

# Kuwait Perfume Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027

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## Abstracts

The Kuwait perfume market reached a value of US\$ 136.5 Million in 2021. Looking forward, IMARC Group expects the market to reach US\$ 232.3 Million by 2027, exhibiting a CAGR of 9.63% during 2022-2027. Keeping in mind the uncertainties of COVID-19, we are continuously tracking and evaluating the direct as well as the indirect influence of the pandemic. These insights are included in the report as a major market contributor.

Perfumes are a combination of essential oils and fragrances that provide a pleasant smell. Some of the common ingredients used in the formulation of perfumes include woods, grasses, resins, roots, gums, spices, flowers, fruits, leaves, balsams and animal secretions. Fragrances have become an integral part of personal grooming as they help in enhancing the mood, reducing stress, and boosting confidence. Apart from grooming, perfumes made from synthetic ingredients are used in household products, including air fresheners, softeners in laundry detergents, floor cleaning products and furniture polish. In Kuwait, perfumes have been in use since ancient times and play a significant role in the daily lives of individuals. Owing to this, there are several forms of fragrances currently available in the country which have different fragrances formulas and textures.

### Market Trends:

Over the past few years, Kuwait's personal care industry has witnessed strong growth on account of higher acceptance for, and willingness of consumers to invest in, grooming products, like fragrances, and skincare and spa treatments. Besides this, the rising penetration of the internet, coupled with the boom in the e-commerce sector, has enabled consumers to purchase international brands and premium-category perfumes from the convenience of their homes and workplaces. Other than this, the significant shift toward environment-friendly products has recently extended to fragrances. This

shift has led perfumers in Kuwait to start making compositions with orange and grapefruit as well as using natural sources for fragrances, such as lavender, jasmine and rose essences. Moreover, the improving economic scenario of the country has led to a rise in the disposable incomes of consumers while expanding their purchasing power to afford luxury perfume brands. Additionally, manufacturers are consistently investing in R&D to introduce innovative packaging, prices and fragrances.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each sub-segment of the Kuwait perfume market, along with forecasts at the regional and country level from 2022-2027. Our report has categorized the market based on premium and mass products, gender and perfume type.

#### Breakup by Premium and Mass Products:

Premium Products

Mass Products

Currently, premium products are most preferred by consumers as they have high disposable incomes, which lead to high purchasing power.

#### Breakup by Gender:

Male

Female

Unisex

Male perfumes are most popular in the country on account of changing grooming patterns amongst the male demographic.

#### Breakup by Perfume Type:

Arabic

French

Others

Arabic perfumes represent the most popular fragrances type as they are a big part of the local culture.

## Competitive Landscape:

The competitive landscape of the market has also been examined with details about key manufacturers operating in the industry.

## Key Questions Answered in This Report:

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

What has been the impact of COVID-19 on the Kuwait perfume market?

What are the key gender segments in the market?

Which are the popular types of perfumes in the market?

What is the share of mass and premium products in the market?

What are the various stages in the value chain of the market?

What are the key driving factors and challenges in the market?

What is the structure of the Kuwait perfume market and who are the key players?

What is the degree of competition in the market?

How is perfume manufactured?

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