

MARKETING *Club* 175th

175th Marketing Club
131st Business Club
39th Riyadh Club



CLUB FOUNDER, HOST
DR. MAHMOUD BAHGAT
LEGENDARY DIRECTOR

Perfumes & Fragrance Marketing



LIVE WEBINAR

JOIN FREE

Date

8th April
2025
Tuesday

9 pm



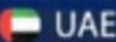
Egypt

10 pm



KSA

11 pm



UAE

Place
Online
Zoom



Instructor
Dr. Ramy Elgendy
Business Development Manager

Perfumes & Fragrances Marketing

Ramy Elgendy-InternationalMarketing Club



About the lecturer

I'm Ramy Elgendy, **Business Development Manager at GIVAGO perfumes:**

1. MBA Holder from **Geneva Business School, Switzerland**, Major in **International management**.
2. CDMP (Certified Digital Marketing professional), Diploma in Digital marketing from **Digital Marketing Institute, Ireland**.
3. Bachelor of Pharmaceutical sciences, **Tanta University** 2007 with Grade Good.
4. Worked in many Sales Marketing, Business Development positions in many places like:
 - Business Development Manager **GIVAGO perfumes (2023-Till now)**
 - E-commerce & Marketing head at **Innova Healthcare (2022-2023)**
 - CRM & Digital Marketing Manager at **Innova Healthcare (2020-2022)**.
 - Head of Marketing at **Zahret Al-Rawdah pharmacies (2019-2020)**.
 - Marketing specialist at **Nahdi Medical Company (2016-2018)**
 - Community Pharmacist, Store manager at Nahdi Medical company, Kunooz Al sehha pharmacies)
 - Lecturer at the Marketing club from 2021 (3 sessions).



Agenda

1

Introduction

"Perfume is the art that makes memory speak." – Francis Kurkdjian

2

Statistics, KSA

1.8 B USD in 2023

3

Perfume Manufacturing

"Perfume is the unseen, unforgettable, ultimate accessory." – Coco Chanel

4

Marketing Strategies

it's about selling a dream, a memory, and an emotion.

5

Sales Channels

A great perfume finds its way to customers through the right channels

6

Reasons of Failure

Success tips



1-Introduction

“Perfume is the most intense form of memory.” –Jean Paul Guerlain



Perfume History

Perfume usage goes back thousands of years, as examples of fragrances have been discovered in ancient Egypt, the Roman Empire, Mesopotamia and the Persian Empire.

Perfumes were used for hygiene and cleanliness, ceremonially and as a symbol of nobility.

The first perfume maker on record was a woman chemist named Tapputi. Stories of the invention of perfume have been found on a clay tablet from Mesopotamia, suggesting that perfume was invented by Tapputi sometime during the second millennium BC. Throughout the ages, different civilizations used fragrances and perfumes in many interesting ways.



Ancient Egyptian Perfume

Fragrance was of great importance in Egyptian high society. Egyptian mythology even notes **the god Nefertem** as being the lord of perfume. He is often depicted carrying water lilies, which were a common ingredient in ancient perfume.

Egyptians made perfume by distilling natural ingredients with non-scented oils. The most popular scents were **floral**, **woody**, and **fruity**. Incense was also used ceremonially, and the trade of incense and myrrh played a large part in Egyptian international relations.

It's said that great Egyptian leaders like Queen **Cleopatra** and Queen **Hatshepsut** used fragrances to scent their bodies, quarters, baths, and even took perfume with them to the grave.



Eau De Cologne

Between the 16th and 17th centuries, perfumes were used primarily by the wealthy to mask body odors resulting from infrequent bathing.

In 1693, Italian barber **Giovanni Paolo Feminis** created a perfume water called Aqua Admirabilis, today best known as **eau de cologne**; his nephew Johann Maria Farina (Giovanni Maria Farina) took over the business in 1732.

By the 18th century, the **Grasse** region of France, **Sicily**, and **Calabria** (in Italy) were growing aromatic plants to provide the growing perfume industry with raw materials. Even today, Italy and France remain the centre of European perfume design and trade.



