



مؤسسة دبي لتنمية الصادرات - حكومة دبي  
An Agency of the Department of Economic Development - Government of Dubai

مؤسسة دبي لتنمية الصادرات  
DUBAI EXPORTS 

# Perfumes & Cosmetics

Capability and exporters needs

This report is based on the results of two surveys conducted during the first gathering of the Perfumes and Cosmetics sector companies in Dubai organized in The Address ,Dubai Mall on 12 December 2016

### Exporters are highly optimistic about the future sustainability of the sector

- Exporters outlook for Q1-Q2 2017 was quite optimistic about price increase but pessimistic on profit ,purchase orders, domestic and international sales growth.
- The exporters see the sector major strengths are the infrastructure and logistics, local and export markets and access to raw materials and skills. However higher cost is seen as a disadvantage.
- Challenges facing exporters are competition, skills ,price of raw materials, currency exchange, impact of oil prices, finance and branding.
- However exporters are highly optimistic about the future sustainability of the business, as 84% of the exporters plan to expand capacity and 89% plan to upgrade technology.

### Exporters are actively innovating their business

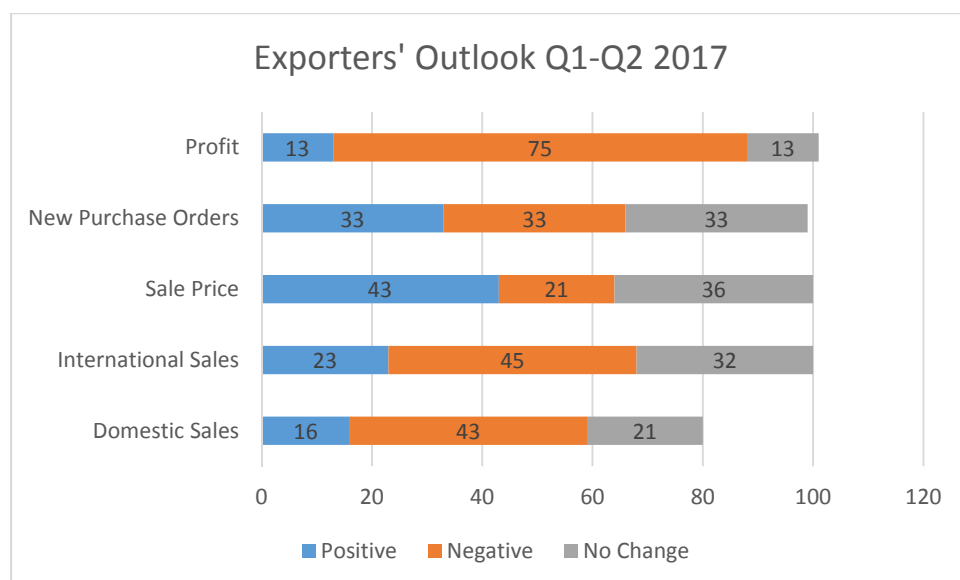
- Exporters are also actively innovating services, products and processes to meet international and domestic and domestic customers increasing affluence .54% of the companies innovated their processes and 55% products while 54% of the companies owned IP

### Which new markets exporters are looking for in future?

- GCC and MENA remain the major current markets while exporters are looking for new markets in Canada, Asia & Europe.
- Exporters prefer missions to GCC ,MENA, Africa, CIS and South America.

