

Deodorants in South Korea

Market Direction | 2023-05-22 | 21 pages | Euromonitor

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Report description:

New product developments and new trends are sluggish in deodorants. The category lacks dynamism in South Korea, and the competition is not strong, which makes it lack innovation and thus unappealing to consumers. Although consumers' greater participation in sports, fitness, and working out may have created higher volume demand for deodorants in 2022, this was not significant, and the penetration of deodorants remained low. Due to the low usage of deodorants in South Korea, global companies offer...

Euromonitor International's Deodorants in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Deodorant Creams, Deodorant Pumps, Deodorant Roll-Ons, Deodorant Sprays, Deodorant Sticks, Deodorant Wipes.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- * Get a detailed picture of the Deodorants market;
- * Pinpoint growth sectors and identify factors driving change;
- * Understand the competitive environment, the market's major players and leading brands;
- * Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

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Premium deodorants have a presence, but sales remain low

Deodorant wipes sees some potential, but sales are negligible

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