

UNISEX FRAGRANCES SAUDI ARABIA MARKET 2017 INDUSTRY ANALYSIS, GROWTH, SIZE, SHARE, TRENDS, FORECAST TO 2021

Unisex Fragrances Saudi Arabia Market Demand, Growth, Opportunities and Analysis By 2021

PUNE, INDIA, December 7, 2017 /EINPresswire.com/ -- Summary

[Unisex Fragrances](#) (Fragrances) Market in Saudi Arabia - Outlook to 2021: Market Size, Growth and Forecast Analytics is a broad level market review of Unisex Fragrances market in Saudi Arabia.

Unisex Fragrances - all "mass" and "prestige" fragrances that are neither antiperspirants nor deodorants and which are marketed with a unisex positioning to both men and women. Examples of mass products include Designer Imposters U Two Spray Cologne For Men or Women in the US and Liquid Karl His & Hers Cologne in Europe. Prestige fragrances carry the name of a perfume or fashion house and unisex examples include Calvin Klein CK One Eau de Toilette For Men & Women. Includes fragrance gift packs

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Unisex Fragrances market in Saudi Arabia registered a positive compound annual growth rate (CAGR) of 7.38% during the period 2011 to 2016 with a sales value of SAR 3,191.12 Million in 2016, an increase of 6.55% over 2015. The research handbook provides up-to-date market size data for period 2011-2016 and illustrative forecast to 2021 covering key market aspects like Sales Value and Volume for Unisex Fragrances and its variants Mass Unisex Fragrances and Premium Unisex Fragrances.

Furthermore, the research handbook details out Sales Value for top brands for the year 2013 to 2016, Demographic Analytics and overall market sales by Distribution Channel (Hypermarkets & Supermarkets, Convenience Stores, Department Stores, Dollar Stores, Variety Store, Cash & Carries and Warehouse clubs, eRetailers, Food & Drinks specialists, Drug stores & Pharmacies, Health & Beauty Stores, Other general retailers and others) where ever applicable.

The research handbook acts as an essential tool for companies active or planning to venture in to Saudi Arabia's Unisex Fragrances (Fragrances) market. The comprehensive statistics within the research handbook provides insight into the operating environment of the market and also

ensures right business decision making based on historical trends and industry model based forecasting.

Sales Values in the handbook are depicted in USD (\$) and local currency of country and Volumes are represented in M Kilograms.

Scope

- Overall Unisex Fragrances (Fragrances) market value and volume analytics with growth analysis from 2011 to 2021.
- Value terms for the top brands.
- Distribution channel sales analytics from 2013-2016.

Reasons to buy

- Get access to authoritative and granular data on the Unisex Fragrances (Fragrances) market and fill in the gaps in understanding of trends and the components of change behind them.
- Enhance your understanding of the market to update your strategic and tactical plans based on volume and value changes, brand dynamics and distribution trends.
- Analyze the components of change in the market by looking at historic and future growth patterns.
- Use the data to understand future patterns of the market trends from winners and losers to category dynamics and thereby quickly and easily identify the key areas in which you want to compete in the future.

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