



Euromonitor
International

Beauty and Personal Care in Jordan

July 2026

Table of Contents

Beauty and Personal Care in Jordan

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

INDUSTRY PERFORMANCE

Rising Digital Engagement Drives Value Growth and Consumer Sophistication

Hair Care Leads Value Sales While Deodorants Leads in Growth

Pantene and Dior Harness Digital Journeys to Transform Consumer Experience

Chart 1 - Digital Consumer Journey Directs Jordan's Beauty & Personal Care in 2025

Chart 2 - Value Sales 2020-2030

Chart 3 - Volume Sales 2020-2030

Chart 4 - Value Sales by Category 2025

WHAT'S NEXT?

Youthful Consumers and Urban Expansion Drive Value Growth

Hair Care Leads Value While Fragrances Leads Growth Momentum

Digital Engagement and Premiumisation Reshape Business Strategies

Chart 5 - Forecast Value Sales 2020-2030

Chart 6 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Procter & Gamble Reinforce Their Lead through Portfolio Strength and Distribution

Mass Beauty Brands Leverage Affordable Innovation and Digital Promotion to Drive Growth

Chart 7 - Company Shares 2025

Chart 8 - Brand Shares 2025

CHANNELS

Grocery Stores Lead Beauty and Personal Care Retail

Digital Engagement Propels Retail E-Commerce Growth and Reshapes Consumer Purchasing Behaviour

Chart 9 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 10 - Economic Context for Beauty and Personal Care

Chart 11 - Real GDP Growth 2020-2030

Chart 12 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 13 - Consumer Context for Beauty and Personal Care

Chart 14 - Population 2020-2030

Chart 15 - Consumer Expenditure 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Baby and Child-Specific Products in Jordan

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Employment Growth Fuels Disposable Income

Hair Care as Best Performing Category

Brands Following the Lifestyle-Driven Trend of Clean and Transparent Ingredients

Chart 17 - Johnson's No Tears Shampoos - Following the Clean Reimagined Trend

Chart 18 - Value Sales 2020-2030

Chart 19 - Volume Sales 2020-2030

Chart 20 - Value Sales by Category 2025

WHAT'S NEXT?

Dual-Income Households and Income Growth Sustain Market Expansion Despite Birth Rate Decline

Baby Wipes Fastest Growing While Skin Care Remains the Largest Category

E-Commerce Expansion and Quality Perceptions Reshape Purchasing Behaviours and Brand Strategies

Chart 21 - Forecast Value Sales 2020-2030

Chart 22 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Johnson & Johnson and Naterra Strengthen Leadership through Trusted Baby Care Innovations

Growth in Gentle Formulations Opens New Opportunities for Market Expansion

Chart 23 - Company Shares 2025

Chart 24 - Brand Shares 2025

CHANNELS

Grocery Retailers Attract Families with Product Variety and Promotions

Grocers Solidify Family Loyalty While E-Commerce Grows Gradually

Chart 25 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 26 - Economic Context for Baby and Child-Specific Products

Chart 27 - Real GDP Growth 2020-2030

Chart 28 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 29 - Consumer Context for Baby and Child-Specific Products

Chart 30 - Population 2020-2030

Chart 31 - Consumer Expenditure 2020-2030

Chart 32 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

INDUSTRY PERFORMANCE

Rising Incomes and Urbanisation Boost Premium and Lifestyle Sales in Bath and Shower

Bar Soap Leads Volume Sales While Lifestyle Products Drive Value Growth

Lux Leverages Digital Channels to Elevate Bath and Shower as a Lifestyle Ritual

Chart 33 - Lux Elevates Bath & Shower into a Lifestyle Ritual

Chart 34 - Value Sales 2020-2030

Chart 35 - Volume Sales 2020-2030

Chart 36 - Value Sales by Category 2025

WHAT'S NEXT?

