

Depilatories in Oman

July 2026

Table of Contents

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Consumer Spending and Awareness in Oman

Hair Removers/Bleaches Dominate Sales While Razors Gain Momentum

Social Media and Sustainability Shape Consumer Demand and Product Innovation

Chart 1 - Value Sales 2020-2030

Chart 2 - Volume Sales 2020-2030

Chart 3 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Economy Brands Will Innovate to Meet Diverse Consumer Needs Amid Steady Growth

Hair Removers/Bleaches to Retain Sales Lead

Brands to Adopt Natural Ingredients and Multifunctional Products to Capture Evolving Preferences

Chart 4 - Forecast Value Sales 2020-2030

Chart 5 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser Sustains Leadership through Brand Loyalty and Product Appeal

Chart 6 - Company Shares 2025

Chart 7 - Brand Shares 2025

CHANNELS

Hypermarkets Lead Sales with Wide Product Selection and Frequent Promotions

Rising Digital Adoption Reshapes Purchasing Behaviours and Retail Strategies

Chart 8 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 9 - Economic Context for Depilatories

Chart 10 - Real GDP Growth 2020-2030

Chart 11 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 12 - Consumer Context for Depilatories

Chart 13 - Population 2020-2030

Chart 14 - Consumer Expenditure 2020-2030

Chart 15 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Beauty and Personal Care in Oman - Industry Overview

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 16 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Rising Consumer Spending Supports Steady Growth in Retail Value

Fragrances Lead Value Sales While Colour Cosmetics Show Dynamic Growth

Regional Brands Embrace Arab Beauty Trend to Meet Local Consumer Preferences

Chart 17 - Value Sales 2020-2030

Chart 18 - Volume Sales 2020-2030

Chart 19 - Value Sales by Category 2025

WHAT'S NEXT?

Young, Digitally-Engaged Consumers Set to Drive Sustained Market Growth

Scent, Skinification and the Expansion of Regional Beauty Trends

Chart 20 - Analyst Insight for Beauty and Personal Care

Clean and Multifunctional Beauty Trends to Reshape Product Innovation and Retail

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Consolidate Positions Amid Evolving Consumer Loyalty

Emerging Digital-First Brands Drive Innovation and Create Growth Opportunities

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Hypermarkets Lead Distribution While E-Commerce Accelerates Rapidly

E-Commerce Growth Driven by Social Media and Mobile Shopping Trends

Chart 25 - Retail Channels 2020-2025

PRODUCTS

Multifunctionality and Ethical Formulations Shape New Development

Digital-First Strategies and Value-Driven Product Launches

Shifting Brand Loyalty and the Expansion of E-Commerce

ECONOMIC CONTEXT

Chart 26 - Economic Context for Beauty and Personal Care

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Beauty and Personal Care

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - 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/depilatories-in-oman/report.