



MAP MONITORING · UNITED ARAB EMIRATES

Al Haramain Perfumes

2,189

offers monitored

327

below MAP

46

sellers in breach

48

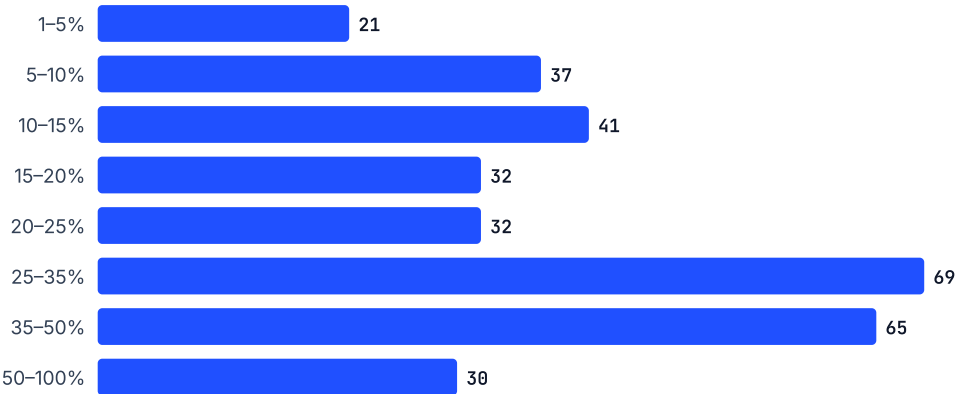
sites carrying the brand

CONFIDENTIAL · PREPARED BY SAMPO · 11 SEPTEMBER 2026

Scope. Every publicly visible UAE online listing of Al Haramain Perfumes products we could find across 70 retailers and marketplaces, matched to the brand's own UAE store (shop.alharamainperfumes.com/uae) using Sampo's 6-stage AI Matching Pipeline. A listing counts as **below MAP** when its advertised, VAT-inclusive price is more than 1% under the brand store's current price for the identical product (same line, format, size and pack). Marketplace listings are assessed per seller, not just the winning offer. Every violation in the attached CSV links to a timestamped screenshot.

