

K-beauty Products Market by Product Type (Sheet Masks, Cleansers, Moisturizers, Makeup and Others), End User (Male and Female), and Distribution Channel (Online Retail, Supermarket/Hypermarket and Specialty/Monobrand Stores): Global Opportunity Analysis and Industry Forecast, 2021–2027

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Abstracts

The K-beauty products market size was valued at \$10.2 billion in 2019 and is projected to reach \$13.9 billion by 2027, growing at a CAGR of 9.0% from 2021 to 2027.

There is an increase in the number of social media users owing to rise in internet penetration. Considering this, most of key players in the K-beauty products market strategize on promoting their products and services on these social media platforms. Social media marketing is one of the major strategies adopted by various companies and industries on imparting awareness about their product offerings among target customers. Thus, through the social media marketing strategy, the global K-beauty products market sights critical opportunity in gaining traction and increasing its customer reach among its target segments.

Surge of cosmetics consumption among women due to increase in number of female participations in social and economic activities has created a strong positive impact on the K-beauty products market. There is a greater demand for high priced premium cosmetics subsequent to the rise of income levels. These factors cumulatively drive the market of K-beauty products worldwide. In addition, K-beauty products not only cater women's cosmetic products, but also men's beauty products. Hence, new product launches for men's cosmetics, which target and aid their skin issues further propels the growth of the K-beauty products market.

The global K-beauty products market is segmented into product type, end user, distribution channel, and region. The product type segment comprises sheet masks, cleansers, moisturizers, makeup and others. On the basis of end user, the market is classified into male and female. Depending on distribution channel, it is categorized into online retail, supermarket/hypermarket and specialty/monobrand stores. Region wise, it is studied across North America (U.S., Canada, and Mexico), Europe (Germany, Spain, UK, Italy, France, Switzerland, and rest of Europe), Asia-Pacific (India, China, Japan, Southeast Asia and rest of Asia-Pacific), and LAMEA (Latin America, Middle East, and Africa).

The major players in the global K-beauty products industry analyzed in this report include ABLE C&C CO., Ltd., Adwin Korea Corp, Annie's Way International Co., Ltd., The Beauty Factory, Ltd., Bluehug, Inc., BNH Cosmetics, Ceragem Health and Beauty Co, Ltd., CK Beauty Enterprise Inc., LG Household & Health Care, and AMOREPACIFIC CORPORATION.

KEY BENEFITS FOR STAKEHOLDERS

This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the K-beauty products market analysis from 2019 to 2027 to identify the prevailing market opportunities.

The market research is offered along with information related to key drivers, restraints, and K-beauty products market opportunities.

Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

In-depth analysis of the K-beauty products market segmentation assists to determine the prevailing market opportunities.

Major countries in each region are mapped according to their revenue contribution to the global market industry.

Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the K-beauty products market players.

The report includes analysis of regional as well as K-beauty products market trends, key players, market segments, application areas, and K-beauty products growth strategies.

KEY MARKET SEGMENTS

By Category

Sheet Masks

Cleansers

Moisturizers

Makeup

Others

By End User

Male

Female

By Distribution channel

Online Retail

Supermarket/Hypermarket

Specialty/Monobrand Stores

By Region

North America

U.S.

Canada

Mexico

Europe

Germany

France

UK

Italy

Spain

Rest of Europe

Asia-Pacific

India

China

Japan

South-East Asia

Rest of Asia-Pacific

LAMEA

Latin America

Middle East

Africa

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