Perfumes

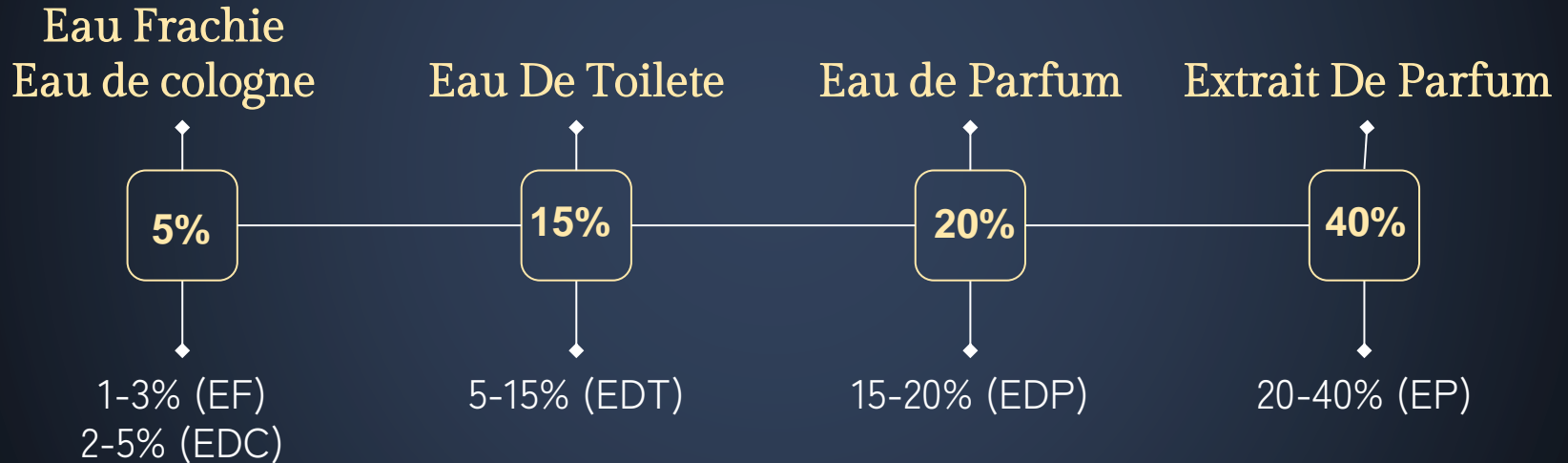
The term "perfume" emerged in the late 19th century. The first fragrance labelled a "parfum" extract with a high concentration of aromatic compounds was **Guerlain's Jicky** in 1889.

In the first half of the 20th century, fragrance companies began offering their products in more than one concentration, often pairing an extrait with a lighter eau de toilette suitable for day wear, which made their products available to a wider range of customers.

As this process accelerated, perfume houses borrowed the term "cologne" to refer to an even more diluted interpretation of their fragrances than eau de toilette.



Perfum Oil Concentration



Why are perfumes Different?

01

Emotional & Psychological Connection

Emotions, Memories, and Personal identity.

02

Sensory-Driven Advertising

Visual storytelling, luxury imagery.

03

Luxury & Aspirational Branding

Symbols of status, Sophistication, or Romance

04

Experience-Based Sales Strategy

Personalized consultations

05

High Dependence on Packaging & Design

Bottles are works of art



2

Statistics, KSA



“I think fragrance is the final touch, the finishing touch.
It’s how you want to be remembered.”-TOM FORD



Perfume Market Analysis

- ▶ The size of the Gulf perfume market in 2022 reached about **\$2.5 billion**, and it is expected to reach **\$3.145 billion** in 2028.
- ▶ KSA leads the Gulf perfume market with a share of **68.9%** of the total market, followed by the UAE with **16.9%**.
- ▶ Arabic perfumes account for **68.5%** of the total market. It was followed by French perfumes at a rate of **23.4%**.
- ▶ Oud, which is the most usable type of perfume, as Saudi Arabia alone consumes **60-65%** of the oud market in the whole world, more than half of the world's consumption. With sales of more than 3 billion Riyals



KSA Perfume Market 2/2

- ▶ A study issued by OceanX revealed that the rate of perfume consumption per capita in Saudi Arabia is **8 times** higher than in Europe, where the consumption per capita in Saudi Arabia per year reaches approximately **2.5 liters**, while in Europe, per capita consumption is approximately **300 ml** per year.
- ▶ The average purchase of perfume in Western countries is estimated at once every six months, while in the Gulf countries it is about once every two months at least.