1. 15% of Al Haramain's UAE listings are priced below the brand's own store

Depth of violations — how far below the brand store price

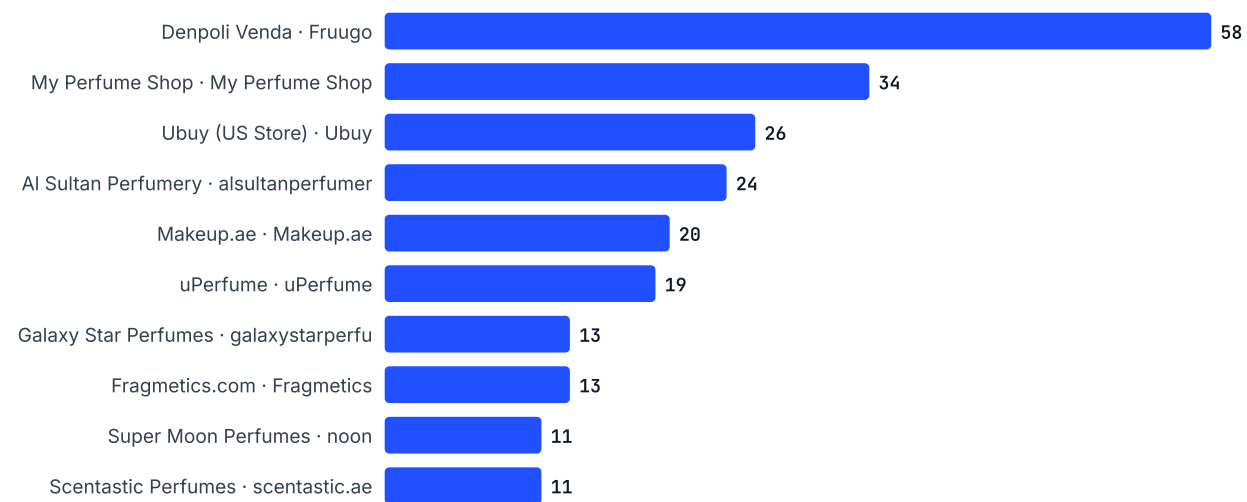


- **327 below-MAP offers** from **46 sellers** on **31 sites**, covering **103 of the 376 Al Haramain products** resold online.
- Out of **2,189 in-stock offers** monitored, compliance is **85%**. The median violation undercuts the brand store by **25%**; the deepest by **67%**.
- Severity: **164 severe** ($\geq 25\%$ below), **105 moderate** (10–25%), **58 minor** (1–10%).
- Concentration: **Denpoli Venda** on Fruugo alone accounts for **18%** of violations; the top five sellers for **50%** — enforcement can start narrow.
- **Channel conflict:** 5 below-MAP offers come from seller accounts that carry the brand's own name (AL HARAMAIN PERFUME MFG. AND OUDH PROCESSING INDUSTRY L.L.C on noon, AL HARAMAIN PERFUMES on Trendyol, Al Haramain Perfumes on V Perfumes).
- 76 of the 611 products on the brand store are themselves on sale today; MAP is measured against that current price. A further **46 offers** sit below the store's *regular* price but not its sale price — compliant now, a breach the day the sale ends.

Bottom line: 46 sellers advertise Al Haramain below the brand's own price, led by Denpoli Venda (Fruugo); a weekly evidenced sweep turns this list into enforceable notices.

2. Denpoli Venda leads the violation table — 58 offers, median 23% below MAP

Below-MAP offers by seller (top 10)



#	SELLER	SITE	BELOW-MAP OFFERS	PRODUCTS	SHARE OF SELLER'S OFFERS	MEDIAN DEPTH	DEEPEST	SEVERE (≥25%)
1	Denpoli Venda	Fruugo	58	58	45%	23%	58%	21
2	My Perfume Shop	My Perfume Shop	34	34	92%	41%	57%	26
3	Ubuy (US Store)	Ubuy	26	24	19%	35%	67%	17
4	Al Sultan Perfumery	alsultanperfumery.com	24	24	30%	20%	41%	5
5	Makeup.ae	Makeup.ae	20	20	17%	8%	38%	2
6	uPerfume	uPerfume	19	19	59%	34%	45%	17
7	Galaxy Star Perfumes	galaxystarperfumes.com	13	13	100%	49%	55%	12
8	Fragmetics.com	Fragmetics	13	13	81%	8%	28%	1
9	Super Moon Perfumes	noon	11	11	100%	34%	52%	10
10	Scentastic Perfumes	scentastic.ae	11	11	100%	29%	34%	7
11	Style Rule US	StyleRule	10	10	17%	33%	52%	9
12	Fragrant Souq	FragrantSouq	7	7	37%	16%	30%	2
13	Riah	Riah	6	6	14%	26%	40%	5
14	Wafa International	wafadutyfree.com	5	5	38%	33%	59%	4

15	Estilo Fresco	ae.estilofresco.com	5	5	23%	25%	48%	3
16	Le Ravishe Beauty Mart	Fruugo	5	5	42%	16%	38%	1
17	Alluring Auras for Perfumes & Cosmetics	alluringauras.com	5	5	21%	16%	18%	0
18	Emiratesfragrance	Emirates Fragrance	5	5	56%	7%	17%	0
19	Luna	noon	4	4	100%	41%	51%	4
20	Dusk & Charm Perfumes	dcperfumes.ae	4	4	44%	35%	47%	4

46 sellers have at least one below-MAP offer; 16 of them have exactly one — often a one-off promotion rather than a pricing policy.

3. Marketplaces: Fruugo hosts 64 below-MAP offers from 3 sellers

On marketplaces several sellers list the same product; we assessed every seller's offer, not only the one that wins the buy button.

