



Pharmaco-Economical Prospective of Attar in Relation to Market Scenario: Survelogical Research

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ABSTRACT:

Attar is a type of essential oil that has been used from many centuries. It is created by distilling flowers, herbs or spices to extract their aromatic oils. Attar is known for its therapeutic properties and its ability to evoke emotions and memories. It is used in a variety of ways, including traditional medicines, aromatherapy, perfumery, and spiritual practices. Attar has a rich cultural history and holds significant importance in many regions around the world, particularly in Middle East, North Africa and South Asia. They are used in religious ceremonies. There are many different types of attar each with its own unique fragrance and properties. Some popular attar used like rose, jasmine, sandalwood and musk. Attars is also sometime used as a base for other perfumes and fragrances. In the recent years, attar has gained popularity in western world as well as people became more interested in nature and traditional forms of perfume. In 2023, the attar sections will generate 25,048.68 million of revenue. The demand is awaited to grow annually by 3.90% (CAGR 2023-2027). The United State generates the maximum earnings worldwide (700,575.32 million in 2023). In 2023, per person earnings of Rs.17.65 is generated in relation to the total population. By 2023, 59% deals in the fragrance sector will be attribute to non- luxury goods. Attar is exported from India to over 71 countries. In the year 2020-2021 (Apr-Nov), India has exported worth of 2.61 USD million. The total volume of export in 2020-2021 was around 574,020. Overall attar is a expensive and highly sought after product that require skill and expertise to produce.

Keywords: Attar, Economical, cheap, expensive, applications

Introduction:

Historically, Attar is also known as Ittar or Aroma oil .It is a fragrant essential oil that has been used in traditional Indian and Islamic cultures for thousands of years. The word "attar" come from the Persian word 'atr' which means fragrance .The use of attar spread throughout the Islamic world, where it become an integral part of the culture and was used in religious ceremonies as well as for personal adornment .In the 10th century, attar was introduced to the Islamic world by Persian traders and quickly become popular .It was used in religious ceremonies as well as personal grooming and scenting clothing and homes. In the 10th century, the Persian chemist Ibn Sina (also known as Avicenna) wrote a book called "The book of healing" which including a section on the distillation of essential oils. This helped spread knowledge of the art of perfumery throughout the Islamic world. During the Mughal Empire in India, attar become highly prized and often used by the emperors and their countries. The famous Taj Mahal is said to have been scented with attar during its construction. In 19th century attar began to gain popularity in Europe, where it was known as "Otto" or "Otto of roses". It was highly prized for its natural fragrance. Overtime, attar making became a specialized art form, with skilled craftsmen carefully selecting and blending oils to create unique fragrance. Today, attar is still used in traditional Indian and Islamic cultures as well as by perfume enthusiasts around the world who appreciate it complex and nature fragrance [1-3].