GCC Perfume Market Analysis



KSA



68.9%



UAE



16.9%

2.5 B\$

2022 GCC perfume Sales



68.5%

Arabic Perfumes

Oriental Brands Like
OUD, Musk

23.4%

French Perfumes

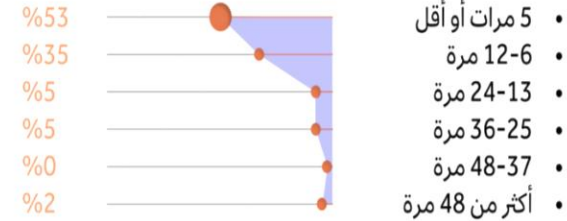
Giant brands like
Chanel, Dior

GCC Market Volume Expected to Reach 3.145 B \$ by 2028



Perfume Market Analysis

- ▶ The total consumption of perfumes in Saudi Arabia amounts to **6 billion SAR** annually.
- ▶ Saudi Arabia alone consumes **60-65 percent** % of the oud market in the entire world, i.e., more than half of the world's consumption, with sales of more than **3 billion SAR** annually on oud and oud oil alone.



معدل تكرار
الشراء السنوي

3,145,000,000.00

Expected GCC Perfumes Sales volume in 2028



Market shares of major competitors in the KSA market, 2022

الحصص السوقية للمنافسين الكبار في سوق العطور السعودية

12.7%

العربية للعود

9.4%

عبد الصمد
القُرشي

6.1%

درعه

5.2%

الماجد
للعود

2.5%

كوتي إنك

مصدر البيانات: نشرة إصدار الماجد للعود، الحصص السوقية لعام 2022

الاقتصادية



5055

Case study Al Majid for Oud Analysis 1/2

- ▶ Al Majid For Oud's 2023 revenues rose **30.4%** year-on-year, but the growth was below the 2022 rate of **33%**.
- ▶ According to Al-Eqtisadiya newspaper, based on data from the company's prospectus, its revenues amounted to **767 million SAR** last year (2023), driven by the growth of perfume revenues, which accounted for **64%** of the total during the period.
- ▶ The company's **profits** increased by **18.6%** y-o-y to SAR **148.7 million** and operating profit rose **16%** to SAR **159.6 million**, but growth rates slowed from **24.1%** and **25.9%**, respectively. The operating profit margin and net profit margin also slowed in 2023, to **20.8%** and **19.4%**, respectively.



Case study Al Majid for Oud Analysis 2/2

- ▶ Selling and marketing expenses accounted for **41% of total revenues**, reaching SAR **311 million** last year compared to SAR **210 million** in 2022. It is known that the perfume sector is one of the sectors that relies heavily on marketing.
- ▶ Fragrance products accounted for 50% of the total revenue to reach SAR **490.5 million**, registering a 32.7% YOY growth. Then Oud products were the second contributor accounting for 14% of the total, contributing SAR **109.8 million** last year, a growth rate of 27.5% YOY.
- ▶ Geographically, Saudi Arabia's Central and Western regions accounted for the highest percentage of revenues, with the former accounting for 25.6% of the total, the latter for 25.3%, while GCC countries contributed 9.8% of total revenues.