Urban Families and Rising Incomes Fuel Steady Market Expansion

Bar Soap Sustains Volume Leadership While Hand Sanitisers

Digital Engagement Reshapes Brand Discovery and Market Competition

Chart 37 - Forecast Value Sales 2020-2030

Chart 38 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Local Brands Leverage Boycott to Expand Shares

Local Product Innovation Creates Growth Opportunities for Manufacturers

Chart 39 - Company Shares 2025

Chart 40 - Brand Shares 2025

CHANNELS

Supermarkets and Hypermarkets Anchor Distribution as Ecommerce Grows Rapidly

Traditional Retail Strength Meets Growing E-Commerce Momentum in Jordan

Chart 41 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 42 - Economic Context for Bath and Shower

Chart 43 - Real GDP Growth 2020-2030

Chart 44 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 45 - Consumer Context for Bath and Shower

Chart 46 - Population 2020-2030

Chart 47 - Consumer Expenditure 2020-2030

Chart 48 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

INDUSTRY PERFORMANCE

Economic Growth and Digital Engagement Fuel Market Expansion

Eye Make-Up Is the Fastest Growing in 2025

Leading Brands Leverage Longevity and Lifestyle Trends for Consumer Loyalty

Chart 49 - L'Oréal, and Essence Drive Jordan's Colour Cosmetics Longevity Trend in 2025

Chart 50 - Value Sales 2020-2030

Chart 51 - Volume Sales 2020-2030

Chart 52 - Value Sales by Category 2025

WHAT'S NEXT?

Population Growth and Evolving Consumer Preferences Drive Value Growth

Nail Products Sustain Value While Curated Sets Accelerate Growth

Shifting Trends in Clean, Inclusive Products and Digital Engagement Reshape Market Dynamics

Chart 53 - Forecast Value Sales 2020-2030

Chart 54 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Cosnova Leads Jordan'S Colour Cosmetics Market Amid Strong Competition
Shifts in Consumer Preferences Offer Growth Avenues for Diverse Product Innovation
Chart 55 - Company Shares 2025
Chart 56 - Brand Shares 2025

CHANNELS

Store-Based Channels Maintain Dominance While E-Commerce Gradually Gains Traction
Digital Engagement and Convenience Direct Future Growth
Chart 57 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 58 - Economic Context for Colour Cosmetics
Chart 59 - Real GDP Growth 2020-2030
Chart 60 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 61 - Consumer Context for Colour Cosmetics
Chart 62 - Population 2020-2030
Chart 63 - Consumer Expenditure 2020-2030
Chart 64 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Strong Market Growth Supported by Rising Employment and Disposable Income
Deodorant Sprays Lead in Value While Sticks Show Strongest Performance
Chart 65 - Long-Lasting Protection as Jordan's Consumers Prefer Strong Performance
Talabat Mart and Dumyah Boost Digital Sales with Fast, Convenient Access
Chart 66 - Value Sales 2020-2030
Chart 67 - Volume Sales 2020-2030
Chart 68 - Value Sales by Category 2025

WHAT'S NEXT?

Population Growth and Rising Self-Care Fuel Deodorant Demand
Deodorant Remain the Largest While Sticks Lead Value Growth
Digital Engagement and Longevity Claims Reshape Consumer Behaviour
Chart 69 - Forecast Value Sales 2020-2030
Chart 70 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Unilever and Colgate-Palmolive Shape Market Dynamics through Shifting Shares
Chart 71 - Company Shares 2025
Chart 72 - Brand Shares 2025

CHANNELS

Grocery Retailers Maintain Leadership While E-Commerce Is Growing Fast
Digital Transformation and Convenience Reshape Deodorants Retail Landscape

Chart 73 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 74 - Economic Context for Deodorants

Chart 75 - Real GDP Growth 2020-2030

Chart 76 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 77 - Consumer Context for Deodorants

Chart 78 - Population 2020-2030

Chart 79 - Consumer Expenditure 2020-2030

Chart 80 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Incomes and Evolving Consumer Habits

Hair Removers Lead in Volume and Value

Brands Embed Hair Removal into Self-Care through Safety and Convenience

Chart 81 - Clean Reimagined Elevates Hair Removal to Safer Self-Care in Jordan

Chart 82 - Value Sales 2020-2030

Chart 83 - Volume Sales 2020-2030

Chart 84 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Disposable Incomes and E-Commerce Expansion Fuel Growth

Hair Removers Maintain Lead While Razors Accelerate in Growth

Consumers Embrace Skin-Friendly Products with Social Media Influencing Trends

Chart 85 - Forecast Value Sales 2020-2030

Chart 86 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Reckitt Benckiser and Bic Sustain Lead Amid Modest Share Shifts

