



Euromonitor
International

Arab and African Beauty: The Story of Identity, Innovation and Opportunities

September 2025

Why read this report?

INTRODUCTION

Key findings

WHAT IS A-BEAUTY?

A-beauty embraces a growing demographic

What is A-beauty?

Exploring opportunities through gaps in A-beauty

MEA'S MARKET GROWTH POTENTIAL

Beauty and personal care in MEA to grow to USD54 billion by 2029

Factors fostering MEA growth for beauty and personal care

Changing demographics and economic policy are shaping the beauty landscape

GETTING HAIR AND SKIN CONCERNS RIGHT

Itchy scalp and dark spots top MEA consumers' hair and skin concerns, respectively

Understanding concerns of darker skin tones is the first step to A-beauty

Most common hair types in the MEA region are Types 3 and 4

Expanded hair routines for textured hair can increase usage opportunities for brands

TAPPING INTO TRADITIONAL INGREDIENTS

A-beauty: Ingredients are key to addressing Arab and African concerns

TAPPING INTO TRADITIONAL INGREDIENTS

Ingredients native to the Arab world form an integral part of Arab beauty

Brands that embody A-beauty through innovative ingredient concepts

UAE based izil beauty brings traditional beauty rituals to contemporary consumers

Fragrances' cultural significance in Middle East generates potential for beauty tourism

Best-in-class brand examples of Arabian fragrance concepts

TAPPING INTO TRADITIONAL INGREDIENTS

Halal beauty: Appealing to Muslims and non-Muslims alike

Opportunity lies in the region's rich biodiversity and culture

African beauty ingredients form an important part of skin and hair care rituals

African brands that leverage indigenous ingredients through authentic storytelling

MARKETING TO ARAB AND AFRICAN CONSUMERS

A-influencers' connectivity on social media platforms encourages shopping behaviour

Making social media platforms shoppable to reach A-beauty consumers

Exploring brands and marketing techniques in the Arab world of beauty

The bankability of social media influencers to generate revenue is promising

Fostering brand loyalty through meaningful engagement and shopper education

Case study: Surrati Perfumes uses TikTok to connect with consumers, churn sales

Case study: Dubai-based Huda Beauty and Kayali Perfumes enjoy massive local appeal

Regional beauty brands connecting to consumers using social media in MEA

KEY TAKEAWAYS

Opportunities and recommendations for maximising the potential of A-beauty

CONCLUSION

Questions we are asking

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/arab-and-african-beauty-the-story-of-identity-innovation-and-opportunities/report.