MARKETPLACE	LISTINGS	SELLERS	OFFERS	BELOW-MAP OFFERS	SELLERS BELOW MAP	OF WHICH WINNING THE BUY BOX
noon	421	30	435	23	10	23
Amazon.ae	230	7	260	0	0	0
Fruugo	153	5	153	64	3	64
Ubuy	133	2	136	26	1	26
Desertcart	112	4	116	0	0	0
Namshi	112	1	112	3	1	3
Trendyol	61	10	62	7	4	7
Tradeling	29	1	29	1	1	1
Carrefour UAE	7	3	8	3	2	3
Faces	2	1	5	0	0	0
Sharaf DG	4	1	4	0	0	0

4. The brand's own marketplace accounts are part of the problem

SELLER ACCOUNT	SITE	OFFERS	BELOW MAP
Al Haramain Perfumes L.L.C	Amazon.ae	228	0

AL HARAMAIN PERFUMES	Trendyol	45	2
Al Haramain Perfumes	V Perfumes	19	2
AL HARAMAIN PERFUME MFG. AND OUDH PROCESSING INDUSTRY L.L.C	noon	142	1

Resellers routinely cite the brand's own channel prices when challenged — aligning these accounts with the brand store first removes that argument.

5. Haramain Amber Oud Bleu Edition, 60ml, Eau De Parfum is undercut by 12 sellers

PRODUCT	BRAND STORE (AED)	LOWEST SEEN (AED)	SELLERS BELOW MAP	MEDIAN DEPTH
Haramain Amber Oud Bleu Edition, 60ml, Eau De Parfum	300.00	140.00	12	17%
Haramain Amber Oud Carbon Edition, 60ml, Eau de Parfum	300.00	145.00	11	20%
Haramain Amber Oud White Edition, 100ml, Eau De Parfum	375.00	180.00	10	35%
Haramain Amber Oud Gold Edition, 120ml, Eau De Parfum	350.00	205.00	10	29%
Haramain Amber Oud Aqua Dubai, 100ml, Extrait De Parfum	400.00	195.00	9	40%
Haramain Amber Oud Dubai Night, 100ml, Extrait De Parfum	400.00	154.00	8	44%
Haramain Amber Oud Bleu Edition, 100ml, Eau De Parfum	375.00	190.00	8	35%
Haramain Amber Oud White Edition, 60ml, Eau De Parfum	300.00	145.00	8	28%
Haramain Amber Oud Carbon Edition, 100ml, Eau De Parfum	375.00	190.00	8	26%
Haramain Portfolio Royale Stallion, 75ml, Eau De Parfum	550.00	249.00	7	44%
Haramain Amber Oud Gold Edition Extreme, 60ml, Extrait De Parfum	350.00	159.00	7	35%
Haramain Amber Oud Aqua Dubai, 75ml, Extrait De Parfum	350.00	169.00	7	30%
Haramain L'Aventure Iris, 100ml, Extrait De Parfum	250.01	125.00	7	28%
Haramain L'Aventure Femme, 100ml, Eau De Parfum	160.00	119.00	7	9%

Haramain Amber Oud White Edition, 200ml, Eau De Parfum	500.00	250.00	6	44%
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47 products are undercut by three or more sellers at once — a pattern that usually points to a common low-cost supply source rather than individual promotions.

6. Shoppers search for Amber Oud by name — and it carries 172 below-MAP offers

What UAE shoppers type alongside the brand name (last 12 months), and how many below-MAP offers sit on that line:

SEARCH PHRASE	RELATIVE INTEREST	BELOW-MAP OFFERS ON THAT LINE
al haramain amber oud	58	172
aqua dubai al haramain	18	16
al haramain amber oud gold	14	28
al haramain amber oud aqua	13	16
al haramain amber oud gold edition	9	27
al haramain amber oud tobacco edition	7	10
al haramain l'aventure	7	39
ahmed al maghribi perfumes	5	0

Amber Oud is both searched for by name and the most undercut of those lines (172 below-MAP offers) — where price leakage costs the most, enforcement should start.

Rising searches: al haramain amber oud exclusif bleu, al haramain l'aventure knight, ahmed al maghribi perfumes, ajmal perfumes, al haramain amber oud tobacco edition, al haramain amber oud rouge — lines gaining attention; put them on the weekly watch-list first.

Al Haramain search interest: 4 (2021) → 2 (2026), Google Trends index. Search interest is relative, not volume.

7. What is not in the headline count

- **Cross-border sellers** (ship from abroad, show AED prices): 132 of the below-MAP offers (9 sellers) are flagged `cross_border` in the CSV — harder to enforce, listed separately so they can be handled differently.
- **Out-of-stock listings** advertising below MAP: 35 — excluded from the count, re-checked in the next sweep.
- **Held for identity review**: 40 below-MAP offers where the listing does not state enough (size, pack, edition) to prove it is the identical product. We don't accuse a seller on an ambiguous match.

