

## **Fragrances in South Korea**

Industry Report | 2025-08-07 | 42 pages | MarketLine

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### **Report description:**

Fragrances in South Korea

#### Summary

Fragrances in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value 2019-24, and forecast to 2029). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- Fragrances market includes the retail sales of female fragrances, male fragrances, fragrances set, and unisex fragrances. Market is valued according to retail selling price (RSP) and includes any applicable taxes.
- The South Korean fragrances market recorded revenues of \$875.6 million in 2024, representing a compound annual growth rate (CAGR) of 10.2% between 2019-24.
- Market consumption volume increased with a CAGR of 0.2% between 2019-24, reaching a total of 25.7 million units in 2024.
- The strong growth of the South Korean fragrances market during 2019-24 can be attributed to the rapid premiumization of beauty products, growing Western lifestyle influence, and the strong integration of fragrances into the country's expanding K-beauty and personal grooming culture.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the fragrances market in South Korea
- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the fragrances market in South Korea

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- Leading company profiles reveal details of key fragrances market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Korea fragrances market with five year forecasts

#### Reasons to Buy

- What was the size of the South Korea fragrances market by value in 2024?
- What will be the size of the South Korea fragrances market in 2029?
- What factors are affecting the strength of competition in the South Korea fragrances market?
- How has the market performed over the last five years?
- What are the main segments that make up South Korea's fragrances market?

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