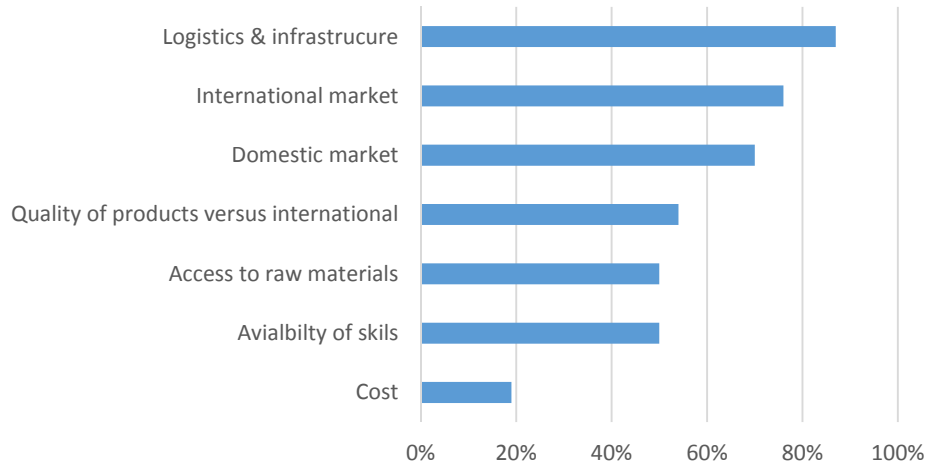
### Commendable exporters performance in 2015

- Exporters performance survey shows good product and market diversification , as 70% of the companies exported at least 3-4 products and 76% of companies exported to at least 3-4 markets. Exporters also achieved commendable financial performance in 2015 with 81% of the companies making an annual export revenue of up to 20 Mil AED and 40% of companies achieving a growth in exports of 10-20%

