



Mass Beauty and Personal Care in Lebanon

June 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Local Masstige Brands Drive Rapid Growth Amid Economic Caution

Mass Colour Cosmetics and Hair Care Lead Sales with Dynamic Expansion

Skin Society Concept Transforms Consumer Experience

Chart 1 - Value Sales 2020-2030

Chart 2 - Value Sales by Category 2025

WHAT'S NEXT?

Local Brands Premiumise Mass Products to Sustain Rapid Growth

Mass Hair Care and Colour Cosmetics Lead with Premiumised Innovation

Consumers' Demand for Efficacy Reshapes Brand Strategies and Offerings

Chart 3 - Forecast Value Sales 2020-2030

Chart 4 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Balance Global Innovation and Local Appeal Amid Moderate Concentration

Chart 5 - Company Shares 2025

Chart 6 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 7 - Economic Context for Mass Beauty and Personal Care

Chart 8 - Real Gdp Growth 2020-2030

Chart 9 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 10 - Consumer Context for Mass Beauty and Personal Care

Chart 11 - Population 2020-2030

Chart 12 - Consumer Expenditure 2020-2030

Chart 13 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in Lebanon - Industry Overview](#)

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Lebanese Consumers Embrace Digital and Science-Backed Products Amid Economic Volatility

Colour Cosmetics and Hair Care Lead in Value

Skin Society'S Wellness Hub Exemplifies Lifestyle Driven Beauty Reshaping Premium Care

Chart 14 - Beesline'S Holistic Barrier Repair Range

Chart 15 - Value Sales 2020-2030

Chart 16 - Volume Sales 2020-2030

Chart 17 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Growth with Local Pride and Evolving Preferences

Innovation and Sustainability Shape Consumer Expectations and Product Development

Local Brands and E-Commerce Unlock New Growth Avenues Amid Evolving Retail Landscape

Chart 18 - Forecast Value Sales 2020-2030

Chart 19 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Global Players Consolidate Market Lead

Chart 20 - Company Shares 2025

Chart 21 - Brand Shares 2025

CHANNELS

Small Local Grocers and Supermarkets Lead While E-Commerce Surges in Retail Value

Chart 22 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 23 - Economic Context for Beauty and Personal Care

Chart 24 - Real Gdp Growth 2020-2030

Chart 25 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 26 - Consumer Context for Beauty and Personal Care

Chart 27 - Population 2020-2030

Chart 28 - Consumer Expenditure 2020-2030

Chart 29 - 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-lebanon/report.