

Skin Care in Middle East and Africa

May 2021

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Positive growth expected throughout the forecast period

Nigeria's losses dent the overall regional performance over 2015-2020

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Nigeria's facial and body care losses put a big dent in the regional totals

Saudisation, pandemic and VAT hike hit Saudi Arabian skin care sales

Supermarkets and beauty specialist retailers the main channels

E-commerce makes major gains in 2020

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Top 10 players dominated by multinationals

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