

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

<https://marketpublishers.com/r/S65648F10E46EN.html>

Date: January 2024

Pages: 120

Price: US\$ 3,699.00 (Single User License)

ID: S65648F10E46EN

Abstracts

The Saudi Arabia perfume market size reached US\$ 1.8 Billion in 2023. Looking forward, IMARC Group expects the market to reach US\$ 2.6 Billion by 2032, exhibiting a growth rate (CAGR) of 4.1% during 2024-2032. The strong cultural affinity for perfumes, easy product availability through hypermarkets and supermarkets, and the convenience offered by online shopping platforms represent some of the key factors driving the market.

Perfume is a fragrant liquid typically made from concentrated essential oils extracted from flowers, spices, fruit, wood, or other plant sources. It is combined with alcohol and water to produce a solution that can be applied to the body to emit a pleasing scent. It finds extensive applications in industries like aromatherapy, home care products, and others. It assists in maintaining personal grooming, boosting confidence, and enhancing the mood of individuals. It also helps prevent body odor and is available in numerous packaging styles, such as sprays, bottles, and rollerballs. Besides this, as it therapeutic benefits and aids relaxation and help relieve stress, the demand for perfume is increasing across Saudi Arabia.

A high disposable income of people represent one of the key factors catalyzing the demand for luxury items, including premium perfumes in Saudi Arabia. Additionally, the rising trend of presenting gifts on special occasions is actively emphasizing the use of perfumes for personal grooming and hospitality practices. Along with this, the rising awareness among individuals about the importance of personal grooming and hygiene is favoring market growth. Furthermore, the growing population of Saudi Arabia is

continually expanding the consumer base for perfumes. Moreover, the expansion of offline distribution channels in the country is making a wider array of perfumes readily accessible to consumers, facilitating the growth of perfume sales.

Saudi Arabia Perfume Market Trends/Drivers:

Cultural traditions and societal norms

The use of perfumes in Saudi Arabia is deeply woven into the cultural fabric of the society. They are an integral part of hospitality practices and personal grooming habits. It is used for burning of Oud and Bakhoor to welcome guests, to the generous application of perfumes for personal use, fragrances permeate almost every aspect of societal interaction. Moreover, the giving of perfume as a gift is seen as a mark of respect and goodwill. This cultural significance of perfume is continually fueling its demand across all sectors of Saudi society. Additionally, traditional perfumes such as musk, amber, and frankincense, as well as modern Western scents, enjoy popularity, illustrating a broad spectrum of preference that caters to both local tradition and global trends.

Proliferation of the E-commerce Industry

The digital revolution in Saudi Arabia is transforming the retail landscape, with e-commerce platforms playing a pivotal role. The expansion of online shopping channels is providing consumers with unprecedented access to a broad range of local and international perfume brands. These channels also offer user-friendly interfaces, a variety of choices, flexible payment options, and door-step delivery services and making online shopping a preferred method for many consumers. The global pandemic further accelerated this trend, making online platforms a primary channel for perfume purchases. This digital access enables consumers to explore new fragrances, discover niche brands, and conveniently purchase their preferred scents, all of which are continually contributing to the robust growth of the perfume market in Saudi Arabia.

Increasing tourism and duty-free sales

The expanding tourism industry and rising number of visitors exploring Saudi Arabia represent one of the key factors stimulating market growth. The introduction of a new tourist visa by Saudi Arabia is boosting international tourism in the country. This, in turn, is resulting in an increased demand for local products including perfumes, as tourists tend to purchase these items as souvenirs or gifts, consequently contributing to the growth of the perfume market. Apart from this, the presence of duty-free shops at Saudi

Arabian airports is offering a favorable market outlook. These outlets offer a broad range of perfumes, including domestic and international brands, often at prices lower than those in the city due to the tax-exempt status of these stores. The convenience of making last-minute purchases, coupled with the allure of tax-free shopping, is driving the sales of Saudi Arabia perfumes.

Saudi Arabia Perfume Industry Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the Saudi Arabia perfume market report, along with forecasts for the period 2024-2032. Our report has categorized the market based on price, gender and product.

