

# Colour Cosmetics in Saudi Arabia

April 2024

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### 2023 DEVELOPMENTS

Female empowerment and investment in fashion and beauty boosting sales of colour cosmetics

Brands target younger consumers as demand continues to grow

Local brand Asteri Beauty launched in 2023 while Sheglam opens first offline store

### PROSPECTS AND OPPORTUNITIES

Sales expected to benefit from female empowerment and an increase in tourism

New technology could help women make new and bolder decisions in the make-up they choose to wear

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