

Fragrances in Saudi Arabia

Market Direction | 2023-05-15 | 24 pages | Euromonitor

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Report description:

Beauty and personal care in Saudi Arabia continues to be led by well-established regional and international luxury brands. This includes leading local players in fragrances, such as Abdul Samad Al Quraishi, Arabian Oud, and Al-Majed for Oud. The strong local cultural ties that the Gulf region has with fragrances, particularly in Saudi Arabia, has cemented a global reputation for its fragrances. The region overall is well-known for its strong cultural ties and heritage, with fragrances that are...

Euromonitor International's Fragrances in Saudi Arabia report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Mass Fragrances, Premium Fragrances.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Fragrances market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Sales benefit from strong cultural significance of fragrances

Increase in tourism provides a big boost to sales

Arabian Oud continues to lead

Hermes opens its first perfume and cosmetics store while other brands look to promote female empowerment

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