

# Fragrances in Taiwan

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## Abstracts

In 2023, fragrances in Taiwan recorded double-digit retail value growth. Stricter regulations on flavours and fragrances and consumers' increasing focus on healthy and natural ingredients have increased the cost of manufacturing. Higher packaging costs and higher energy and raw material prices drove up the retail price in 2023, leading to high retail value growth. Despite this, retail volume was positive in all areas, driven by premium women's fragrances. Consumers were purchasing and spraying p...

Euromonitor International's Fragrances in Taiwan 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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