Al Majid for Oud Analysis

2023 Revenue Growth



30.4%

Growth % declined from 33% in 2022

2023 Sales and
marketing expenses



41%

311 M in 2023 Vs 210 M in 2022

2023
Profitability



18.6%

148.7 M in 2023

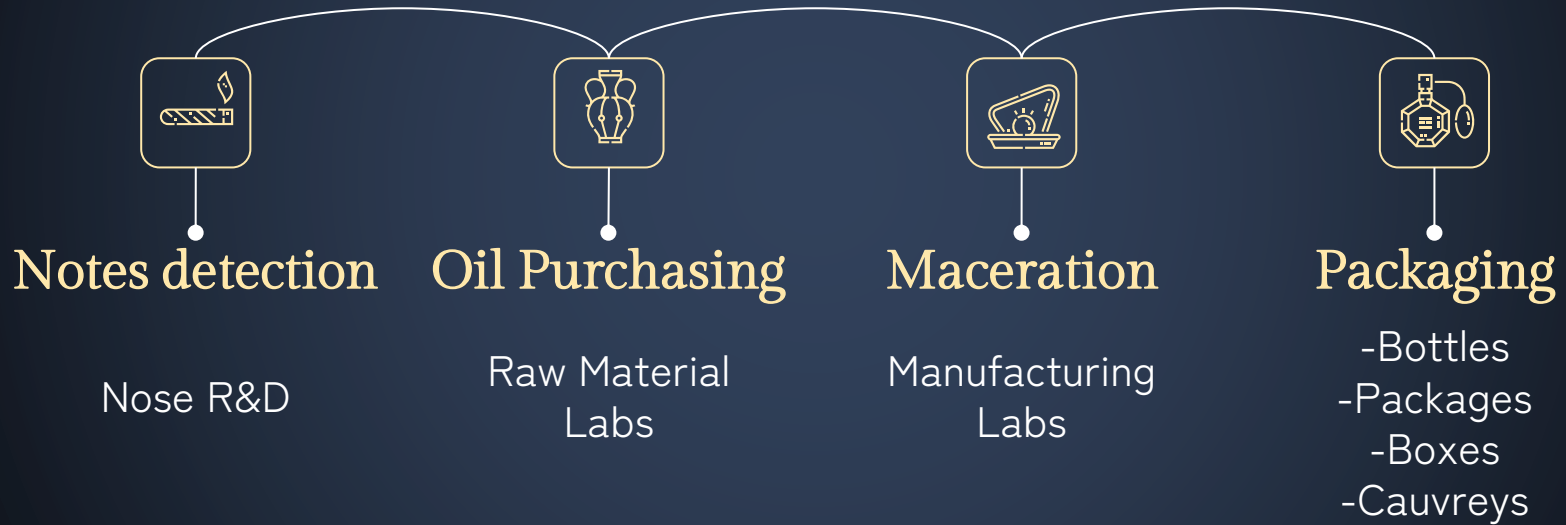


3 Perfume Manufacturing



"The beauty of fragrance is that it speaks to your heart and hopefully someone else's." - **Elizabeth Taylor**

How to make a perfume?



Perfume Notes



Top Note

- Duration up to 15 min
- Highly Volatile, Fresh
- Give the initial Impression



Base Note

- Becomes dominant after 4 hours to 24 Hour
- Deep, Warm provide Fixation



Middle Note (Body)

- Develop after 30 min up to 4 Hours
- Rich, Define perfume personality



Perfume Notes detection process

1-Sensory Evaluation (Olfactory Analysis)

This process relies on a perfumer's trained nose and memory to detect and classify aromas.



2-Gas Chromatography-Mass Spectrometry (Chemical Analysis)

This technique is commonly used for quality control, counterfeit detection, and formula replication.

3-Evaporation Curve, Note Development

The detection process accounts for how a perfume changes over time as different notes evaporate.



4-Consumer Testing & Feedback

Focus groups & market research help identify how people perceive and describe fragrances.

Raw Material (Perfume Oils)

1-Identifying Raw Material Needs

- ✓ Essential oils & absolutes (e.g., rose, jasmine, sandalwood)
- ✓ Aroma chemicals (e.g., vanillin, aldehydes, synthetic musk)
- ✓ Fixatives & solvents (e.g., ethanol, benzoin, ambergris alternatives)
- ✓ Specialty ingredients (e.g., rare oud, resins, and balsams)

2-Sourcing & Supplier Evaluation

- ✓ Reputation & Certification (ISO, IFRA, COSMOS for natural extracts)
- ✓ Quality & Purity Standards (GC-MS testing, organic certifications)
- ✓ Sustainability Practices (Fair-trade, eco-friendly sourcing)
- ✓ Pricing & Availability (Bulk purchase discounts, seasonal availability)

3-Sample Testing & Quality Control

- ✓ Olfactory testing
- ✓ Gas Chromatography-Mass Spectrometry
- ✓ Stability testing (checking performance under different temperatures & conditions).