8. Recommended actions

1. **Start with the top five sellers** (Denpoli Venda (Fruugo), My Perfume Shop (My Perfume Shop), Ubuy (US Store) (Ubuy), Al Sultan Perfumery (alsultanperfumery.com), Makeup.ae (Makeup.ae)) — 50% of all violations; each notice in the CSV carries its screenshot.
2. **Align the brand's own marketplace accounts** with the brand store before contacting resellers.

- 3. **Investigate supply on the most-undercut products** (Haramain Amber Oud Bleu Edition, 60ml, Eau De Parfum, Haramain Amber Oud Carbon Edition, 60ml, Eau de Parfum, Haramain Amber Oud White Edition, 100ml, Eau De Parfum) — several sellers pricing low together suggests a shared source.
- 4. **Watch the 46 offers priced under the regular price:** they become violations when the store sale ends.
- 5. **Run the sweep weekly:** each violation keeps a stable ID, so the next report shows new, persisting (days in breach) and resolved violations per seller.

9. What this looks like with Sampo

- A weekly (or daily) sweep of every monitored Al Haramain offer in the UAE, every seller on every marketplace.
- Evidence on file: a timestamped screenshot per violation, captured from a UAE connection, with the advertised price located on the page.
- New / persisting / resolved tracking per seller, and alerts when a seller breaches MAP.
- Coverage grows with the market: new resellers are discovered and added automatically.

10. Methodology & evidence standard

- **Reference price (MAP):** the current VAT-inclusive price of each product on the brand's UAE store; the regular (pre-sale) price is recorded alongside. Products whose store page is not publicly available are excluded.
- **Coverage:** 70 UAE retailers and marketplaces checked; 48 carry the brand. Each seller's full Al Haramain assortment was collected from its brand pages; on marketplaces every seller offer was recorded.
- **Matching:** Sampo's 6-stage AI Matching Pipeline — identifier checks, candidate search, deterministic guards on size, pack and set composition, and AI review of line, edition, format and condition. Testers, decants, other houses' look-alike fragrances and different pack sizes are never matched.
- **Violation:** advertised price more than 1% below MAP, in stock. Severity: minor 1–10%, moderate 10–25%, severe $\geq 25\%$.
- **Evidence:** every violation is screenshotted from a UAE connection. The page itself is not altered; a header band records the seller, advertised and MAP prices, URL and capture time (GST), and a box marks where the price appears. A violation is only reported if its price is visible on the captured page.
- Whether a listing breaches a reseller agreement depends on the brand's MAP policy terms; this report measures advertised prices against the brand's own store.

Appendix — sellers monitored

SITE	SELLER	OFFERS MONITORED	PRODUCTS	BELOW MAP
Al Muhim	ALMUHIM	2	2	0
Al Seer & Safeer	Al Seer & Safeer	53	53	0
Amazon.ae	Al Haramain Perfumes L.L.C	228	223	0
Amazon.ae	SamawaGlobal	17	17	0
Amazon.ae	Brand Perfumes	5	5	0
Amazon.ae	Dealuxe-Gulf	5	5	0

Amazon.ae	Gulf boutique	3	2	0
Amazon.ae	AINS ONLINE	1	1	0
Amazon.ae	Thahoor1	1	1	0
BenHarad	BenHarad	1	1	0
Carrefour UAE	Flaner	4	4	1
Carrefour UAE	Big Brands Perfumes	3	3	2
Carrefour UAE	Desertcart	1	1	0
Desertcart	Desertcart (GB store)	67	66	0
Desertcart	Desertcart (US store)	42	41	0
Desertcart	Desertcart (IN store)	4	4	0
Desertcart	Desertcart (JP store)	3	3	0
Emirates Fragrance	Emiratesfragrance	9	9	5
Faces	Faces	5	5	0
Fragmetics	Fragmetics.com	16	16	13
FragrantSouq	Fragrant Souq	19	19	7
Fruugo	Denpoli Venda	130	130	58
Fruugo	Le Ravishe Beauty Mart	12	12	5
Fruugo	Eau de Luxe	5	5	0
Fruugo	Alababa	3	3	0
Fruugo	Denpoli	3	3	1
Makeup.ae	Makeup.ae	117	117	20
My Perfume Shop	My Perfume Shop	37	37	34
Namshi	Namshi	112	111	3
OurShopee	OurShopee	1	1	1
Riah	Riah	42	42	6
Samawa	samawa perfumes	18	18	0
Sharaf DG	BIG BRANDS PERFUMES LLC	4	4	0
StyleRule	Style Rule US	58	58	10
The Fragrance Secrets	The Fragrance Secrets	4	4	0
Tihama	Tihama Perfumes	4	4	3
Tradeling	****	29	26	1

