

Global K-beauty Products Market Size study & Forecast, by Product (Skin Care, Hair Care), by End-user (Men, Women), by Distribution Channel (Supermarkets and Hypermarkets, Specialty stores, Online, Pharmacies), and Regional Analysis, 2023-2030

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Abstracts

Global K-beauty Products Market is valued approximately at USD 91.99 billion in 2022 and is anticipated to grow with a growth rate of more than 9.50% over the forecast period 2023-2030. The K-beauty products market refers to the global market for beauty and skincare products that originate from South Korea. K-beauty, short for Korean beauty, has gained widespread recognition and popularity due to its innovative formulations, unique ingredients, and emphasis on skincare routines. The major driving factors for the Global K-beauty Products Market are rising influential marketing and growing disposable income. Moreover, rising personal care industry and growing e-commerce industry is creating lucrative growth opportunity for the market over the forecast period 2023-2030.

According to the Korean National Statistical Office, the online sales of cosmetics in South Korea totaled USD 9.6 billion in 2021, reflecting a 1.6 percent decrease compared to the previous year. However, despite this slight decline, the personal care market is still projected to experience growth in developing nations, presenting significant potential for the market to flourish in the forecast period. However, the high cost of K-beauty Products stifles market growth throughout the forecast period of 2023-2030.

The key regions considered for the Global K-beauty Products Market study includes

Asia Pacific, North America, Europe, Latin America, and Middle East & Africa. The Asia-Pacific region is dominating over the forecast period, including countries such as China, Japan, and India which have emerged as a key market for K-beauty products. In China, there is a growing interest in K-beauty skincare routines and products, particularly among younger consumers. Japan has a strong consumer base for skincare and makeup products, and K-beauty brands have gained popularity for their unique formulations. India has also seen an increase in demand for K-beauty products, driven by rising awareness and a preference for natural and holistic skincare. The K-beauty trend has made a significant impact in North America, particularly in the United States. American consumers have shown great interest in K-beauty products due to their innovative ingredients, advanced skincare technologies, and effective results. Many K-beauty brands have expanded their presence in the region through partnerships with retailers and online platforms.

Major market player included in this report are:

BANILLA CO

AMOREPACIFIC

The Cr?me Shop

Themis Solutions Inc. (Clio)

CARVER KOREA CO. (Unilever)

Able C&C

The Face Shop, Inc.

Nature Republic Co. Ltd

TolyMoly Co. Ltd

LG Household & Health Care Ltd.

Recent Developments in the Market:

In July 2022, Saturday Skin, a skincare brand, joined forces with Nykaa to

strengthen its footprint in the Indian market. The collaboration aimed to provide a wide range of Saturday Skin skincare products through the Nykaa website and mobile app.

In November 2022, L'Oréal unveiled the introduction of a new line called C-Beauty, K-Beauty, and J-Beauty, created in collaboration with Shihyo, a Korean brand. This product range incorporates 24 herbal ingredients that have been infused with fermented rice and other innovative Asian techniques.

Global K-beauty Products Market Report Scope:

Historical Data – 2020 - 2021

Base Year for Estimation – 2022

Forecast period - 2023-2030

Report Coverage - Revenue forecast, Company Ranking, Competitive Landscape, Growth factors, and Trends

Segments Covered - Product, End-user, Distribution Channel, Region

Regional Scope - North America; Europe; Asia Pacific; Latin America; Middle East & Africa

Customization Scope - Free report customization (equivalent up to 8 analyst's working hours) with purchase. Addition or alteration to country, regional & segment scope*

The objective of the study is to define market sizes of different segments & countries in recent years and to forecast the values to the coming years. The report is designed to incorporate both qualitative and quantitative aspects of the industry within countries involved in the study.

The report also caters detailed information about the crucial aspects such as driving factors & challenges which will define the future growth of the market. Additionally, it also incorporates potential opportunities in micro markets for stakeholders to invest

along with the detailed analysis of competitive landscape and product offerings of key players. The detailed segments and sub-segment of the market are explained below:

By Product:

Skin Care

Hair Care

By End-user:

Men

Women

By Distribution Channel:

Supermarkets and Hypermarkets

Specialty stores

Online

Pharmacies

By Region:

North America

U.S.

Canada

Europe

UK

Germany

France

Spain

Italy

ROE

Asia Pacific

China

India

Japan

Australia

South Korea

RoAPAC

Latin America

Brazil

Mexico

Middle East & Africa

Saudi Arabia

South Africa

Rest of Middle East & Africa

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