Breakup by Price:

Premium Products

Mass Products

Premium products dominate the market

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 perfumes are typically characterized by high-quality ingredients, sophisticated scent compositions, and often bear the name of established luxury brands or designers. They are usually priced higher due to these factors, along with the brand image and exclusivity they carry. The economic prosperity in the country is leading to a rise in disposable income, enabling more consumers to afford luxury goods. Secondly, cultural factors also play a significant role. The use of perfumes is deeply ingrained in Saudi Arabian society and there is a cultural inclination towards luxury and high-quality products.

Furthermore, purchasing a premium perfume is considered as an investment in personal identity and style. It is also worth noting that this trend is reinforced by the strong presence and marketing of luxury perfume brands in the region. These factors collectively contribute to the dominant market share of premium perfumes in the Saudi Arabian market.

Breakup by Gender:

Male
Female
Unisex

Unisex perfume hold the largest share in the market

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 accounted for the largest market share.

Unisex perfumes gaining the largest share of the market due to evolving consumer preferences and a shift in societal norms. It reflects a growing openness towards products that challenge traditional gender-specific marketing in the fragrance industry. Additionally, the popularity of unisex fragrances in Saudi Arabia. For instance, the cultural significance of certain traditional scents, such as Oud, Musk, or Amber, is enjoyed by both genders. Apart from this, the trend of gender neutrality is influencing various sectors including the perfume industry, and is likely making an impact in Saudi Arabia as well. Furthermore, the appeal of unisex perfumes can be attributed to their versatility - the same scent can be worn by different members of a family or shared by couples. It also offers consumers a broader range of choices without being confined to traditionally "male" or "female" fragrances.

Breakup by Product:

Arabic
French
Others

Arabic perfume accounts for the largest market share

The report has provided a detailed breakup and analysis of the market based on the product. This includes Arabic, French, and others. According to the report, Arabic perfume represented the largest segment.

Arabic perfumes often incorporate ingredients like Oud (agarwood), Amber, Musk, Rose, and Sandalwood, which hold historical and cultural significance in the region and cater to the local preference for traditional and culturally significant fragrances. These scents are highly valued and cherished by consumers, providing a sense of connection to their cultural identity. Additionally, Arabic perfumes are favored for their long-lasting

and intense fragrances. They are known for their complexity, blending multiple notes and layers to create a captivating olfactory experience. This distinct characteristic appeals to consumers seeking unique and long-lasting scents. Furthermore, the craftsmanship and artistry associated with Arabic perfumes contribute to their popularity. Perfume blending and creation in the region are considered fine art, with skilled perfumers meticulously crafting intricate scent compositions that have been passed down through generations.

The dominance of Arabic perfumes in the Saudi Arabian market reflects a strong cultural inclination towards traditional scents and a desire for high-quality fragrances that embody the rich heritage of the region. It showcases the enduring popularity of these perfumes among both local consumers and visitors seeking an authentic Arabian fragrance experience.

Competitive Landscape:

Companies are continuously investing in research and development (R&D) activities to create new and unique fragrances. They are also exploring innovative packaging designs and marketing strategies to attract consumers. They are also creating localized scents that appeal to local consumers, blending traditional Middle Eastern notes like Oud, Rose, and Saffron with modern elements. Many leading market players are expanding their online presence, partnering with e-commerce platforms and developing their own online sales channels, to meet the rising demand for online shopping. Apart from this, they are also investing in expanding their physical retail presence, opening stores in high-end shopping malls and other strategic locations to attract potential customers.

The 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:

Abdul Samad Al Qurashi
Ahmed Al Maghribi Perfumes
Ajmal Perfumes
Arabian Oud
Rasasi Perfume Industry LLC
Rashat
Swiss Arabian Perfumes Group

Key Questions Answered in This Report

1. What was the size of the Saudi Arabia perfume market in 2023?
2. What is the expected growth rate of the Saudi Arabia perfume market during 2024-2032?
3. What has been the impact of COVID-19 on the Saudi Arabia perfume market?
4. What are the key factors driving the Saudi Arabia perfume market?
5. What is the breakup of the Saudi Arabia perfume market based on the price?
6. What is the breakup of the Saudi Arabia perfume market based on the gender?
7. What is the breakup of the Saudi Arabia perfume market based on the product?

