

South Korea Perfume Market Size, Share, Trends and Forecast by Perfume Type, End User, and Region, 2026-2034

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Abstracts

The South Korea perfume market size reached USD 792.5 Million in 2025. The market is projected to reach USD 1,204.3 Million by 2034, exhibiting a growth rate (CAGR) of 4.62% during 2026-2034. People are seeing fragrance as part of daily self-care, driving the demand for unique and personal scents. Besides this, more retail outlets, ranging from department stores to online platforms, are making perfumes easier to discover and buy. Pop-up shops and duty-free stores are also attracting shoppers, fueling the South Korea perfume market share.

SOUTH KOREA PERFUME MARKET TRENDS:

Growing interest in personal grooming

Rising interest in personal grooming is impelling the market growth in South Korea. More people, especially the younger generation, are seeing grooming as an important part of daily life. They want to look good, feel fresh, and smell pleasant throughout the day. Perfume is becoming a key part of their routine, just like skincare and makeup. It helps them express their personality, improve confidence, and leave a lasting impression. As South Korean society places high value on appearance and cleanliness, wearing a pleasant scent is often considered a sign of self-care and respect for others. Men are also showing strong interest in grooming and fragrance products. Many people are also drawn to unique and personalized scents that match their style and mood. This growing focus on self-presentation is leading to a rise in demand for both daily-wear and premium perfumes. This shift is supported by beauty influencers and celebrities who showcase their grooming habits, including fragrance choices. As social media utilization is increasing, more people are discovering and following fragrance trends online,

enhancing awareness and interest. As per industry reports, in February 2025, South Korea had 48.9 Million users of social media.

Broadening of retail outlets

The expansion of retail channels is stimulating the South Korea perfume market growth. As per the IMARC Group, the South Korea retail market size reached USD 400.0 Million in 2024. Large department stores, beauty specialty shops, and convenience stores carry a variety of local and international perfume brands. People can easily test and compare scents before buying, which increases their confidence in purchasing. Online platforms also play a big role, offering detailed product descriptions, customer reviews, and exclusive online-only deals. Many brands launch through e-commerce first, then expand into physical stores, creating a multi-channel shopping experience. Pop-up stores and brand collaborations in trendy locations are attracting younger shoppers. Duty-free shops in airports and tourist areas are also contributing significantly to sales, as both locals and international visitors are buying perfumes as luxury items or gifts. Easy access through multiple channels is encouraging impulse buying and repeat purchases. Overall, retail options are making perfumes more reachable, familiar, and appealing, moving the market forward.

SOUTH KOREA PERFUME MARKET SEGMENTATION:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country and regional levels for 2026-2034. Our report has categorized the market based on perfume type and end user.

Perfume Type Insights:

Premium

Mass

The report has provided a detailed breakup and analysis of the market based on the perfume type. This includes premium and mass.

End User Insights:

Female

Male

Unisex

A detailed breakup and analysis of the market based on the end user have also been provided in the report. This includes female, male, and unisex.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and others.

COMPETITIVE LANDSCAPE:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea perfume market performed so far and how will it perform in the coming years?

What is the breakup of the South Korea perfume market on the basis of perfume type?

What is the breakup of the South Korea perfume market on the basis of end user?

What is the breakup of the South Korea perfume market on the basis of region?

What are the various stages in the value chain of the South Korea perfume market?

What are the key driving factors and challenges in the South Korea perfume market?

What is the structure of the South Korea perfume market and who are the key players?

What is the degree of competition in the South Korea perfume market?

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