Brand Innovation and Consumer Trust Create Growth Opportunities for Leading Players

Chart 87 - Company Shares 2025

Chart 88 - Brand Shares 2025

CHANNELS

Grocery Retailers Strengthen Dominance as Supermarkets Lead Distribution

Retail E-Commerce Accelerates as Consumers Seek Convenience and Variety

Digital Innovation and Premium Formats Reshape Retail Environment and Consumer Engagement

Chart 89 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 90 - Economic Context for Depilatories

Chart 91 - Real GDP Growth 2020-2030

Chart 92 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 93 - Consumer Context for Depilatories

Chart 94 - Population 2020-2030

Chart 95 - Consumer Expenditure 2020-2030

Chart 96 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrances Summary

INDUSTRY PERFORMANCE

Luxury and Digital Innovation Drive Strong Growth among Top Brands

Mass Fragrances Dominate Retail Sales, as Affordability Drives Consumer Choice

Chart 97 - Lasting Scents Become the Standard of Quality in Jordan

Brands Leverage Oud and Longevity Trends to Shape Luxury Fragrance Appeal

Chart 98 - Value Sales 2020-2030

Chart 99 - Volume Sales 2020-2030

Chart 100 - Value Sales by Category 2025

WHAT'S NEXT?

Youthful Consumers and Economic Growth Fuel Fragrance Demand

Mass Fragrances Lead Growth, Driven by Affordability and Cultural Appeal

Brands Embrace Cultural Heritage and Digital Trends to Enhance Engagement

Chart 101 - Forecast Value Sales 2020-2030

Chart 102 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Luxury Brands Sustain Dominance Amid Stable Market Shares

Stable Leadership and Cultural Affinity Create Growth Opportunities for Brands

Chart 103 - Company Shares 2025

Chart 104 - Brand Shares 2025

CHANNELS

Beauty Specialists Lead as Consumers Prioritise Sensory Experience

Retail E-Commerce Accelerates Growth Amid Expanding Digital Engagement

Chart 105 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 106 - Economic Context for Fragrances

Chart 107 - Real GDP Growth 2020-2030

Chart 108 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 109 - Consumer Context for Fragrances

Chart 110 - Population 2020-2030

Chart 111 - Consumer Expenditure 2020-2030

Chart 112 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

INDUSTRY PERFORMANCE

Rising Incomes and Evolving Preferences Drive Premium Hair Care Growth

Shampoo Sales Lead, Followed by Conditioners and Treatments

Chart 113 - Head & Shoulders Leads Lifestyle-Driven Hair Care in 2025

Head & Shoulders and Pantene Leverage Digital Channels to Focus on Scalp Health

Chart 114 - Value Sales 2020-2030

Chart 115 - Volume Sales 2020-2030

Chart 116 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes Propel Premium and Mass Hair Care Expansion through 2030

Wellness-Focused Products and Natural Ingredients Drive Consumer Loyalty

Digital Platforms and Influencer Engagement Reshape Product Discovery

Chart 117 - Forecast Value Sales 2020-2030

Chart 118 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Procter & Gamble and Unilever Sustain Dominance through Innovation and Wellness Focus

Emerging Wellness Trends and Digital Engagement Create Growth Opportunities for Brands

Chart 119 - Company Shares 2025

Chart 120 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Sales as Small Local Grocers Dominate

Digital Platforms Gain Traction as E-Commerce Grows From Niche to Mainstream

Chart 121 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 122 - Economic Context for Hair Care

Chart 123 - Real GDP Growth 2020-2030

Chart 124 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 125 - Consumer Context for Hair Care

Chart 126 - Population 2020-2030

Chart 127 - Consumer Expenditure 2020-2030

Chart 128 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

INDUSTRY PERFORMANCE

Men's Grooming Grows Amid Rising Disposable Incomes and Trend Adoption
Men's Shaving Is Largest and Best Performing Category
Chart 129 - Gillette and Nivea Drive Longevity Trend in Men'S Grooming Jordan'S 2025
Gillette and Nivea Leverage Longevity and Digital Trends to Boost Brand Presence
Chart 130 - Value Sales 2020-2030
Chart 131 - Volume Sales 2020-2030
Chart 132 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Incomes and Digital Influence Accelerate Grooming Product Demand
Men's Shaving Leads in Value, While Men's Fragrances Is the Fastest Growing
Premiumisation and Wellness Narratives Transform Grooming Routines and Brands
Chart 133 - Forecast Value Sales 2020-2030
Chart 134 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Nivea and Gillette Strengthen Positions through Innovation and Digital Engagement
Declining Shares Reveal Opportunities for Agile Competitors in Evolving Grooming Trends
Chart 135 - Company Shares 2025
Chart 136 - Brand Shares 2025