4-Storage & Inventory Management

- ✗ Inspected & tested for quality control.
- ✗ Store in temperature-controlled environments to maintain freshness.
- ✗ Logged into inventory systems to track usage and reordering needs.





Maceration

Maceration is when the perfume concentrate is mixed with alcohol and left to rest in a controlled environment before filtration and bottling.

This allows:

- ✓ Better integration of fragrance molecules
- ✓ Evaporation of harsh alcohol notes
- ✓ Enhanced depth and longevity of the scent



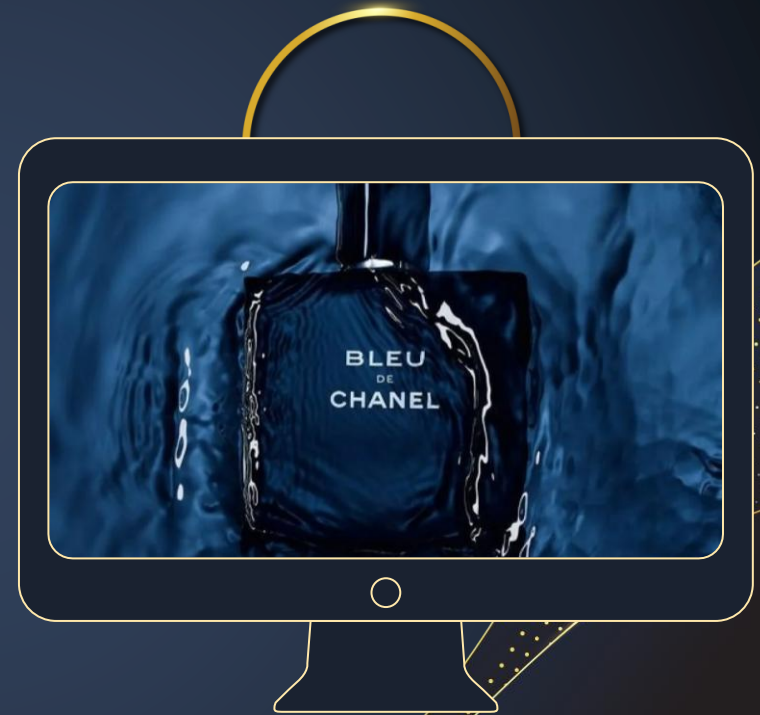
Bottling, Packaging

- Bottles
- Final Packing
- Special Boxes
- Cuvreys

4

Marketing Strategies

“No elegance is possible without perfume. It is the unseen, unforgettable, ultimate accessory.” – Coco Chanel



Perfume Marketing Strategy



Segmentation

- Market Detection
- Customer Type
- Brand Positioning
- Plan, Budgeting, Target



Channels

- Sales Channels
- Marketing Tactics
- Partnership
- Franchise models



Engagement

- CRM
- Loyalty program
- Post sales services
- Complaint management



Marketing Strategy Flow



Segmentation

- Market Detection
- Customer Type
- Brand Positioning
- Plan, Budgeting, Target



Market Detection



Mass Market

- Broad, large-scale consumers
- Affordable Prices, Cost leadership
- Wide availability
- High marketing penetration
- Practical customers



Dupe Market

- Quickly replicating
- Customers with limited budget
- Online more than Offline
- Wholesalers
- Trend Driven
- Simplified Packaging
- Gen Z, Millennials



Niche Market

- Exclusivity
- Quality Over Quantity
- High Ingredients purity
- GMP
- Low Production Volume
- Niche price
- Luxury Customers



Customer Profiles!

- The signature Scent Seeker
- The Trend Follower
- The collector (Connoisseur)
- The Occasion-Based Customers
- The Experimental Explorer
- The price-conscious shopper
- The Gifter
- The Culture Driven Buyer



1- The Signature Scent Seeker

Profile:

- Loyal to one scent; consider perfume part of their identity.

