

Perfume Market in Middle East and Africa 2021

<https://marketpublishers.com/r/PA9B4D48E5EDEN.html>

Date: January 2022

Pages: 17

Price: US\$ 1,650.00 (Single User License)

ID: PA9B4D48E5EDEN

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. According to StrategyHelix, the perfume market in Middle East and Africa is expected to increase by US\$ 3,583 million during 2021-2027, expanding at a CAGR of 8% during the forecast period. 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 Middle East and Africa perfume market is segmented on the basis of price range, consumer group, distribution channel, and country. Based on price range, the perfume market in Middle East and Africa is categorized into prestige product, mass product. The mass product segment held the largest share of the Middle East and Africa perfume market in 2020 and is anticipated to hold its share during the forecast period. On the basis of consumer group, the perfume market in Middle East and Africa has been segmented into men, women, unisex. In Middle East and Africa, the women segment made up the largest share of the perfume market. By distribution channel, the perfume market in Middle East and Africa has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others. Geographically, the perfume market in Middle East and Africa is segmented into South Africa, United Arab Emirates.

The Middle East and Africa perfume market is highly competitive. The report also includes the profiles of leading companies such as Abdul Samad Al Qurashi Company, Ajmal International Trading Co. (LLC), Arabian Oud Company, Avi Ltd., Chanel S.A., Coty Inc., Dr El-Chabrawichi Co., L'Oreal S.A., LVMH Moet Hennessy Louis Vuitton SA

(LVMH), Mahmood Saeed Company Limited, Natura & Co, Oriflame Cosmetics S.A., PUIG SL, Rasasi Perfumes Industry LLC, Revlon Inc., Shiseido Company Limited, The Estee Lauder Companies Inc.

Report Scope

Price range: prestige product, mass product

Consumer group: men, women, unisex

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

Country: South Africa, United Arab Emirates

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the Middle East and Africa perfume market

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

Pinpoint growth sectors and trends for investment

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Ajmal International Trading Co. (LLC)
Arabian Oud Company

Avi Ltd.
Chanel S.A.
Coty Inc.
Dr El-Chabrawichi Co.
L'Oreal S.A.
LVMH Moet Hennessy Louis Vuitton SA (LVMH)
Mahmood Saeed Company Limited
Natura & Co
Oriflame Cosmetics S.A.
PUIG SL
Rasasi Perfumes Industry LLC
Revlon, Inc.
Shiseido Company, Limited
The Estee Lauder Companies Inc.
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