Here is an overview of the target audience for Amouage perfumes: Amouage is a luxury perfume brand based in Oman.– Middle–aged to older demographic – Many of Amouage's fragrances have a more mature, complex scent profile that appeals to an older audience, often 40 years and up. – Perfume connoisseurs/enthusiasts – Amouage markets itself as a niche, artisanal brand that attracts passionate fragrance collectors and those interested in rare, high–quality scents.

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