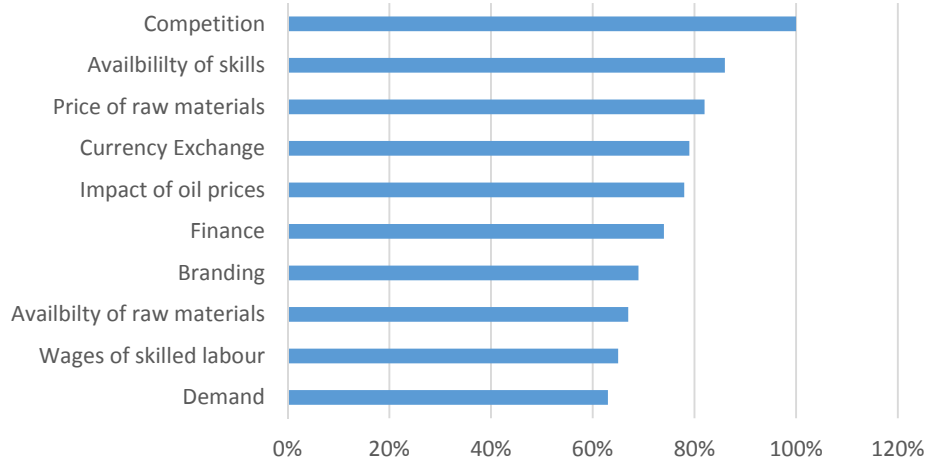


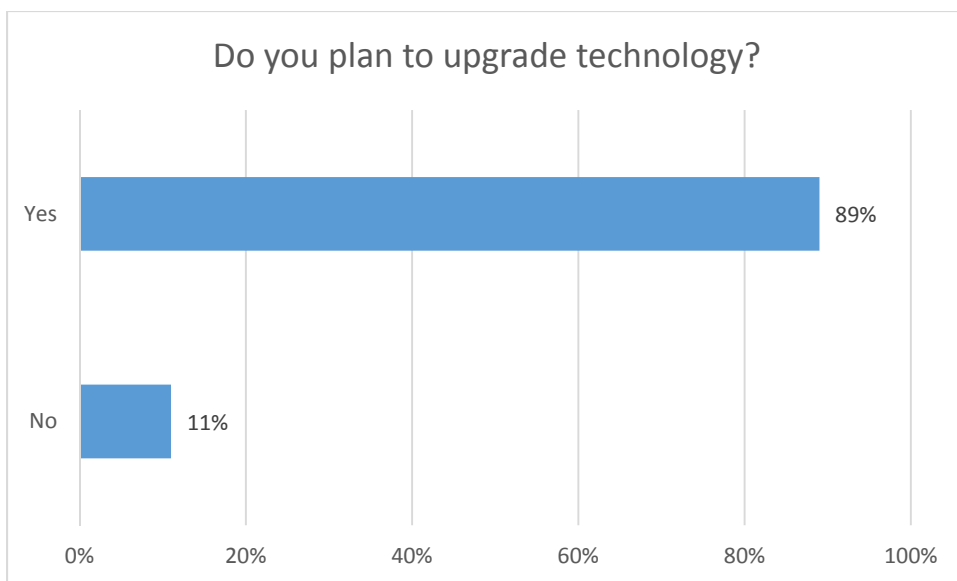
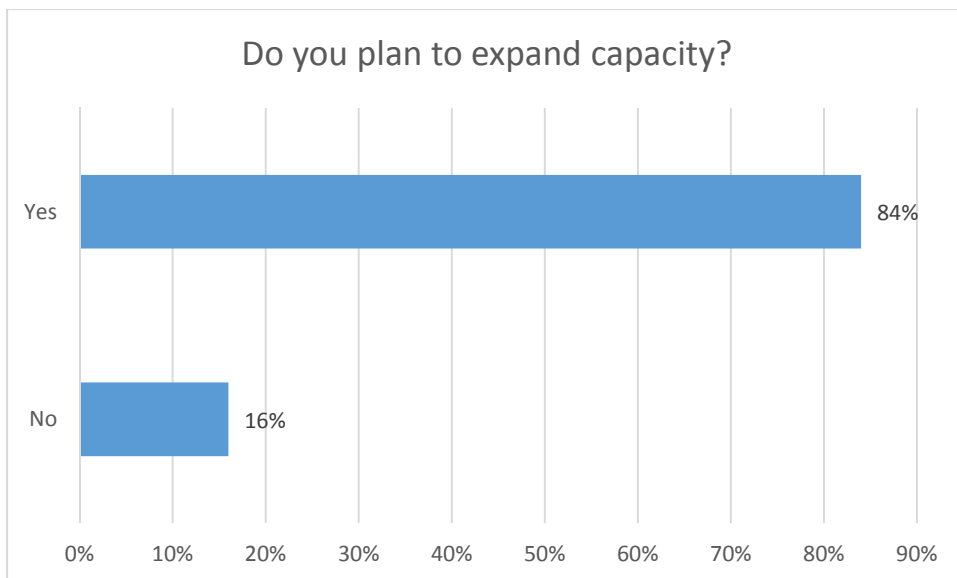
Source: Voting survey( PowerPoint attached)

