

UAE Perfume Market Report and Forecast 2025-2034

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Report description:

The UAE perfume market is projected to grow at a CAGR of 5.30% between 2025 and 2034.

UAE Perfume Market Growth

The UAE Perfume market growth is led by Eau De Cologne as the type of fragrance with a lower concentration of perfume oil at only around 2-4% diluted in alcohol or water.

Parfum holds a prominent position in the perfume market, it has high concentration of fragrance oils, parfum offers a luxurious and long-lasting scent. Perfumes are often about status and luxury, hence parfum is highly favoured by those who seek premium quality and exclusivity. The affluent population in the UAE often opt for parfum for special occasions, evenings, and formal events.

Growth in the perfume market is owed to higher income level in the domestic region. In October 2023 Beauty Brands Global, a Dubai-based holding company, bought La Bouche Rouge who recently entered the perfume category with 5 new fragrances.

Eau De Cologne has lighter concentration of fragrance oils and caters to a different segment of the market. It is preferred by individuals looking for a refreshing scent and are particularly suitable during daytime. In the warm climate of the UAE, Eau De Cologne provides a cool and revitalizing fragrance experience. Additionally, it is often chosen by younger consumers or those who prefer subtler scents for daily use.

UAE Perfume Market Segmentation

UAE Perfume Market Report and Forecast 2025-2034 offers a detailed analysis of the market based on the following segments:

Market Breakup by Type:

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- Parfum
- Eau De Cologne (EDC)
- Eau De Parfum (EDP)
- Eau De Toilette (EDT)
- Others

Market Breakup by Product Type:

- Mass
- Premium

Market Breakup by End User:

- Men
- Women
- Unisex

Market Breakup by Distribution Channel:

- Offline_x000D_x000D_Supermarkets and Hypermarkets_x000D_Specialty Stores_x000D_Convenience Stores_x000D_Others_x000D_x000D
- Offline_x000D_x000D_Supermarkets and Hypermarkets_x000D_Specialty Stores_x000D_Convenience Stores_x000D_Others_x000D_x000D
- Online
- Online

Market Breakup by Region:

- Dubai
- Abu Dhabi
- Others

UAE Perfume Market Share

The perfume market in the UAE is led by the rising popularity of premium perfumes since they are priced higher than mass fragrances and are perceived to offer superior quality, luxury and exclusivity. They are often made by high end designer brands, luxury fragrance houses or niche perfumers.

Leading Companies in the UAE Perfume Market

Major market players are expanding their outreach by establishing their retail stores in strategic areas like malls and airports along with a focus on procuring sustainable and ethically sourced products.

- Estee Lauder Companies Inc.
- Chanel SA

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- LVMH Moet Hennessy Louis Vuitton SE

- Hermes International S.A.

- Shiseido Co.,Ltd.

- Burberry Group PLC

- Dolce & Gabbana S.r.l.

- Christian Dior SE

- PVH Corp.

- Natura &Co.

- Others

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