

GCC Perfume Market Report by Price (Premium Products, Mass Products), Gender (Male, Female, Unisex), Product (Arabic, French, and Others), and Region 2024-2032

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Abstracts

The GCC perfume market size reached US\$ 2.9 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 4.5 Billion by 2032, exhibiting a growth rate (CAGR) of 5.3% during 2024-2032. The growing focus on personal grooming and maintaining hygiene and freshness, rising preference for online retailing channels due to their easy access facilities, and thriving tourism industry are among the key factors driving the market growth.

Perfume is a fragrant liquid that is crafted from a combination of essential oils, aroma compounds, and solvents. It is created to provide a pleasant and distinctive scent and appeal to personal preferences and cultural sensibilities. It is widely available in different types, such as floral, woody, oriental, and citrus, each offering a unique olfactory experience to individuals. It serves as an essential product that enhances personal fragrance among individuals. As it assists in keeping body odor away and maintaining freshness, the demand for perfume is rising in the GCC region.

At present, the increasing preference for organic and natural products among individuals is propelling the growth of the market in the GCC region. In addition, the growing demand for luxury items due to high income levels of individuals in the region is offering a positive market outlook. Apart from this, the increasing adoption of perfumes as a gifting option during festive occasions and celebrations is offering lucrative growth opportunities to industry investors. In line with this, the rising demand for perfumes due to changing lifestyles of individuals is contributing to the growth of the market. Furthermore, the wide availability of perfumes through online and offline distribution

channels in the GCC region is impelling the growth of the market. Besides this, the increasing demand for convenient and compact packaging solutions is bolstering the growth of the market in the region.

GCC Perfume Market Trends/Drivers:

Increasing focus on personal grooming

Perfumes are considered as an integral part of the daily life of individuals in the region, as they are used in traditional rituals and personal grooming purposes. The appeal of fragrances makes it an essential element of cultural identity and self-expression. As a result, perfume manufacturers often incorporate traditional ingredients and blends to cater to this cultural connection for individuals in the region. In line with this, the rising focus on personal grooming among individuals is bolstering the growth of the market. People are increasingly becoming aware of maintaining personal hygiene. In addition, perfumes aid in keeping body odor away and boost confidence among individuals. It has become an integral component of daily attire utilized by individuals to maintain professionalism. Apart from this, the rising demand for a diverse range of scents, from light and refreshing options for daytime use to sophisticated and alluring choices for evening occasions, is propelling the growth of the market.

Thriving tourism industry

The rising demand for perfumes due to the thriving tourism industry in the GCC region is contributing to the growth of the market. In addition, there is an increase in the demand for perfumes among individuals seeking to experience the unique blend of luxury, tradition, and modernity of the region. Apart from this, tourists often view perfumes as tangible gifts that encapsulate the essence of their travel experience. Major players are offering a variety of fragrances that capture the cultural and luxurious products of the region. They are also offering personalized fragrance options to tourists by engaging in marketing strategies and enhancing packaging designs to enhance the overall experience of visitors.

GCC Perfume Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the GCC perfume market report, along with forecasts at the regional and country levels from 2024-2032. Our report has categorized the market based on price, gender and product.

Breakup by Price:

Premium Products

Mass Products

Premium products represent the largest market share

The report has provided a detailed breakup and analysis of the market based on the price. This includes premium products and mass products. According to the report, premium products represented the largest segment.

Premium products represent a segment of fragrances that are positioned at a higher price point, characterized by their exquisite quality, unique compositions, and superior packaging. These perfumes are crafted using a blend of rare and high-quality ingredients. The emphasis is on creating an exclusive and luxurious olfactory experience that resonates with consumers seeking sophistication and elegance. These products are recognized with luxury brands or perfumers renowned for their craftsmanship. The packaging and presentation of premium products attracts a wide consumer base. This category caters to consumers who value exceptional scent profiles, artistic expression, and the embodiment of luxury.

Breakup by Gender:

Male

Female

Unisex

Unisex account for the majority of the market share

A detailed breakup and analysis of the market based on the gender has also been provided in the report. This includes male, female, and unisex. According to the report, unisex segment accounted for the largest market share.

Unisex fragrances offer scents that are designed to appeal to individuals of any gender identity. These fragrances are widely utilized by males and females, presenting a harmonious blend that caters to a diverse range of preferences. They often feature versatile and neutral scent profiles and are incorporated with fresh citrus, woody undertones, or floral accords that appeal universally. This category caters with the changing societal attitudes towards personal expression and individuality, offering a more inclusive approach to fragrance consumption. In addition, the rising demand for these products due to changing consumer lifestyles and improved living standards is

bolstering the growth of the market.

Breakup by Product:

Arabic
French
Others

Arabic holds the biggest share in the market

A detailed breakup and analysis of the market has been provided based on product. This includes Arabic, French, and others. According to the report, arabica accounted for the largest market share.

Arabica perfumes, also known as Oud, are rooted in the rich cultural heritage of the Arabian Peninsula and are crafted using the highly valued oud, a resinous wood that emits a captivating and enduring aroma when distilled. Arabic perfumes often showcase traditional scents, blending oud with floral, woody, or spicy notes to create opulent and complex fragrances that resonate with the history and aesthetics of the region. In addition, they serve as a cultural emblem and embodying the essence of Arabian traditions while also catering to a global audience captivated by the allure of oriental fragrances.

Breakup by Region:

Saudi Arabia
UAE
Kuwait
Others

Saudi Arabia exhibits a clear dominance, accounting for the largest perfume market share

The market research report has also provided a comprehensive analysis of all the major country markets, which include Saudi Arabia, UAE, Kuwait, and Others. According to the report, Saudi Arabia accounted for the largest market share.

Saudi Arabia held the biggest market share due to the burgeoning tourism sector. In line with this, the rising introduction of new fragrance experiences among individuals is

bolstering the growth of the market in the country. Besides this, the growing demand for perfumes from online platforms is offering a positive market outlook. In line with this, the increasing preference for traditional production practices is supporting the growth of the market in Saudi Arabia.

Competitive Landscape:

Key players are rapidly investing in research and development (R&D) activities to create innovative fragrance blends that cater to evolving consumer preferences. In addition, they are experimenting with diverse ingredients and notes to produce distinctive scents that stand out in the market. Apart from this, many companies are blending modernity with tradition by infusing their fragrances with elements of local culture and history. This approach attracts consumers who are seeking a connection to their heritage while embracing contemporary trends. Moreover, major manufacturers are releasing limited-edition collections to create excitement and exclusivity among consumers. Furthermore, they are increasingly focusing on sustainability by using eco-friendly packaging, responsibly sourced ingredients, and reducing their environmental footprint, which is offering a positive market outlook in the region.

The market research report has provided a comprehensive analysis of the competitive landscape in the market. Detailed profiles of all major companies have also been provided. Some of the key players in the market include:

Ajmal

TFK

Rasasi

Arabian Oud

Abdul samad Al qurashi

Key Questions Answered in This Report:

How has the GCC perfume market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the GCC perfume market?

What is the impact of each driver, restraint, and opportunity on the GCC perfume market?

What is the breakup of the market based on the price?

Which is the most attractive price in the GCC perfume market?

What is the breakup of the market based on the gender?

Which is the most attractive gender in the GCC perfume market?

What is the breakup of the market based on product?

Which is the most attractive product in the GCC perfume market?
What is the competitive structure of the GCC perfume market?
Who are the key players/companies in the GCC perfume market?

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