

# Saudi Arabia Home Fragrances Market: Current Analysis and Forecast (2025-2033)

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## Abstracts

Home fragrances are products used to enhance the smell and ambiance of an indoor environment, typically employing fragrant items such as candles, diffusers, incense, room sprays, and essential oils. They work on both functional and aesthetic levels, masking unpleasant odors, creating a hospitable atmosphere, and conveying personal or cultural preferences through scent.

The Saudi Arabia Home Fragrances market shows a growth rate of 7.38% during the forecast period (2025-2033F). The Saudi home fragrance market is experiencing growth owing to a high cultural attachment towards scents, an increase in personal disposable incomes, changing lifestyles of urban populations, and the trend towards luxury and premium living. The growth of the e-commerce industry and the increasing popularity of gift-giving during celebrations drive the growth of the market. Furthermore, the tourism and hospitality industry contributes to the use of signature scents, enhancing the guest experience.

As per the International Trade Administration, U.S. Department of Commerce, on February 20, 2025, Saudi Arabia's tourism sector is expanding rapidly, creating potential opportunities for U.S. businesses, driven by unprecedented economic growth and government support. The country achieved over 100 million tourist arrivals in 2023, with combined domestic and international tourism spending reaching USD 68 billion. The government aims to increase tourism's direct GDP contribution from 4.4% to 10% by 2030. International arrivals grew by 56% compared to 2019, leading G20 destinations in growth. The Saudi government is actively encouraging participation in the tourism sector through initiatives such as the Tourism Investment Enabler Program (TIEP) launched in March 2024.

Based on product type, the market is segmented into scented candles, sprays & room fresheners, diffusers, essential oils, incense, and others. Among these, the sprays & room fresheners segment dominates the market in 2024. The Saudi home fragrance market is dominated by sprays and room fresheners because they are inexpensive and easy to use, offering immediate effects. They target a wide range of consumers, from the low-end market to high-end consumers which focusing on designer scents that drive the market growth. They are available in versatile forms (automatic sprays, fabric fresheners, and multipurpose room mists) that boost repeat purchases and enhance product turnover among companies.

Based on distribution channel, the Saudi Arabia Home Fragrances market is segmented into supermarkets and hypermarkets, specialty stores, convenience stores, online, and others. Among them, the online segment is expected to grow with the highest CAGR during the forecast period (2025-2033F). E-commerce is growing rapidly in the Kingdom of Saudi Arabia, changing the way household and personal fragrances are sold by providing direct access to younger and tech-savvy consumers, enabling them to interact with brands. Through internet sites, companies or brands can showcase a wide variety of product selections, conduct targeted promotions, and access influence-based marketing. This channel also removes the geographical barrier, allowing brands to sell their products to customers in smaller cities and rural regions with a low distribution budget. As per the International Trade Administration, U.S. Department of Commerce, by 2024, the number of Saudi internet users for e-commerce (selling and buying) is expected to reach 33.6 million, an increase of 42 percent from 2019.

For a better understanding of the market adoption of the Saudi Arabia Home Fragrances market, it is analyzed based on its regional presence in Saudi Arabia, including the Central Region, Western Region, Eastern Region, Southern Region, and Northern Region. The Central Region is expected to grow with the highest CAGR during the forecast period (2025-2033F). The key driver of strategic growth is the Central Region, centered on Riyadh, which encompasses high-income citizens, commercial and residential patterns, and ultra-luxury retail stores. According to the General Authority of Statistics, the average monthly disposable household income by administrative region and nationality of the household head was approximately SAR 14,990 (USD 3,994) in Riyadh in 2023, while the average monthly disposable income for Saudi households was SAR 25,995 (USD 6,925), and for non-Saudi households, SAR

6,405 (USD 1,707). The customers of the given locality tend to be highly interested in special and innovative products, which also prompts companies to introduce new lines and exclusive collections. The business and administrative centre status of the region also makes it a key area for brand visibility and corporate gifting.

Some major players running in the market include Arabian Oud, Abdul Samad Al Qurashi, Rezaroma, Zohoor Alreef, Al Rehab Perfumes, Al Dakheel Oud Company, Dokhoon National Trading Company, Surrati Perfumes, Sedr Al Khaleej Perfumes, and Al Majed Oud.

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