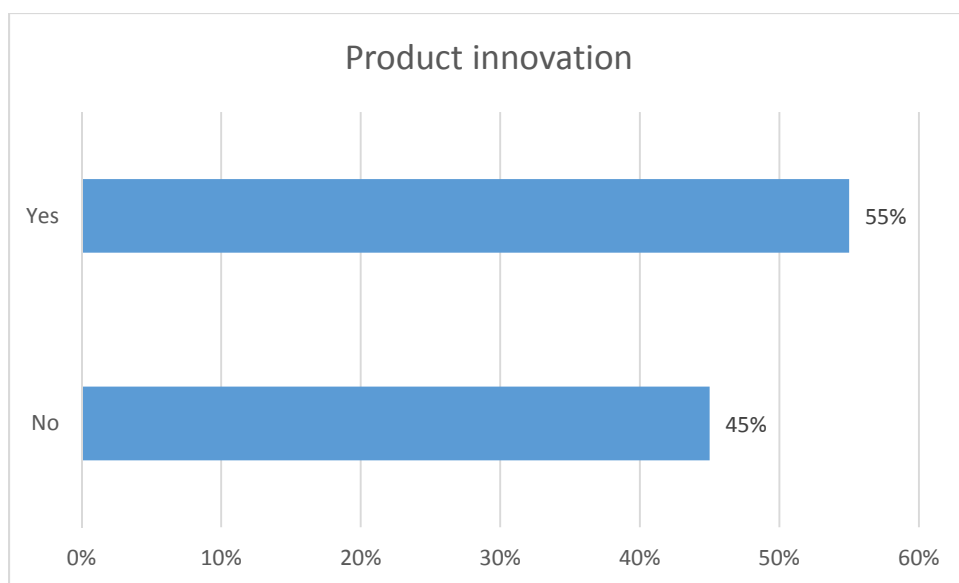
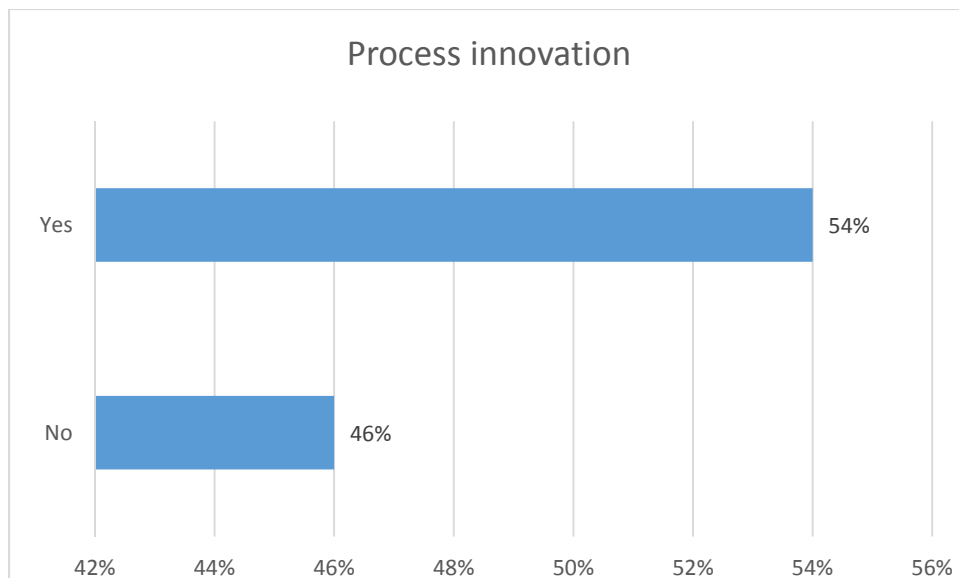
### Sector strengths