Behavior:

- Buys the same fragrance repeatedly
- Looks for consistency and longevity
- Often stick to brands they trust

Purchase volume:

- Selected units, High volume



Marketing tips

- Offer loyalty programs, refills, or travel sizes of their favorite scent.

2- Trend Follower

Profile:

- Chases what's viral or “in” on social media.

Behavior:

- Follows influencer recommendations
- Interested in "dupes" of luxury perfumes
- Responds well to limited editions

Purchase volume:

- Trendy, non-loyal, High volume



Marketing tips

- Use TikTok, Instagram Reels, and influencer campaigns to grab their attention.

3- The Collector / Connoisseur

Profile:

- Deeply passionate about perfumery; seeks artistic, niche, or rare scents.

Behavior:

- Buys frequently, often high-end or indie brands
- Cares about notes, sillage, and the perfumer's story
- Joins fragrance communities or forums

Purchase volume:

- Selected units, Rare, Low volume



Marketing tips

- Highlight ingredient stories, craftsmanship, and exclusive releases.

4- The Occasion-Based Buyer

Profile:

- Buys perfumes for specific events or seasons (weddings, summer, gifting).

Behavior:

- Prefers practical and versatile scents
- Often purchases during sales or holidays
- Gift-oriented purchases (Mother's Day, Eid, Christmas)

Purchase volume:

- Selected units, Occasions, Low volume



Marketing tips

- Promote gift sets, seasonal campaigns, and bundle offers.

5- The Experimental Explorer

Profile:

- Loves trying new scents frequently; doesn't commit to one.

Behavior:

- Open to new brands and categories (unisex, natural, Arabic oud)
- Shops for variety
- Enjoys sample kits and travel sprays

Purchase volume:

- Newly arrived, Trends, High volume



Marketing tips

- Offer discovery sets, mini bottles, and subscription boxes.

6- The Price-Conscious Shopper

Profile:

- Budget-first but still wants a pleasant scent.

Behavior:

- Buys during sales or from affordable lines
- May prefer dupes or local brands
- Quality matters, but affordability drives decisions

Purchase volume:

- Discounted, Offer seeker, High volume



Marketing tips

- Provide high perceived value, bundle pricing, and comparison-based marketing.

7- The Gifter

Profile:

- Not a regular wearer but buys for others.

Behavior:

- Seeks elegant packaging and safe, likable scents
- May not understand perfume notes deeply
- Shop more during holidays or occasions

Purchase volume:

- Caudvres, Gifting Packs, Limited volume



Marketing tips

- Emphasize gift-ready packaging, best-sellers, and “for him/her” suggestions.

8- The Culturally Driven Buyer

Profile:

- Prefers perfumes that reflect traditions (oud, musk, amber).

Behavior:

- Favors local or Middle Eastern-inspired scents
- May associate perfume with religious or cultural rituals
- Often multi-bottle households

Purchase volume:

- Oriental, Cultural, High volume



Marketing tips

- Focus on Arabian collections, strong scent longevity, and heritage storytelling.



Brand Positioning

Brand positioning in the perfume industry is about defining how your brand is perceived in the minds of your target audience, especially in comparison to competitors. It answers the question: "Why should someone choose your fragrance over another?"

Examples of Brand Positioning

Brand	Positioning	Brand equity
<i>Chanel</i>	Classic, timeless elegance with French sophistication	High-end fashion and stylish brand, Female oriented
<i>Tom Ford</i>	Seductive, bold, luxurious, gender-fluid	Built Ford Tough with a Modern Edge, Male oriented
<i>Maison Francis Kurkdjian</i>	Artistic luxury, modern and experimental	Purity, sophistication, timelessness and the boldness of a reinvented classicism.
<i>Zara Fragrances</i>	Trendy, affordable, fashion-aligned	cheap quick fashion,' and it caters to a global customer market



5

Sales Channels



1- Retail Stores (Brick & Mortar)

Department Stores



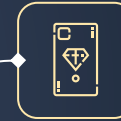
- Examples: Sephora, Faces, Harvey Nichols, Debenhams
- Great for: Premium & luxury brands
- Offers: In-store testers, trained staff, exclusive launches

