

# **Middle East & Africa Perfume Market Size, Share & Trends Analysis Report By Product (Mass, Premium), By End-use (Men, Women), By Distribution Channel (Offline, Online), By Country, And Segment Forecasts 2025 - 2030**

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## **Abstracts**

The Middle East & Africa perfume market size was estimated at USD 5.49 billion in 2024 and is projected to reach USD 8.39 billion by 2030, growing at a CAGR of 7.3% from 2025 to 2030. An increasing focus on personal grooming and a rising consumer inclination toward premium and unique fragrances are driving market expansion.

The perfume market in the Middle East and Africa is undergoing a significant transformation, driven by a blend of luxury, artisanal craftsmanship, and modern innovation. Companies such as Eurofragrance highlight the region's rich olfactive heritage with formats including mukhallats, attars, and bakhoor, while also integrating modern "French-Middle Eastern" styles that blend woody oud with fresh fruits and spices. Shifting consumer preferences toward high-end and distinctive scents are leading to a surge in demand for exotic, high-quality fragrances and personalized formats, contributing to the premiumization of the market. The market growth is also supported by increasing disposable incomes, expanding retail and online channels, and a growing affinity for lifestyle and identity-driven products.

### **Middle East & Africa Perfume Market Report Segmentation**

This report forecasts revenue growth at the region & country level and provides an analysis of the latest industry trends and opportunities in each of the sub-segments from 2018 to 2030. For the purpose of this study, Grand View Research has segmented the Middle East & Africa perfume market report based on product, end use, distribution

channel, and country:

Product Outlook (Revenue, USD Million, 2018 - 2030)

Mass

Premium

End Use Outlook (Revenue, USD Million, 2018 - 2030)

Men

Women

Unisex

Distribution Channel Outlook (Revenue, USD Million, 2018 - 2030)

Offline

Online

Country Outlook (Revenue, USD Million, 2018 - 2030)

UAE

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