CHANNELS

Grocery Retail Leads Everyday Grooming Purchases
Retail E-Commerce Accelerates Growth Driven by Young, Digitally Engaged Consumers
Chart 137 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 138 - Economic Context for Men's Grooming
Chart 139 - Real GDP Growth 2020-2030
Chart 140 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 141 - Consumer Context for Men's Grooming
Chart 142 - Population 2020-2030
Chart 143 - Consumer Expenditure 2020-2030
Chart 144 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

INDUSTRY PERFORMANCE

Economic Stability and Wellness Trends Support Market Gains
Toothpaste Leads Sales, While Dental Floss Gains Traction
Chart 145 - Longevity Trend Powers Colgate and Sensodyne in Jordan'S Oral Care Market
Colgate and Sensodyne Harness Whitening and Longevity Trends to Engage Digital Consumers
Chart 146 - Value Sales 2020-2030
Chart 147 - Volume Sales 2020-2030
Chart 148 - Value Sales by Category 2025

WHAT'S NEXT?

Consumer Behaviour Drives Strong Market Expansion

Heavy Beverage Consumption and Wellness Focus Shape Product Demand

Digital Innovation Creates Competitive Advantages

Chart 149 - Forecast Value Sales 2020-2030

Chart 150 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Market Leaders Maintain Their Positions Amid Steady Concentration

Innovations in Whitening and Enamel Care Offer Growth Opportunities for Emerging Players

Chart 151 - Company Shares 2025

Chart 152 - Brand Shares 2025

CHANNELS

Grocery Retailers Lead Sales, Driven by Convenience and Promotions

Retail E-Commerce Expands Rapidly, Offering New Growth Avenues

Chart 153 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 154 - Economic Context for Oral Care

Chart 155 - Real GDP Growth 2020-2030

Chart 156 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 157 - Consumer Context for Oral Care

Chart 158 - Population 2020-2030

Chart 159 - Consumer Expenditure 2020-2030

Chart 160 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

INDUSTRY PERFORMANCE

Rising Income and Digital Engagement Fuel Skin Care Expansion among Jordanian Consumers

Facial Care Leads in Size Supported by Widespread Daily Use and Routine Integration

Nivea and Neutrogena Harness Digital and Wellness Trends to Drive Growth

Chart 161 - Lifestyle Driven Beauty Reshapes Jordan'S Skincare

Chart 162 - Value Sales 2020-2030

Chart 163 - Volume Sales 2020-2030

Chart 164 - Value Sales by Category 2025

WHAT'S NEXT?

Population Growth and E-Commerce Adoption Drive Category Expansion among Jordanian Consumers

Facial Care Maintains Largest Retail Value While Body Care Leads in Growth Momentum

Rising Disposable Income and Multifunctional Products Reshape Consumer Preferences and Business Strategies

Chart 165 - Forecast Value Sales 2020-2030

Chart 166 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and Unilever Consolidate Leadership Amid Market Shifts
Digital Engagement and Wellness Trends Drive Innovation and Market Opportunities
Chart 167 - Company Shares 2025
Chart 168 - Brand Shares 2025

CHANNELS

Specialist and Grocery Retailers Lead Retail Landscape
E-Commerce Grows Gradually as Digital Engagement Rises
Chart 169 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 170 - Economic Context for Skin Care
Chart 171 - Real GDP Growth 2020-2030
Chart 172 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 173 - Consumer Context for Skin Care
Chart 174 - Population 2020-2030
Chart 175 - Consumer Expenditure 2020-2030
Chart 176 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Sun Care in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