Standalone Brand Boutiques



- Owned by the brand (e.g., Chanel, Dior, Givago flagship)
- Control over branding, experience, and upselling
- Ideal for storytelling and luxury positioning

Mass Market Retailers



- Examples: Whites, Boots, CVS
- Best for: Affordable, entry-level perfumes and body sprays



2- E-commerce Channels



Brand's Official Website

- Full control over pricing, marketing, and CRM
- Ideal for: Direct engagement, subscriptions, exclusive drops



Online Retailers / Marketplaces

- Examples: Amazon, Noon, Goldenscent, Notino, Jumia
- Huge reach but competitive
- Often discounted and price-driven



Mobile Apps & Fragrance Subscription Platforms

- Examples: Scentbird, Sniph
- Offer samples, monthly subscriptions
- Ideal for exploratory, young, trend-driven consumers

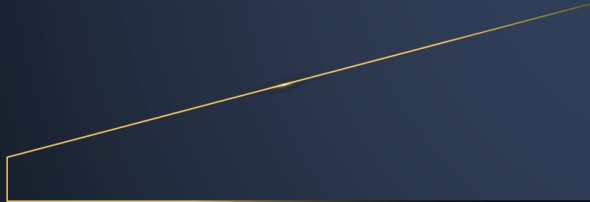


3- Wholesale / Distribution

- Selling in bulk to distributors, retailers, or chains
- Useful for expanding regionally or internationally

Requires:

- Margin flexibility, local compliance, logistics partners



4- Travel Retail / Duty-Free

- Ideal for luxury and impulse buyers
- High visibility and international audience

Found in:

- Airports, Duty-free





5- Franchising & Local Partners

High spread, Good market penetration with low risks



Marketing Tactics

Creating Desire, Identity & Loyalty Through Scent



360 Perfume Marketing Tactics



Branding

- Storytelling, Emotional Branding
- Sensory Description, Note Highlights
- Sampling Campaigns
- Packaging and Visual Identity
- Limited editions, Scarcity
- Eco friendly & Clean messaging
- Cultural Relevance, Localization



Traditional

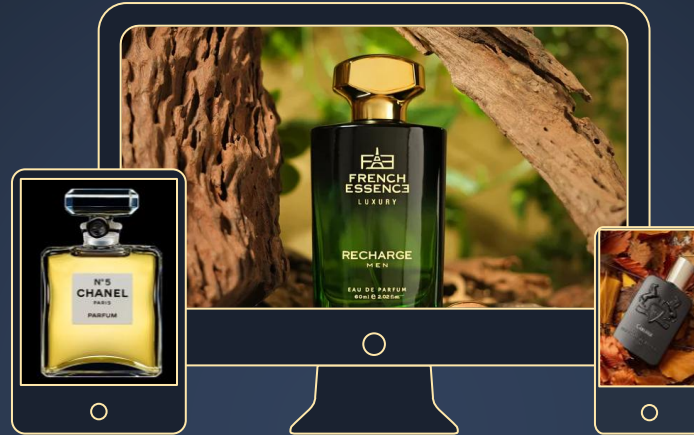
- Pop-up Stores Events
- Fragrance Layering Promotions
- Gifting, special packaging (Seasonal Marketing)
- Traditional Media
- Outdoor campaigns
- CRM & Loyalty Programs
- Retail Experience, Instore activation



Digital

- Influencer Marketing
- Celebrity collaboration
- Content Marketing
- UGC (User Generated Content)
- Digital Marketing (SMM,SEA,GA,Paid Media)
- Video Marketing, Professional Artworks





Marketing Tips

For Perfume Market

1

Sell the Feeling, Not Just the Scent

People buy perfume based on how it makes them feel—not just how it smells.

- ◆ Use emotional and romantic storytelling.
- ◆ Connect your perfume to moods, seasons, or life moments (e.g., “confidence in a bottle,” “the scent of nostalgia”).



2

Use Vivid Language for Descriptions

Perfume marketing lives in imagination.

- ◆ Describe top, heart, and base notes in poetic ways.
- ◆ Use words like “intoxicating,” “velvety,” “sun-kissed,” “powdery,” and “mystical.”
- ◆ Help your customer “smell with their mind.”





