



# Fragrances in Taiwan

April 2024

Table of Contents

## KEY DATA FINDINGS

### 2023 DEVELOPMENTS

Premium fragrances drive retail volume growth, viewed as affordable luxuries  
New product launches drive market growth as players focus on innovative scent  
The trend of collaborating with streetwear brands for marketing campaigns

### PROSPECTS AND OPPORTUNITIES

Consumers' interest in unisex fragrances set to continue over the coming years  
Eco-friendly, natural ingredients, and vegan concepts gain ground  
Competition becomes intense as scent experience and consumer engagement rises

### CATEGORY DATA

- Table 1 - Sales of Fragrances by Category: Value 2018-2023
- Table 2 - Sales of Fragrances by Category: % Value Growth 2018-2023
- Table 3 - NBO Company Shares of Fragrances: % Value 2019-2023
- Table 4 - LBN Brand Shares of Fragrances: % Value 2020-2023
- Table 5 - LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023
- Table 6 - LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023
- Table 7 - Forecast Sales of Fragrances by Category: Value 2023-2028
- Table 8 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

## Beauty and Personal Care in Taiwan - Industry Overview

### EXECUTIVE SUMMARY

Beauty and personal care in 2023: The big picture  
2023 key trends  
Competitive landscape  
Retailing developments  
What next for beauty and personal care?

### MARKET DATA

- Table 9 - Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 10 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 11 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 12 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 13 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 14 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 15 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 16 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 17 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 18 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

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### SOURCES

Summary 1 - Research Sources

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