Contents

1 PREFACE

2 SCOPE AND METHODOLOGY

- 2.1 Objectives of the Study
- 2.2 Stakeholders
- 2.3 Data Sources
 - 2.3.1 Primary Sources
 - 2.3.2 Secondary Sources
- 2.4 Market Estimation
 - 2.4.1 Bottom-Up Approach
 - 2.4.2 Top-Down Approach
- 2.5 Forecasting Methodology

3 EXECUTIVE SUMMARY

4 INTRODUCTION

- 4.1 Overview
- 4.2 Key Industry Trends

5 GCC PERFUME MARKET

- 5.1 Market Overview
- 5.2 Market Performance
- 5.3 Market Breakup by Price
- 5.4 Market Breakup by Gender
- 5.5 Market Breakup by Perfume Type
- 5.6 Market Breakup by Region
- 5.7 Market Forecast

6 SAUDI ARABIA PERFUME MARKET

- 6.1 Market Overview
- 6.2 Market Performance

- 6.3 Impact of COVID-19
- 6.4 Market Breakup by Price
- 6.5 Market Breakup by Gender
- 6.6 Market Breakup by Product
- 6.7 Market Forecast
- 6.8 SWOT Analysis
 - 6.8.1 Overview
 - 6.8.2 Strengths
 - 6.8.3 Weaknesses
 - 6.8.4 Opportunities
 - 6.8.5 Threats
- 6.9 Value Chain Analysis
 - 6.9.1 Overview
 - 6.9.2 Research and Development
 - 6.9.3 Raw Material Procurement
 - 6.9.4 Manufacturing
 - 6.9.5 Marketing
 - 6.9.6 Distribution
 - 6.9.7 End-Use
- 6.10 Porters Five Forces Analysis
 - 6.10.1 Overview
 - 6.10.2 Bargaining Power of Buyers
 - 6.10.3 Bargaining Power of Suppliers
 - 6.10.4 Degree of Competition
 - 6.10.5 Threat of New Entrants
 - 6.10.6 Threat of Substitutes
- 6.11 Price Analysis
 - 6.11.1 Key Price Indicators
 - 6.11.2 Price Structure

7 MARKET BREAKUP BY PRICE

- 7.1 Premium Products
 - 7.1.1 Market Trends
 - 7.1.2 Market Forecast
- 7.2 Mass Products
 - 7.2.1 Market Trends
 - 7.2.2 Market Forecast

8 MARKET BREAKUP BY GENDER

8.1 Male

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Female

8.2.1 Market Trends

8.2.2 Market Forecast

8.3 Unisex

8.3.1 Market Trends

8.3.2 Market Forecast

9 MARKET BREAKUP BY PRODUCT

9.1 Arabic

9.1.1 Market Trends

9.1.2 Market Forecast

9.2 French

9.2.1 Market Trends

9.2.2 Market Forecast

9.3 Others

9.3.1 Market Trends

9.3.2 Market Forecast

10 PERFUME MANUFACTURING PROCESS

10.1 Product Overview

10.2 Raw Material Requirements

10.3 Manufacturing Process

10.4 Key Success and Risk Factors

11 COMPETITIVE LANDSCAPE

11.1 Market Structure

11.2 Key Players

11.3 Profiles of Key Players

11.3.1 Abdul Samad Al Qurashi

11.3.2 Ahmed Al Maghribi Perfumes

11.3.3 Ajmal Perfumes

11.3.4 Arabian Oud

11.3.5 Rasasi Perfume Industry LLC

11.3.6 Rashat

11.3.7 Swiss Arabian Perfumes Group

List Of Tables

LIST OF TABLES

Table 1: GCC: Perfume Market: Key Industry Highlights, 2023 and 2032

Table 2: Saudi Arabia: Perfume Market: Key Industry Highlights, 2023 and 2032

Table 3: Saudi Arabia: Perfume Market Forecast: Breakup by Price (in Billion US\$), 2024-2032

