

Fragrances in South Korea

Market Direction | 2024-04-15 | 24 pages | Euromonitor

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Report description:

Fragrances maintained double-digit current value growth in South Korea in 2023, with premium fragrances continuing to overwhelmingly dominate, and also seeing the strongest growth in this year. The super-premium segment in fragrances is primarily occupied by global brands, with almost no locally grown contenders in South Korea. In 2023, the leading companies in fragrances were global conglomerates such as Estee Lauder (Elca Korea) and Chanel. The third player in 2023 was Shinsegae International,...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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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