Trendyol	AL HARAMAIN PERFUMES	45	44	2
Trendyol	Born Fragrance	5	5	3
Trendyol	TrueValue Mart	5	2	1
Trendyol	AFIFA General Trading LLC	1	1	0
Trendyol	AL AZUR DISTRIBUTION LLC	1	1	1
Trendyol	ALKANZ GENERAL TRADING	1	1	0
Trendyol	CRYSTAL BISMI TRADING	1	1	0
Trendyol	Nourees	1	1	0
Trendyol	Perfume Junction	1	1	0
Trendyol	We Shop It	1	1	0
Ubuy	Ubuy (US Store)	135	111	26
Ubuy	Ubuy (UK Store)	1	1	0
V Perfumes	Al Haramain Perfumes	19	19	2
Veppy	Veppy	1	1	0
Visamoda	Visamoda	3	3	3
Whizz	Whizz	42	39	0
ae.estilofresco.com	Estilo Fresco	22	22	5
alhajisperfumes.com	Al Hajis Perfumes	2	2	0
alhimyan.com	AlHimyan	12	12	0
alluringauras.com	Alluring Auras for Perfumes & Cosmetics	24	24	5
almanaar.co.uk	Almanaar Islamic Store	44	44	0
alsultanperfumery.com	Al Sultan Perfumery	79	79	24
bigbrands.ae	Big Brands	25	25	2
dcperfumes.ae	Dusk & Charm Perfumes	9	9	4
galaxystarperfumes.com	Galaxy Star Perfumes	13	13	13
jashanmal.com	Jashanmal	97	97	1
mawazperfume.com	Mawaz Perfume	1	1	1
nichegallerie.com	Niche Gallery	6	6	4
noon	MOBO	159	156	1
noon	AL HARAMAIN PERFUME MFG. AND OUDH PROCESSING INDUSTRY L.L.C	142	142	1
noon	Bluebees Trading LLC	19	19	0

noon	IBRAQ STORE	18	14	0
noon	Veloura Mart	13	10	0
noon	MyHappyDeals	12	8	0
noon	Super Moon Perfumes	11	11	11
noon	SamawaGlobal	8	8	0
noon	ELAIKEYE	7	7	0
noon	FAM SHOP	7	7	0
noon	N A D A TRADING	6	6	0
noon	Luna	4	4	4
noon	EZLINPERFUMES	3	3	1
noon	Thahoor	3	3	0
noon	al inma perfume	3	3	0
noon	sana collection	3	3	0
noon	Rafah	2	2	0
noon	StartUP	2	2	1
noon	ubuy	2	2	0
noon	AL ABDUS SALAM INTERNATIONAL LLC	1	1	0
noon	Big Brands Perfumes	1	1	1
noon	Blue Mist Perfumes Trading L.L.C	1	1	0
noon	DURAR ALJAMAL	1	1	0
noon	Dirham Stretcher	1	1	1
noon	EMINENT ITEMS	1	1	0
noon	GULF BOUTIQUE LLC	1	1	0
noon	Green Perfumes	1	1	1
noon	NOVACART.AE	1	1	1
noon	RAWNAQ AL MUSK PERFUMES	1	1	0
noon	We Never Close	1	1	0
perfumeoasis.ae	Perfume Oasis	8	8	2
perfumesmall.com	Perfumes Malls	23	23	0
scentastic.ae	Scentastic Perfumes	11	11	11
souvenirdubai.com	Souvenir Dubai	2	2	0

uPerfume	uPerfume	32	32	19
wafadutyfree.com	Wafa International	13	13	5

Attachment: `alharamain_map_violations.csv` — one row per below-MAP offer with seller, prices, gap, severity, listing link and screenshot link.