

Perfume Market in Kuwait 2021

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Abstracts

Perfumes are basically aromatic compounds dissolved in a solvent e.g. ethanol or a mix of water and ethanol. Perfume is used to give a pleasant and desirable scent to a person's body, typically with the aim of increasing self-appeal and self-confidence. The perfume market in Kuwait is projected to expand by a CAGR of 7.7% from 2021 through 2027, according to StrategyHelix. Rising consumer disposable income and improving standards of living, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for perfume. The Kuwait perfume market is segmented on the basis of price range, consumer group, and distribution channel. By price range, the perfume market in Kuwait has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the Kuwait perfume market in 2020. Based upon consumer group, the perfume market in Kuwait is categorized into men, women, unisex. According to the research, the women segment had the largest share in the perfume market in Kuwait. On the basis of distribution channel, the perfume market in Kuwait has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The Kuwait perfume market is highly competitive. The key players in the perfume market include Abdul Samad Al Qurashi Company, Arabian Oud Company, Chanel S.A., Amal Al-Kuwait International Company, PUIG SL, Coty Inc., Al Shaya Perfumes, LVMH Moet Hennessy Louis Vuitton SA (LVMH).

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Kuwait perfume market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

Contents

PART 1. INTRODUCTION

Scope of the study
Study period
Geographical scope
Research methodology

PART 2. PERFUME MARKET OVERVIEW

PART 3. MARKET BREAKDOWN BY PRICE RANGE

Prestige product
Mass product

PART 4. MARKET BREAKDOWN BY CONSUMER GROUP

Men
Women
Unisex

PART 5. MARKET BREAKDOWN BY DISTRIBUTION CHANNEL

Supermarkets & hypermarkets
Specialty stores
Online retailing
Others

PART 6. KEY COMPANIES

Abdul Samad Al Qurashi Company
Arabian Oud Company
Chanel S.A.
Amal Al-Kuwait International Company
PUIG SL
Coty Inc.
Al Shaya Perfumes
LVMH Moët Hennessy Louis Vuitton SA (LVMH)

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