

Middle East Fragrances Market Outlook Report - Market Size, Share Analysis and Forecast (2025-2034)

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Report description:

The Middle East fragrances market size reached a value of approximately USD 3.76 Billion in 2024. The market is expected to grow at a CAGR of 7.50% between 2025 and 2034, reaching a value of around USD 7.75 Billion by 2034.

Key Trends in the Market

Fragrances refer to a combination of aroma compounds, fragrant essential oils, solvents, and fixatives that are designed to impart a pleasing aroma. There are different forms of fragrances available, depending upon the desired strength of the scent, formulation, usage, and intended application.

- The presence of a young populace, rising living standards, increase in disposable income, and rise in consciousness of personal well-being are supporting the Middle East fragrances market growth. Due to the relatively hot temperatures in the region, more consumers are investing in a variety of fragrances to avoid unpleasant and sweat-based odours.

- The fragrances market in the Middle East is expanding with the growth of online sales channels which are enhancing the accessibility to a vast range of fragrances. Innovative marketing strategies aimed at broadening the client base in the region is further increasing sales and the growth of the Middle East fragrances market .

- Manufacturers are also incorporating natural essences into fragrances, which are considered safer, healthier, and more therapeutic than their synthetic counterparts. Usage of locally popular scents is also bolstering the market for fragrances in the Middle East.

Market Segmentation

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The EMR's report titled "Middle East Fragrances Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following segments:

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

Market Share by Demographics

The women demographic accounts for a sizable share of the fragrances market in the Middle East and is expected to continue to witness steady growth in the coming years. This can be attributed to rising disposable income and more women in the region becoming beauty-conscious and putting increasing effort into maintaining and enhancing their appearance and well-being. Meanwhile, the men demographic is anticipated to develop significantly in the near future due to rising interest of men in maintaining their physical appearance. Availability of a variety of men's perfumes is also projected to promote the purchase and demand for fragrances among men.

Competitive Landscape

The comprehensive EMR report provides an in-depth assessment of the market based on the Porter's five forces model, along with giving a SWOT analysis. The report gives a detailed analysis of the following key players in the Middle East fragrances market,

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covering their competitive landscape and the latest developments like mergers, acquisitions, investments, and expansion plans.

Ajmal Perfume

Ajmal Perfume, established in 1951, is one of the most well-known perfume brands worldwide. Headquartered in Dubai in the United Arab Emirates, the company has a large portfolio of more than 300 of the finest perfumes and a robust retail presence globally.

AL Haramain Perfumes LLC

AL Haramain Perfumes LLC, founded in 1970, is a manufacturer and retailer of fragrances, with headquarters in Ajman in the United Arab Emirates. With a sizable and expanding network of upscale retail locations for its excellent range of products, the company has developed into a globally recognised perfume brand.

Abdul Samad Al Qurashi Company

Abdul Samad Al Qurashi Company, which has its headquarters in Makkah, Saudi Arabia, is one of the largest manufacturers of Arabian fragrances, including Aoud and Amber. The company was founded in 1852 and has grown to be among the greatest perfume manufacturers worldwide.

Other market players include Guccio Gucci S.p.A., LVMH Moët Hennessy, Giorgio Armani S.p.A., The Fragrance Kitchen, Calvin Klein, Inc., Yas The Royal Name of Perfumes, ODICT, and HB USA Holdings, Inc. (Kayali), among others.

More Insights On:

Saudi Arabia E-Commerce Cosmetics and Fragrances Market North America Flavours and Fragrances Market Latin America Flavours and Fragrances Market Asia Pacific Flavours and Fragrances Market South Korea Fragrances and Perfume Market Europe Fragrances and Perfumes Market Europe Flavours and Fragrances Market GCC Flavours and Fragrances Market Flavours and Fragrances Market Fragrances and Perfumes Market Home Fragrances Market

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