

KOREA ENTRY ASSESSMENT – SUMMARY

Maison Verre

France · Living · Home fragrance

*Should Maison Verre enter Korea now, through which door,
and can it make money there? Every finding is labelled by how
certain we are.*

Sample document, summary edition. Maison Verre is a fictional brand, invented to show the work. The assessment is the output of our standard analysis, with the wording tidied. Any market figures it cites come from our Korean market library.

VERDICT

Test first

MARKET FIT

71 / 100 · Promising

DATE

5 October 2026

PREPARED BY

Brandory Studio

01 The decision

OUR READ · TEST FIRST

Test the entry before launch

The most credible route is to test a premium gift entry that leads to a reusable home object and refills. Hold back from a launch decision until Korean purchase occasion, price acceptance, named alternatives and SKU-level requirements are tested. **HYPOTHESIS**

WHY NOT GO NOW

Korean price anchors, purchase behaviour and product requirements are not yet established. The brand has no confirmed Korean partner, price or sales history.

WHY NOT WAIT

The product structure is clear and already supported by sales in France, Belgium, London concept stores and EU online. A focused test can resolve the main questions without committing to a full launch.

FIRST ACTION

Schedule 12 interviews in Seoul and Gyeonggi: six design-conscious urban households and six premium home-gift buyers, comparing gift and self-use explanations of the same product.

Not yet: Do not commit to Korean stock, a distributor contract, a permanent listing or a final retail price.

02 First customer, and one line

WIN FIRST

Seoul and Gyeonggi design-led gift buyers
Start with premium home-gift buyers in Seoul and Gyeonggi who also care about the object they bring into their own home. This is a test profile, not evidence that the group already buys premium candles. **HYPOTHESIS**

THE ONE LINE TO TEST

“A French candle whose glass stays with you.”
It keeps the existing promise while making the lasting vessel relevant to both gifting and personal use. Test it against a more explicit gift line before choosing. **HYPOTHESIS**

03 Can it make money?

There is no cited Korean retail price from which to work back to a landed-cost ceiling. The economics case cannot be judged until comparable candle, diffuser and refill prices are recorded and the route costs are known. **UNKNOWN**

UNKNOWN

First purchase occasion

It is not known whether Korean buyers will first choose Maison Verre as a gift or for their own home. This choice changes the channel, package, content and price presentation.

UNKNOWN

Korean price acceptance

Comparable Korean prices and acceptable ranges for the 220g and 600g candles, reed diffuser and refill wax have not been collected.

UNKNOWN

Product requirements by SKU

The Korean certification, labelling and import requirements for the candle, non-electric reed diffuser and refill wax are not confirmed for each model.

UNKNOWN

Local differentiation

The research names competitor segments but not Korean products, prices or retailers. It is not yet known whether the vessel-and-refill combination stands apart on the shelf.

UNKNOWN

Local usage and content response

There is no direct evidence of when Korean buyers use candles, where they discover them, how they interpret the literary tone or whether they value reusing the vessel.

What the full assessment adds

- The Korean shelf and price ladder, and the routes in, compared
- The landed-cost ceiling, worked out from prices Korean buyers already pay
- What must be done before the first shipment, item by item, with sources
- A ninety-day test plan with a go and a stop rule for each test
- Korea Market Fit, one page to keep, and a walkthrough session with the team

How to read this document

This is a directional assessment — not a market forecast. Every finding is labelled by how certain it is, and what could not be established is stated as unknown rather than filled in.

CONFIRMED

Directly verified from information the brand provided.

INFERENCE

A reasonable reading of the available information — not an established fact.

HYPOTHESIS

Not yet supported by enough evidence — needs validating.

UNKNOWN

There is no basis to judge this yet — it needs separate research.

Brandory
STUDIO

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