INDUSTRY PERFORMANCE

Rising Incomes and Digital Engagement Boost Year-Round Sun Protection Demand
Adult Sun Care Leads Growth, Driven by Multifunctional Protection and Skincare Benefits
Chart 177 - E-Commerce and Social Media Redefine Sun Care in Jordan
Nivea and Banana Boat Harness Digital Channels to Embed Daily Spf in Lifestyles
Chart 178 - Value Sales 2020-2030
Chart 179 - Volume Sales 2020-2030
Chart 180 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Embrace Daily Skin Health with Multifunctional Sun Protection
Tourism and Outdoor Lifestyles Sustain Demand for High-Performance Sun Care Products
Brands Leveraging Digital Engagement and Multifunctionality to Capture Consumer Loyalty
Chart 181 - Forecast Value Sales 2020-2030
Chart 182 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf and Sun Pharmaceuticals Solidify Leadership through Tailored Strategies
Beesline Capitalises on Natural Offerings and Digital Reach to Capture Growth
Chart 183 - Company Shares 2025
Chart 184 - Brand Shares 2025

CHANNELS

Pharmacies and Supermarkets Dominate Oral Care Sales

Multifunctional Products and Digital Engagement Reshape Retail Dynamics
E-Commerce Growth Driven by Convenience and Digital-Savvy Consumers
Chart 185 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 186 - Economic Context for Sun Care
Chart 187 - Real GDP Growth 2020-2030
Chart 188 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 189 - Consumer Context for Sun Care
Chart 190 - Population 2020-2030
Chart 191 - Consumer Expenditure 2020-2030
Chart 192 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Premium Beauty and Personal Care in Jordan](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Rising Incomes and Digital Engagement Fuel Growth Amid Economic Pressures
Premium Fragrances Lead Sales While Premium Skin Care Is the Fastest Growing
Dior and Chanel Transform Luxury with Digital Consumer Journeys
Chart 193 - Dior and Chanel Direct Premium Beauty in Jordan through Digital Consumer Journeys
Chart 194 - Value Sales 2020-2030
Chart 195 - Value Sales by Category 2025

WHAT'S NEXT?

Rising Employment and Economic Growth Drive Premium Beauty Expansion
Premium Colour Cosmetics Lead with Strong Growth Supported by Digital Engagement
Social Media Drives Premiumisation Shaping Future Brand Strategies
Chart 196 - Forecast Value Sales 2020-2030
Chart 197 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

L'Oréal and Puig Maintain Dominance Amid Shifting Shares
Digital Engagement and Brand Trust Sustain Luxury Leadership
Chart 198 - Company Shares 2025
Chart 199 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 200 - Economic Context for Premium Beauty and Personal Care
Chart 201 - Real GDP Growth 2020-2030
Chart 202 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 203 - Consumer Context for Premium Beauty and Personal Care
Chart 204 - Population 2020-2030
Chart 205 - Consumer Expenditure 2020-2030
Chart 206 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

Mass Beauty and Personal Care in Jordan

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

INDUSTRY PERFORMANCE

Steady Growth Driven by Rising Incomes and Digital Influence

Mass Hair Care Leads Sales, While Mass Colour Cosmetics Shows Exceptional Growth

Chart 207 - Digital Discovery Drives Everyday Hair Care Choices in Jordan

Pantene and Head & Shoulders Harness the Digital Journey to Drive Hair Care Sales

Chart 208 - Value Sales 2020-2030

Chart 209 - Value Sales by Category 2025

WHAT'S NEXT?

Youthful Population and Rising Expenditure Fuel Sustained Growth

Mass Hair Care to Lead Sales, While Mass Fragrances Set for Rapid Growth

Digital Adoption and Youthful Consumers Reshape Purchasing Behaviour

Chart 210 - Forecast Value Sales 2020-2030

Chart 211 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adjust Shares as Competition Intensifies

Top Brands Leverage Affordable Innovation and Digital Strategies to Sustain Leadership

Chart 212 - Company Shares 2025

Chart 213 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 214 - Economic Context for Mass Beauty and Personal Care

Chart 215 - Real GDP Growth 2020-2030

Chart 216 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 217 - Consumer Context for Mass Beauty and Personal Care

Chart 218 - Population 2020-2030

Chart 219 - Consumer Expenditure 2020-2030

Chart 220 - 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/beauty-and-personal-care-in-jordan/report.