3. Highlight Signature Ingredients

- ◆ Be transparent about unique or rare components (e.g., saffron, oud, ambroxan).
- ◆ Educate the customer; this builds perceived quality and value.
- ◆ Great for both luxury and niche markets.

Customer Centralized



4. Offer Discovery Sets or Sample Kits

Sampling builds confidence and conversion.

5. Use Scent Quizzes

Help people find their scent match through interactive tools.



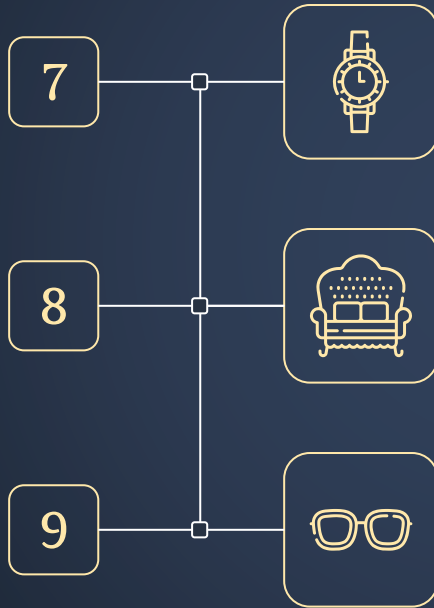
6

Leveraging Influencers & Scent Creators

- ◆ Work with TikTokers, YouTubers, and perfumiest on Instagram.
- ◆ Try “blind smell tests” or “layering routines” content.
- ◆ Focus on creators who match your brand’s tone.



Psychological, Cultural



Anchor Campaigns Around Emotions or Occasions

- ◆ Connect scents to life moments.

Tell the Origin Story

- ◆ Highlight the perfumer (nose), French heritage, craftsmanship, etc.
- ◆ Share visuals from production, maceration, and bottling.
- ◆ Builds trust and authenticity

Tap Into Local Preferences

- ◆ Customize launches and messaging per region.
- ◆ Use Arabic scent names or bilingual marketing where applicable.



6

Reasons of Failure

Why so many don't succeed



Many perfume brands don't succeed not because the fragrance is bad, but because they fail in strategy, differentiation, or execution.

Here are the key reasons

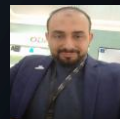




1. Lack of Brand Identity

“Just another pretty bottle” doesn’t cut it.

- ✓ They fail to tell a unique story or connect emotionally with customers.
- ✓ No clear personality, values, or lifestyle association.
- ✓ Customers can't relate to, remember, or talk about the brand.



2. Poor Market Differentiation

- ✓ They imitate others instead of creating something new.
- ✓ Similar packaging, notes, messaging = no recall.
- ✓ They target everyone, which means they appeal to no one.





3. Weak Marketing & Communication

- ✓ Great scent, no one knows about it.
- ✓ Limited online presence or outdated branding.
- ✓ Lack of influencer partnerships or real reviews.
- ✓ No storytelling, no lifestyle content, no engagement.



Quality & Pricing Strategy



4. Inconsistent Quality or Production

- ✓ Poor manufacturing or maceration time skipped.
- ✓ Customers don't return or recommend.
- ✓ Reputational damage spreads fast in beauty communities.



5. Unrealistic Pricing or Positioning

- ✓ Price doesn't reflect quality, packaging, or concept.
- ✓ Premium pricing without premium experience (e.g. poor packaging, generic scent).
- ✓ Or pricing too low and killing perceived luxury.



Customer Care



6. Lack of Post-Sales Engagement

- ✓ They forget the customer after checkout.
- ✓ No CRM, follow-ups, or loyalty programs.
- ✓ No community-building or brand connection.
- ✓ Perfume lovers often become brand ambassadors if you treat them well.

7. No Understanding of the Customer

- ✓ They focus on the product, not the people.
- ✓ No customer segmentation or persona work.
- ✓ Launching blind without market research or testing.
- ✓ Ignoring cultural or regional scent preferences.



Thank you!

Any Question?



Elgendyramy70@gmail.com



+966 53 3538 278



<https://www.linkedin.com/in/ramy-elgendy-mba-cdmp-549139151/>

