

*3-е место на заседании секции
Д. К. Бондаренко, А. С. Рябая
БГЭУ (Минск)
Научный руководитель — Е. В. Климук*

FROM MINSK TO RIYADH: EXPORTING BELARUSIAN COSMETICS

In the context of sanctions, Belarusian organizations are forced to seek new markets for their products. To do this, it is important to use effective export marketing. As an example, we will consider the cosmetics produced by CJSC «Belita» and JSC «Vitex» and the market of Saudi Arabia.

The purpose of the study is to analyze the Saudi Arabian market and understand if Belarusian cosmetics are suitable for export to Saudi Arabia.

Saudi Arabia is one of the largest cosmetics markets in the world. In 2022 the country's cosmetics imports reached 1.5 billion USD [1]. Saudi consumers are interested in foreign cosmetics due to their high quality and innovativeness. The most popular products are skincare products such as moisturizing, cleansing, and sunscreen creams, serums, masks, and toners.

Among the popular international cosmetics brands in Saudi Arabia are L'Oréal Paris, Maybelline New York, MAC Cosmetics, Estee Lauder, Clinique, Dior, Chanel, Gucci, and Tom Ford.

Saudi Arabia is one of the richest countries in the world with a high standard of living (average annual salary of \$70,206). In 2022 the country's GDP reached 1,11 trillion USD. The country competitiveness level is also increasing. If in 2022 according to the global competitiveness index Saudi Arabia was in 24th place then in 2023 it moved to 17th place [2]. In the global innovative development ranking for October 2023 the country ranked 48th out of 132 while ranking 51st in 2022 [3].

Two modes of transportation are available for shipments to Saudi Arabia: sea and air. According to calculations using a calculator on the Internet the cost of shipping a trial batch of cosmetics weighing 200 kg from Minsk to Riyadh by air is 1,200 USD and takes 2 days. The cost by sea is 2,678 USD and takes 11 days [4].

To successfully enter the Saudi Arabian cosmetics market it is necessary to adapt the products to local conditions. This includes the following aspects: Saudi Arabia is a Muslim country so it is important to consider local cultural norms when developing and marketing cosmetics. For example, cosmetics should not contain alcohol or other ingredients that may be prohibited under Islamic law. Also cosmetics imported into Saudi Arabia must comply with local customs regulations and certification requirements.

In conclusion it is necessary to underline that the cosmetics market in Saudi Arabia is promising for Belarusian manufacturers. However to successfully enter this market it is necessary to conduct careful marketing preparation and adapt the products to local conditions.

References

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