

Fragrances in South Korea

Market Direction | 2023-05-22 | 24 pages | Euromonitor

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Report description:

Fragrances saw dynamic growth during the pandemic. With less use of colour cosmetics such as lip products due to mask-wearing, consumers spent more on fragrances to treat themselves and differentiate. Despite this, fragrances maintained solid volume growth and dynamic current value growth in 2022, as many consumers no longer use only one or two products, but several to match the season, time, place, or occasion. Growth was driven mainly by premium fragrances, which also accounted for the vast ma...

Euromonitor International's Fragrances 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: Mass Fragrances, Premium Fragrances.

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

Why buy this report?

- * Get a detailed picture of the Fragrances 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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