

## **GCC Flavours and Fragrances Market Report and Forecast 2024-2032**

Market Report | 2023-12-20 | 240 pages | EMR Inc.

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### **Report description:**

GCC Flavours and Fragrances Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the GCC flavours and fragrances market is aided by the growth of the MEA flavours and fragrances industry, which is projected to further grow at a CAGR of 6% between 2024 and 2032. Aided by the escalating demand for premium and exotic fragrances, coupled with the rising preference for natural and organic flavours in the food and beverage industry, the MEA flavours and fragrances industry is expected to grow significantly by 2032.

Flavours and fragrances play a quintessential role in enhancing the sensory appeal of products across various industries. In the GCC region, traditionally known for its penchant for opulent fragrances, the industry has witnessed an evolution with the integration of modern and traditional scents, resulting in a rich tapestry of offerings. Meanwhile, the food and beverage segment see a growing demand for authentic and organic flavours, reflecting the region's shifting dietary preferences.

As per the GCC flavours and fragrances market analysis, driving the flavours segment in the GCC is the increasing consumer demand for processed, convenient, yet flavour-rich foods. As urbanisation progresses and lifestyles become more hectic, there's a tilt towards ready-to-eat meals and beverages that do not compromise on taste. Furthermore, the burgeoning health and wellness trend has led to a spike in demand for natural and organic flavours, as consumers become more label-conscious, scrutinising products for artificial additives.

On the fragrances front, the GCC region, with its deep-rooted cultural appreciation for unique and luxurious scents, continues to be a significant contributor to GCC flavours and fragrances market growth. The increasing purchasing power of consumers, combined with a cultural inclination towards personal grooming, has elevated the demand for premium perfumes and fragrances. Furthermore, the rising tourism, especially in places like Dubai and Saudi Arabia, boosts the sales of traditional fragrances like Oud and Bakhoor, often sought by tourists as luxury souvenirs.

One of the noteworthy GCC flavours and fragrances market trends is the growing application of fragrances in personal care and home care products. The preference for scented products, ranging from lotions and soaps to detergents and air fresheners, has broadened the scope of the fragrance industry in the GCC.

The flavours and fragrances industry in the GCC is also witnessing innovation with the amalgamation of technology. Advanced extraction methods, molecular distillation, and AI-driven scent creations are paving the way for unique, customised, and

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long-lasting products and further increasing the value of GCC flavours and fragrances market size.

#### Market Segmentation □

The market can be divided based on type, form, application, and country.

#### GCC Flavours Market Breakup by Type

- Artificial
- Natural
- Nature-Identical

#### GCC Flavours Market Breakup by Form

- Liquid
- Dry

#### GCC Flavours Market Breakup by Application

- Beverages
- Dairy and Frozen Desserts
- Savouries and Snacks
- Bakery and Confectionary Products
- Others

#### GCC Fragrances Market Breakup by Type

- Synthetic
- Natural

#### GCC Fragrances Market Breakup by Application

- Soap and Detergents
- Cosmetics and Toiletries
- Fine Fragrances
- Household Cleaners and Fresheners
- Others

#### Market Breakup by Country

- Saudi Arabia
- United Arab Emirates
- Kuwait
- Qatar
- Bahrain
- Oman

#### Competitive Landscape

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

- International Flavors & Fragrances Inc.
- Givaudan SA
- Firmenich SA
- Gulf Flavours & Food Ingredients FZCO
- Others

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