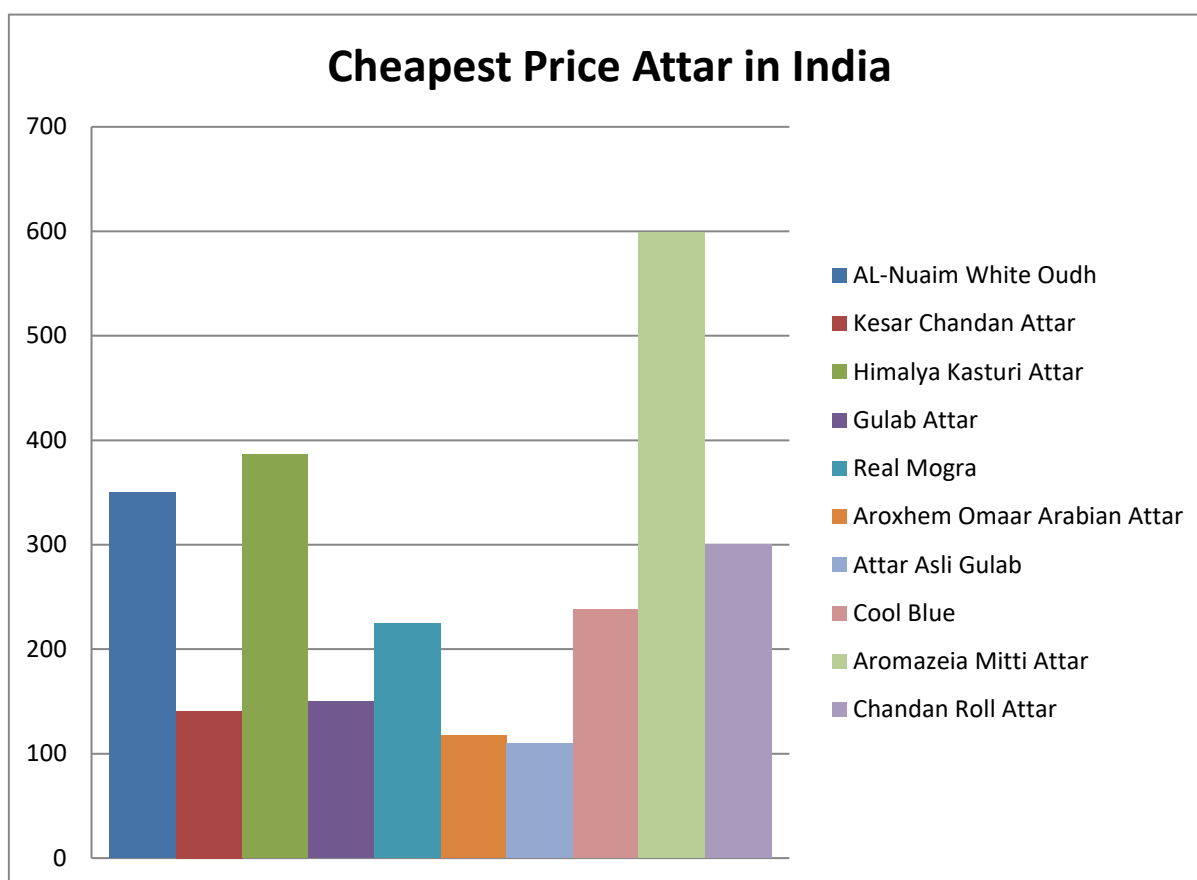
Pharmaco-Economical Aspects of Attar:

There are numerous attars available and traded in India and other countries. Some attars are cheap and some attars are expensive. The price of the attar is adjusted according to their fragrance and packing. The attars have an invigorating fragrance that keeps the freshness in the body [4-7]. In Islamic culture that is used by peoples for personal hygiene.

Cheapest Attar in India: The cheapest attars are those which are affordable to majority of population and are being available in fewer amounts so as to meet the requirement of general public. The fragrance stays in these attars about 5-8 hours [8].

Table 1 List Of The Top Ten Cheapest Attar Available Online

Sr. No.	Brand Name	Company Name	Quantity	Cost (INR)
1.	AL-Nuaim White Oudh	The RK Mart	6ml	350
2.	KesarChandan Attar	Exotix Fragrance	6ml	141
3.	Himalaya Kasturi Attar	Parag Fragrance	6ml	386
4.	Gulab Attar	Kazima Perfumers	6ml	141
5.	Real Mogra	Parag Fragrance	6ml	225
6.	ArochemOmaar Arabian Attar	Kids delight	6ml	117
7.	Attar AsliGulab	IndraSugandhBhandar	6ml	110
8.	Cool Blue	Asran	6ml	238
9.	AromazeiaMitti Attar	Swapnil Exim Pvt. Ltd.	6ml	599
10.	Chandan Roll on Attar	BalajiAgarbatti Company	6ml	300

