

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

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Abstracts

The UAE perfume market size reached US\$ 682.6 Million in 2023. Looking forward, IMARC Group expects the market to reach US\$ 1,610.6 Million by 2032, exhibiting a growth rate (CAGR) of 9.7% during 2024-2032. Increasing consumer awareness about personal grooming, rising demand for luxury and premium product variants, and ongoing product innovations represent some of the key factors driving the market.

Perfume is a fragrant liquid consisting of various essential oils, aroma compounds, fixatives, and solvents. It is made by blending different scent notes to create a harmonious and pleasing fragrance that gives a pleasant and distinctive odor to the wearer or the surrounding environment. In addition to this, it has psychological effects on individuals, such as improving mood, reducing stress, and increasing confidence. Perfumes can be categorized as floral, fruity, spicy, woody, and oriental, depending on the top scent notes used in their composition. Perfumes can also be differentiated based on their concentration level, which determines their longevity and intensity. The most common concentration levels include eau de parfum, eau de toilette, and eau de cologne. Perfume is extensively used by consumers for personal fragrance and practical applications, such as candles, soap, and laundry detergents.

UAE Perfume Market Trends:

Perfumes are an essential element of an individual's grooming rituals in the UAE and a sign of social status, which is primarily driving the market growth. Besides this, with the expanding working population and inflating disposable incomes, consumers are willing to spend money on luxury items, such as perfumes, which is creating a favorable

outlook for the market. Moreover, the surging demand for custom-made, high-end, and eco-friendly perfumes in the region is presenting remunerative growth opportunities for the market. In line with this, the escalating consumer awareness regarding the health benefits of using natural products has increased the demand for natural and organic fragrances, which is contributing to the market growth. In addition to this, ongoing product innovations, such as mixing traditional Oriental ingredients with modern Western fragrances, and the launch of new product variants catering to the local population are acting as other significant growth-inducing factors. Furthermore, the bolstering growth of the e-commerce industry, the proliferation of international perfume brands, and the shifting popularity of online shopping for its convenience and quick doorstep delivery are strengthening the market growth. Concurrent with this, the rise in the production and export activities of perfume and the increasing number of international trade fairs for cosmetics and perfumery in the region is positively impacting the market growth.

Key Market Segmentation:

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

Price Insights:

Premium Products

Mass Products

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

Gender Insights:

Male

Female

Unisex

A detailed breakup and analysis of the perfume market based on 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.

Perfume Type Insights:

Arabic
French
Others

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

Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the UAE perfume market. Competitive analysis such as market structure, market share by key players, player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

Key Questions Answered in This Report:

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

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

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

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

Which is the most attractive price in the perfume market?

What is the breakup of the market based on gender?

Which is the most attractive gender in the perfume market?

What is the breakup of the market based on the perfume type?

Which is the most attractive perfume type in the perfume market?

What is the competitive structure of the UAE perfume market?

Who are the key players/companies in the UAE perfume market?

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