

# Kuwait Perfume Market to Reach US\$ 232.3 Million by 2027 | CAGR of 9.63%

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According to the latest report by IMARC Group, titled "[Kuwait Perfume Market: Industry Trends, Share, Size, Growth, Opportunity and Forecast 2022-2027](#)," the Kuwait perfume market reached a value of US\$ 136.5 Million in 2021.

Looking forward, IMARC Group expects the market to reach US\$ 232.3 Million by 2027, exhibiting a CAGR of 9.63% during 2022-2027. Perfumes refer to the mixture of fragrances and essential oils offering a pleasant smell. Usually consisting of natural ingredients, such

as spices, flowers, fruits, woods, grasses, and animal secretions, they are also manufactured using synthetic ingredients. Thus, a diverse range of perfumes is available in different fragrance formulas and textures. Apart from being an essential personal grooming product, perfumes find extensive usage across different applications, including air fresheners, laundry softeners, floor cleaners, and furniture polish paints.



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We are regularly tracking the direct effect of COVID-19 on the market, along with the indirect influence of associated industries. These observations will be integrated into the report.

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Kuwait Perfume Market Trends:

The Kuwait perfume market is primarily driven by the growing inclination of consumers towards grooming products, particularly skincare and spa treatments. The rising willingness of the consumers to invest in fragrances and fragrant products is boosting the Kuwait perfume market growth significantly. Besides this, the easy availability of premium international-branded

perfumes across organized offline and online channels are complementing the market growth. Furthermore, the booming e-commerce sector, digital campaigns promoting perfume usage, inflating consumers' disposable income levels, and extensive research and development (R&D) activities conducted by key players are also providing an impetus to the market growth.

Kuwait Perfume Market 2022-2027 Analysis and Segmentation:

Breakup by Products:

- Premium Products
- Mass Products

Breakup by Gender:

- Male
- Female
- Unisex

Breakup by Perfume Type:

- Arabic
- French
- Others

Competitive Landscape:

The competitive landscape of the market has also been examined with details about key manufacturers operating in the industry.

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Key highlights of the report:

- Market Performance (2016-2021)
- Market Outlook (2022-2027)
- Porter's Five Forces Analysis
- Market Drivers and Success Factors
- SWOT Analysis
- Value Chain
- Comprehensive Mapping of the Competitive Landscape

Note: If you need specific information that is not currently within the scope of the report, we can provide it to you as a part of the customization.

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