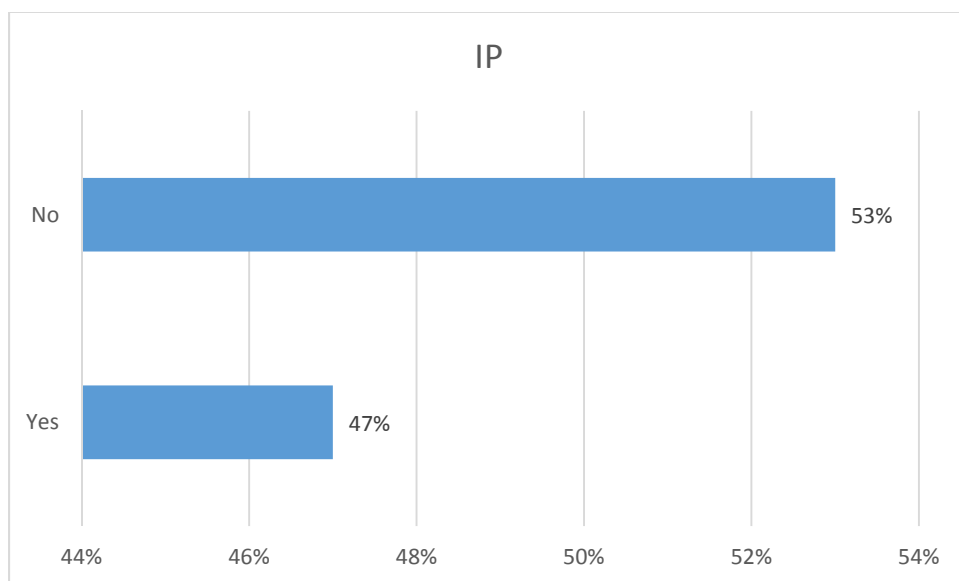
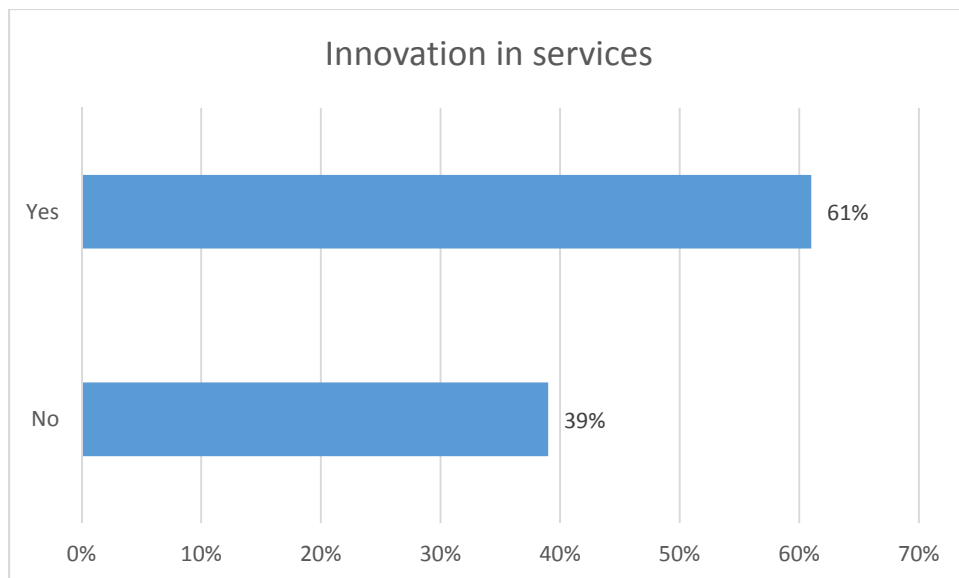


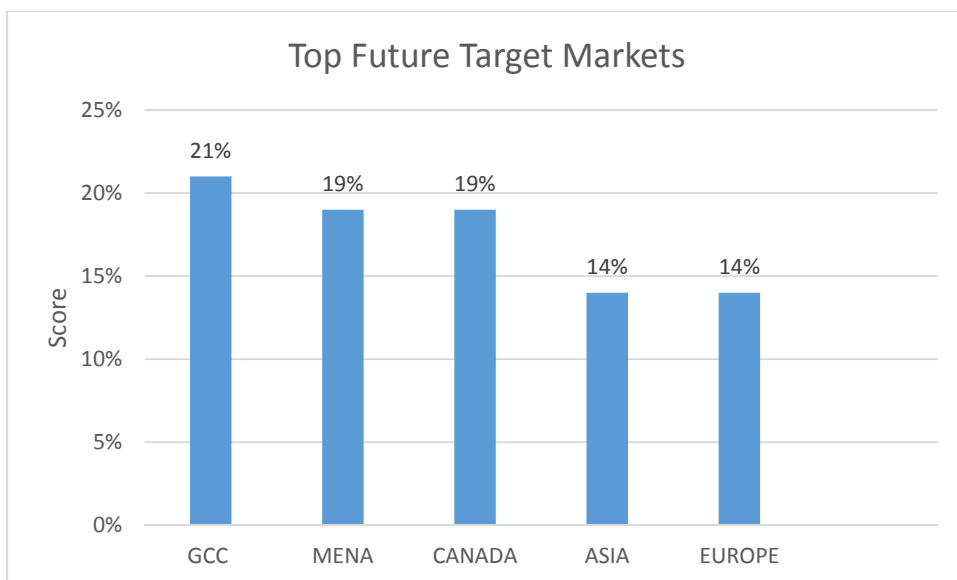
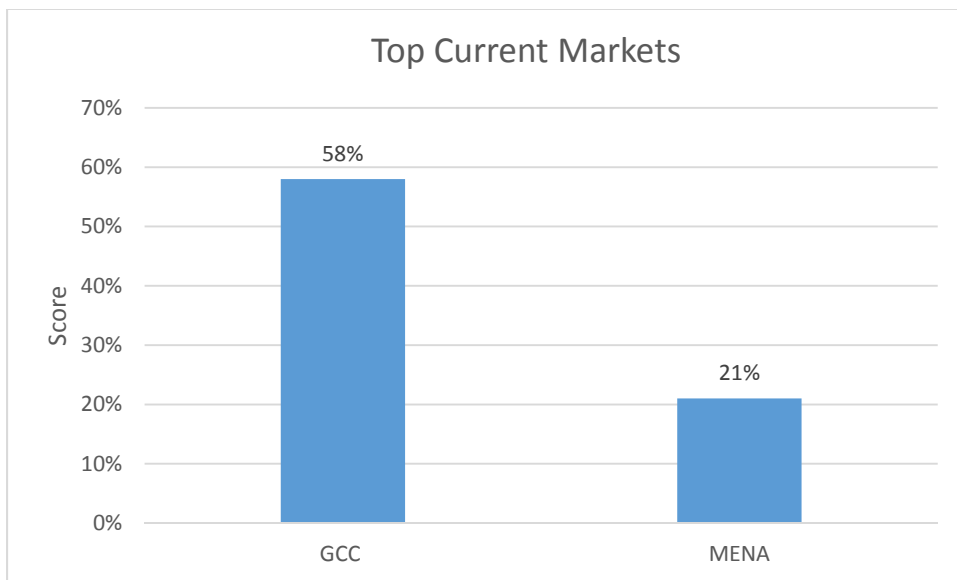
### Exporters' Challenges



