

# Luxury and Long-Lasting Fragrances Dominate the Changing Perfume Market in Qatar

*Luxury perfume sales surge in Qatar, driven by cultural preferences, hot climate, and rising online demand for premium brands like YSL, Versace, and Tom Ford.*

DOHA, QATAR, February 26, 2025 /EINPresswire.com/ -- The [perfume](#) market in Qatar is

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*Iurii Nemtcev, CEO of Big Lab  
Digital Agency*

witnessing a significant shift towards luxury and long-lasting fragrances, with a strong preference for men’s perfumes. According to a search demand analysis conducted by Dubai-based digital marketing agency Big Lab, the [perfume Qatar](#) market is evolving as local consumers increasingly opt for premium brands such as Yves Saint Laurent, Versace, Chanel, Tom Ford, Dunhill, and Hugo Boss. Cultural preferences and Qatar’s hot climate play a key role in shaping demand, driving the popularity of rich, intense fragrances.

Search trend analysis indicates that consumers in Qatar

prioritize perfume with high longevity and bold character, essential for withstanding the country’s warm climate. Oriental and woody notes remain the most sought-after among buyers, while niche brands are expanding their presence by offering exclusive fragrances with complex compositions. Another defining factor is scent depth—search data highlights a growing interest in selecting perfume that delivers both longevity and sophistication.

Luxury fragrances such as [YSL perfume](#) and Tom Ford are particularly popular, offering opulent compositions that cater to the refined tastes of local consumers. “A key trend in Qatar’s beauty market is the rise of online perfume sales. Consumers are increasingly turning to digital platforms for fragrance selection and purchases, driven by the convenience of brand comparisons, customer reviews, and access to exclusive collections,” says Iurii Nemtcev, CEO of Big Lab Digital Agency.

According to Nemtcev, the expansion of Qatar’s perfume market is also driven by the entry of major retailers. Leading players are opening physical stores in the region while simultaneously developing online platforms with seamless browsing, purchasing, and fast delivery options. This has fueled public interest in high-quality fragrances and contributed to a growing preference for exclusive collections and limited-edition releases.

Another key factor shaping demand is Qatar's thriving tourism sector. International travelers actively purchase premium perfumes, increasing sales both in physical stores and duty-free airport zones. The growing appeal of luxury fragrances among tourists and residents alike positions Qatar's perfume market as one of the most promising in the region.

#### About Big Lab Digital Agency

Big Lab Digital Agency is a leading digital marketing firm in Dubai specializing in search engine optimization (SEO), digital strategies, and web development. The agency designs tailored solutions for marketplaces and e-commerce businesses, leveraging AI-driven analytics to enhance online sales and boost brand visibility.

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