Amid Economic Constraints

INDUSTRY PERFORMANCE

Premium Beauty and Personal Care Growth Moderates Amid Economic Constraints

Premium Fragrances Lead with Focused Consumer Appeal

Lavar Cosmetics Captures Lifestyle Trend with Natural Hair Care Launch

Chart 1 - Lavar Cosmetics Introduces New Shampoo and Conditioner

Chart 2 - Value Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Adapt to Price Pressures with Informal Sourcing

Premium Fragrances to Lead with Resilient Growth Amid Volatile Colour Cosmetics

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Puig SI and Estée Lauder Maintain Lead Amid Stable Market Concentration

Economic Pressures Drive Trading Down and Opportunities for Affordable Premium Brands

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 8 - Economic Context for Premium Beauty and Personal Care

Chart 9 - Real Gdp Growth 2020-2030

Chart 10 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 11 - Consumer Context for Premium 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 Ethiopia - Industry Overview

EXECUTIVE SUMMARY

Beauty and Personal Care Summary

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 15 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Young Consumers and Social Media Fuel Growth Despite Affordability Challenges

Bath and Shower Leads Sales Driven by Affordability and Mass Appeal

Local Brands Embrace Inclusivity and Natural Ingredients

Chart 16 - Afriherbal Introduces Body Lotion

Lifestyle-Driven Beauty Accelerates Premium Product Popularity

Chart 17 - Ht Cosmetics Offers Carrot Oil Creme

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Price-Sensitivity and Affordability Pressures to Reshape Growth Trajectory

Chart 21 - What'S Next? for Beauty and Personal Care

Bath and Shower Set to Maintain Sales Lead through Affordability

Natural Ingredients and Informal Trade to Shape Future Dynamics

Social Media Set to Drive Beauty and Personal Care

Chart 22 - Forecast Value Sales 2020-2030

Chart 23 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Maintain Positions Amid Gradual Market Share Erosion

Chart 24 - Company Shares 2025

Chart 25 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Distribution Lead

Retail E-Commerce Expands Niche Opportunities

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/premium-beauty-and-personal-care-in-ethiopia/report.