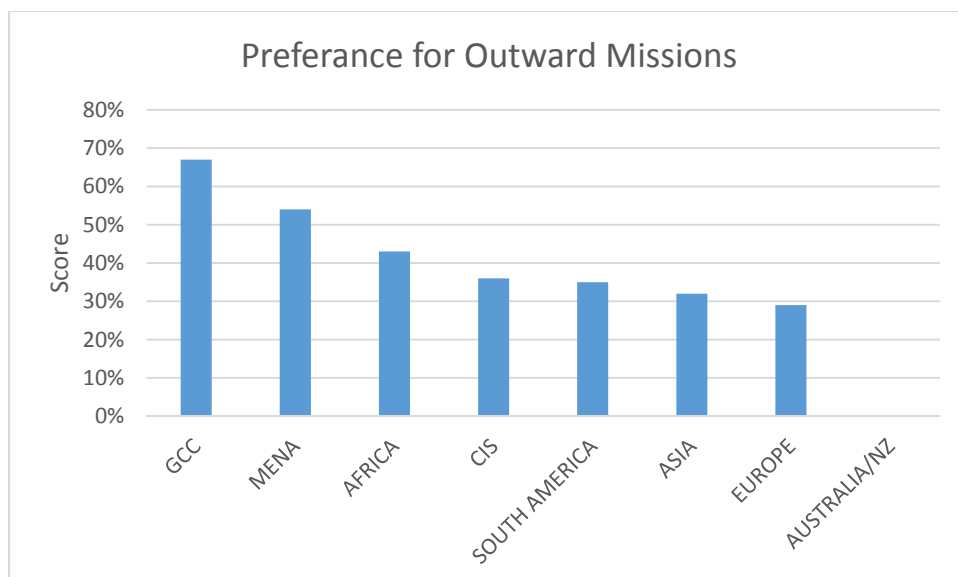












#### Export Performance indicators

Indicator	Score
# of Products +3-4	70%
New export markets	56%
# of countries of export 3-4+	76%
Export of services	32%
Export Less than 20 MIL AED/year	81%
Export growth 2016 10-20%	40%