

Middle East Fragrances Market Report and Forecast 2023-2028

Market Report | 2023-10-14 | 164 pages | EMR Inc.

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Report description:

Middle East Fragrances Market Report and Forecast 2023-2028

Market Outlook

According to the report by Expert Market Research (EMR), the Middle East fragrances market reached a value of approximately USD 2.7 billion in 2022. Aided by the presence of a young populace, rising living standards, and rise in consciousness of personal well-being, the market is projected to further grow at a CAGR of 7% between 2023 and 2028 to reach a value of USD 4 billion by 2028.

Fragrances are complex compounds of natural or synthetic substances, used to impart a pleasant aroma to various products, including perfumes, soaps, cosmetics, and detergents. They play an essential role in enhancing mood, evoking memories, and expressing individuality. Beyond their aesthetic appeal, fragrances also serve functional roles such as masking unpleasant odours in various industrial applications.

The escalating consumer preference for high-quality fragrances is a significant driver of the Middle East fragrances market growth. With the rising awareness of the impact of scent on personal image and well-being, there has been a significant shift towards premium fragrance products. Additionally, the increasing disposable income in the Middle East and the region's historic fondness for strong, long-lasting perfumes have further contributed to the growing popularity of fragrances.

The widening applications of fragrances across various sectors also play a pivotal role in boosting the Middle East fragrances market expansion. In the cosmetic and personal care industry, fragrances are critical components used to enhance the sensory appeal of products. The household care industry utilises fragrances to impart a fresh and clean scent to its products. Furthermore, the burgeoning trend of aromatherapy has brought fragrances into the health and wellness space, where they are used for their therapeutic effects.

Moreover, the demand for natural and organic fragrance products has risen, leading to increased focus on essential oils and other plant-based scents in fragrance formulation. With the surge in consumer consciousness regarding product safety and the impact on the environment, fragrances derived from natural sources have gained significant traction, thereby enhancing the Middle East fragrances market growth.

Lastly, the growing trend of personalisation in fragrances, where consumers can create a signature scent that reflects their personality, has also led to Middle East fragrances market expansion. Niche perfume houses offering customised fragrance

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experiences are seeing a positive response from consumers seeking uniqueness and exclusivity.

Market Segmentation

The market can be divided based on form, demographics, sales channel, and country.

Market Breakup by Form

- Perfume
- Deodorant
- Cologne
- Scent
- Body Mist
- Aftershave
- Roll-On
- Custom Made
- Others

Market Breakup by Demographics

- Men
- Women
- Unisex

Market Breakup by Sales Channel

- Online
- Offline

Market Breakup by Country

- Saudi Arabia
- United Arab Emirates
- Kuwait
- Iraq
- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and acquisitions and mergers, among other major developments, of the Middle East fragrances companies. Some of the major key players explored in the report by Expert Market Research are as follows:

- Ajmal Perfume
- Guccio Gucci S.p.A.
- LVMH Moet Hennessy
- AL Haramain Perfumes LLC
- Giorgio Armani S.p.A
- Abdul Samad Al Qurashi Company
- The Fragrance Kitchen
- Calvin Klein, Inc.
- Yas The Royal Name of Perfumes
- ODICT
- HB USA Holdings, Inc. (Kayali)
- Others

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*We at Expert Market Research always strive to provide you with the latest information. The numbers in the article are only indicative and may be different from the actual report.

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