Alpecin has 12 products notified in Saudi Arabia, through 9 small registrants. Half the range is absent, and the class is open.

17 notifications ever, 16 live, the largest holder with 5: the brand is present by accident, not by design. 7 of the 14 products on the home range have no Saudi notification, among them the caffeine serum, the dandruff shampoo and the sport line. Hair-loss products are the most fragmented registrant layer in beauty (the top ten registrants hold 20%), and the men's anti-hair-fall door is nearly empty in the register while Regaine Men leads the Amazon.sa shelf.

16

notifications live today on the brand's name in the Saudi cosmetics register (17 filed ever; first in Sep 2021)

9

registrants have filed the brand; 9 hold a live notification; the six largest hold 5 · 3 · 2 · 2 · 1 · 1 — named in the brief

10

filings since January 2025 on 12 distinct products; 0 notifications expire within 180 days

7

of 14 products in the home catalogue (Alpecin UK official range) have no Saudi notification under any spelling we matched

The Saudi umbrella, cell by cell

What the register holds under the brand, by consumer and mode of action: distinct products, notifications (SKUs), the first notification date in the cell, and the SKUs expiring within 180 days.

CONSUMER	MODE OF ACTION	PRODUCTS	SKUS	FIRST FILED	LAPSE ≤180 D
All / unisex	Cleanse · shampoo	8	13	2021-09	1
All / unisex	Colour	2	2	2023-12	–
All / unisex	Treat · scalp, tonic, serum	2	2	2023-12	–

The brand is not in the IQVIA pharmacy panel for Saudi Arabia: it sells through channels the panel does not read.

WHERE THE LIVE BOOK SITS

SFDA CLASS	LIVE NOTIFICATIONS
Hair and scalp care and cleansing products	12
Make-up products	3
Skin cleansing products	1

THE CLASS THE BRAND SITS IN · HAIR AND SCALP CARE AND CLEANSING PRODUCTS

Open. notifications +3% in 2025 vs 2024; top-10 registrants hold 16% — fragmented door; 3,939 SKUs lapse within 180 days (24% of the 2025+ base).

Growth. 10,541 notifications in 2025 against 10,262 in 2024 (+3%). New brands rose from 1,319 to 1,816.

Fragmentation. 1,346 registrants filed since 2025, 81 per 1,000 notifications; the top ten hold 16%. The largest single registrant carries 323 brands.

Local supply. 4.4% of notifications since 2025 are Saudi-made (727). Imports set the shelf.

Official source: SFDA public cosmetics register, copy read 21 Sep 2026 · derived counts, no raw rows

7 of the 14 products on the home catalogue have no Saudi notification.

A gap product is NPD that succeeded at home and has not been notified here; a spelling this read did not catch is possible, so the brief confirms each one before it is quoted.



Alpecin Caffeine Hair Booster

TREAT · SCALP, TONIC, SERUM



Caffeine DMG Serum

TREAT · SCALP, TONIC, SERUM



Alpecin Dandruff Killer Shampoo

CLEANSE · SHAMPOO



Caffeine Shampoo C1 Black Edition

CLEANSE · SHAMPOO



Sport Caffeine Shampoo CTX

CLEANSE · SHAMPOO



Tuning Shampoo

CLEANSE · SHAMPOO



Grey Attack Beard & Temples Colour Booster

COLOUR

7 are notified in Saudi Arabia under the brand's name



Alpecin Caffeine Liquid



Alpecin Caffeine...



Caffeine DMG Shampoo



Double Effect Caffeine...



Grey Attack Caffeine &...



Grey Attack MAX Caffeine...



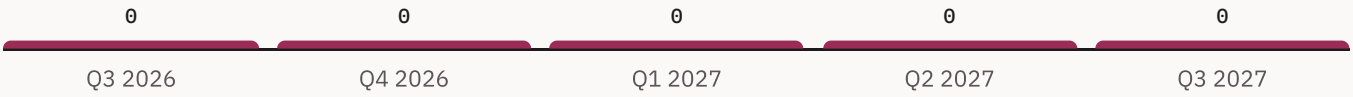
Hybrid Sensitive...

Pictures and logo: the brand's own site (alpecin.com/en-gb), shown to identify the products; each picture links to its product page. Entry Window is independent of Alpecin.

RENEWALS AND HOLDERS

0 notifications come up for renewal in the next twelve months.

A notification runs five years; an expired one takes the product off the shelf until it is re-notified. Renewals are the moments a holder shows whether it is staying. 6 of the 9 live registrants hold a single notification: the parallel edge of the umbrella.



What the Entry Brief adds. Which of the 9 registrants to keep, which chain to open first, what the 7 absent products need for notification, and the price the Saudi shelf will carry against the German price: the Entry Brief answers with every registrant named. Ten working days, USD 3,500, from the register copy of the day it is written; a dossier with the retailer map, the costing to shelf and the introductions is USD 7,500.

SOURCES

Official source: the Saudi Food & Drug Authority (SFDA), public cosmetics notification register, government data read as published; Entry Window is independent of SFDA. Copy read 21 September 2026, complete to 6 September 2026; the brand's own catalogue as read on 16 Sep 2026; IQVIA pharmacy panel MAT June 2026 as ranks, shares and bands only. Brand matching by normalised name with the register's spellings and aliases. Pack shots and logo from the brand's own site (alpecin.com/en-gb), for identification only.

HOW TO ORDER

Request a brief at **entrywindow.com**: name the brand, the category and the format (brief, dossier, presentation). We reply within two working days with a scope and a fixed fee. Email: hello@entrywindow.com.