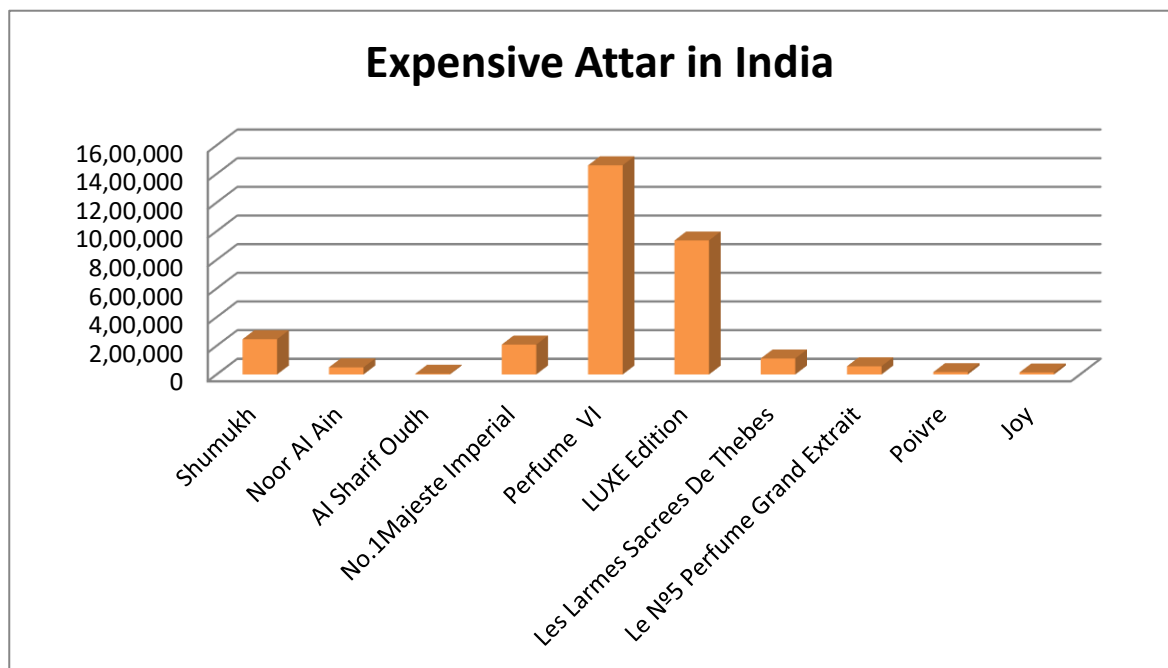


Expensive Attar in India: The expensive attars are well designed scents and its fragrance stays about 1-2 days. It is available roughly about 3 milliliters. Its price runs into hundreds of dollars especially. For making expensive attars, the group of companies and manufacturers invest more money for development.

Table 2 List Of The Top Ten Expensive Attar Available Online

Sr. No.	Brand Name	Company Name	Quantity	Cost(INR)
1.	Shumukh	Nabeel	6 ml	246,147
2.	Noor Al Ain	Swiss Arabian	6 ml	49,225
3.	Al Sharif Oudh	Al Haramain	6 ml	5,333
4.	No.1Majeste Imperial	Clive Christian Perfume	6 ml	208,759
5.	Perfume VI	Gianni Vive Sulman	6 ml	1,460,303
6.	LUXE Edition	PacoRabanne	6 ml	935,250
7.	LesLarmesSacrees De Thebes	Baccarat	6 ml	111,574

8.	Le N°5 Perfume Grand Extrait	Chanel	6 ml	57,428
9.	Poivre	Caron	6 ml	16,408
10.	Joy	Jean Patou	6 ml	13,946



Economical Aspects of Attar: As per the economical value according to the trade the total market revenue generated by the different fragrances under different categories was US\$46 billion in 2020. According to the report the estimated increase 22% i.e. US\$67 billion by the year 2026 still research has to be done on the vital skill to decide the exact increase in the market of attar worldwide around with its trading and economical aspects.

Table 3: Attar Shipment Data for Export

Countries	Export Trade (Shipment)
India	14402
United Arab Emirates	708
Saudi Arab	247
China	207
Bahrain	101

Table 4: Attar Shipment Data for Import

Countries	Import Trade (Shipment)
India	806
United Arab Emirates	2865
Saudi Arab	558
United State	1807
Nigeria	1054

Utilization of Attar in Pharma World[9-10]:

Attars are valued in the pharmaceutical industries for their natural properties and versatility in a variety of different product.

- 1. Fragrance:** Attars are used as fragrance in many pharmaceutical products including creams, lotions. They provide the natural fragrance that can be more appealing to consumers than synthetic fragrance.
- 2. Therapeutic Benefits:** Some of the attars have the therapeutic properties that make them useful in pharmaceutical industries. For example, lavender oil is also known for its calming properties and it is beneficial for relaxation.
- 3. Flavoring:** Attars are used as flavoring agents in the pharmaceutical industries such as cough syrup, lozenges.
- 4. Anti-Microbial Properties:** Some of the attars have antimicrobial properties that are useful in pharmaceutical industries. For example, Tea tree oil is used to treat acne, oily skin, skin inflammation, etc.

Conclusion:

The present research article focus on the utilization of attar in the present scenario. Though the price range of the attar is quite large and wider still it is being surviving in the market on the basis of its quality. The attar is much more formulated from the herbal raw material which gives it an edge over the synthetic fragrances available in the market. The current research work tries to highlight the utilization and market prospective of attar. Still lot of futuristic aspects are pending and can be explored in the near future.

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