Table 4: Saudi Arabia: Perfume Market Forecast: Breakup by Gender (in Billion US\$), 2024-2032

Table 5: Saudi Arabia: Perfume Market Forecast: Breakup by Product (in Billion US\$), 2024-2032

Table 6: Perfume Manufacturing: Raw Material Requirements

Table 7: Saudi Arabia: Perfume Market: Competitive Structure

Table 8: Saudi Arabia: Perfume Market: Key Players

List Of Figures

LIST OF FIGURES

- Figure 1: Saudi Arabia: Perfume Market: Major Drivers and Challenges
- Figure 2: GCC: Perfume Market: Sales Value (in Billion US\$), 2018-2023
- Figure 3: GCC: Perfume Market: Breakup by Price (in %), 2023
- Figure 4: GCC: Perfume Market: Breakup by Gender (in %), 2023
- Figure 5: GCC: Perfume Market: Breakup by Perfume Type (in %), 2023
- Figure 6: GCC: Perfume Market: Breakup by Region (in %), 2023
- Figure 7: GCC: Perfume Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 8: Saudi Arabia: Perfume Market: Sales Value (in Billion US\$), 2018-2023
- Figure 9: Saudi Arabia: Perfume Market: Breakup by Price (in %), 2023
- Figure 10: Saudi Arabia: Perfume Market: Breakup by Gender (in %), 2023
- Figure 11: Saudi Arabia: Perfume Market: Breakup by Product (in %), 2023
- Figure 12: Saudi Arabia: Perfume Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 13: Saudi Arabia: Perfume Industry: SWOT Analysis
- Figure 14: Saudi Arabia: Perfume Industry: Value Chain Analysis
- Figure 15: Saudi Arabia: Perfume Industry: Porter's Five Forces Analysis
- Figure 16: Perfume Market: Price Structure
- Figure 17: Saudi Arabia: Perfume (Premium Products) Market: Sales Value (in Billion US\$), 2018 & 2023
- Figure 18: Saudi Arabia: Perfume (Premium Products) Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 19: Saudi Arabia: Perfume (Mass Products) Market: Sales Value (in Billion US\$), 2018 & 2023
- Figure 20: Saudi Arabia: Perfume (Mass Products) Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 21: Saudi Arabia: Perfume (Male) Market: Sales Value (in Billion US\$), 2018 & 2023
- Figure 22: Saudi Arabia: Perfume (Male) Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 23: Saudi Arabia: Perfume (Female) Market: Sales Value (in Billion US\$), 2018 & 2023
- Figure 24: Saudi Arabia: Perfume (Female) Market Forecast: Sales Value (in Billion US\$), 2024-2032
- Figure 25: Saudi Arabia: Perfume (Unisex) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 26: Saudi Arabia: Perfume (Unisex) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 27: Saudi Arabia: Perfume (Arabic) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 28: Saudi Arabia: Perfume (Arabic) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 29: Saudi Arabia: Perfume (French) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 30: Saudi Arabia: Perfume (French) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 31: Saudi Arabia: Perfume (Others) Market: Sales Value (in Billion US\$), 2018 & 2023

Figure 32: Saudi Arabia: Perfume (Others) Market Forecast: Sales Value (in Billion US\$), 2024-2032

Figure 33: Perfume Manufacturing: Detailed Process Flow

I would like to order

Product name: Saudi Arabia Perfume Market Report by Price (Premium Products, Mass Products), Gender (Male, Female, Unisex), Product (Arabic, French, and Others) 2024-2032

Product link: <https://marketpublishers.com/r/S65648F10E46EN.html>

Price: US\$ 3,699.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

info@marketpublishers.com

Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/S65648F10E46EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:
Last name:
Email:
Company:
Address:
City:
Zip code:
Country:
Tel:
Fax:
Your message:

****All fields are required**

Customer signature _____

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970

