



Euromonitor  
International

# Fragrances in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Premium fragrances continues to excel despite maturity  
Byredo sees exceptional growth, while Elca maintains its lead  
Bucking the trend in other beauty and personal care categories, department stores leads fragrances

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/fragrances-in-south-korea/report](http://www.euromonitor.com/fragrances-in-south-korea/report).