

Beauty and Personal Care in South Korea

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Abstracts

Beauty and personal care maintained solid current value growth in South Korea in 2023. Mass beauty and personal care outpaced the growth rate of premium beauty and personal care in this year, although both saw growth. The upward standardisation of mass brands has progressed, and consumers' trust in local brands is on a par with traditional beauty powerhouses from Europe. Also, trend-setting retail giants such as Olive Young are driving supply in the local mass market, making it inevitable that m...

Euromonitor International's Beauty and Personal Care in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Products, Bath and Shower, Colour Cosmetics, Deodorants, Depilatories, Dermocosmetics Beauty and Personal Care, Fragrances, Hair Care, Mass Beauty and Personal Care, Men's Grooming, Oral Care, Oral Care Excl Power Toothbrushes, Premium Beauty and Personal Care, Prestige Beauty and Personal Care, Skin Care, Sun Care.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

Get a detailed picture of the Beauty and Personal Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market's major players and

leading brands;

Use five-year forecasts to assess how the market is predicted to develop.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Contents

Beauty and Personal Care in South Korea
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LIST OF CONTENTS AND TABLES

BEAUTY AND PERSONAL CARE IN SOUTH KOREA
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 1 Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 Research Sources

MASS BEAUTY AND PERSONAL CARE IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass colour cosmetics and general purpose body care witness healthy growth

Olive Young holds massive influence in mass beauty and personal care

The two conglomerates LG Household & Health Care and AmorePacific have a strong presence in mass beauty and personal care

PROSPECTS AND OPPORTUNITIES

Mass brands expected to explore opportunities overseas

Retail e-commerce remains an important channel, but may require different strategies compared with previous years

Dermocosmetics will continue to address skin concerns and prosper

CATEGORY DATA

Table 11 Sales of Mass Beauty and Personal Care by Category: Value 2018-2023

Table 12 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 13 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 15 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 16 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

PREMIUM BEAUTY AND PERSONAL CARE IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

KakaoTalk Gift facilitates purchases of premium products

Slowdown in growth for premium beauty and personal care in 2023

Brands experience different performances amongst young consumers

PROSPECTS AND OPPORTUNITIES

Super-premium brands set to show significant growth, with the main distribution channels remaining department stores and e-commerce

Fragrances faces a regulation change during 2024

Premium beauty and personal care lacks growth momentum, thus expects to show slow movement

CATEGORY DATA

Table 17 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023

Table 18 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 19 NBO Company Shares of Premium Beauty and Personal Care: % Value

2019-2023

Table 20 LBN Brand Shares of Premium Beauty and Personal Care: % Value

2020-2023

Table 21 Forecast Sales of Premium Beauty and Personal Care by Category: Value

2023-2028

Table 22 Forecast Sales of Premium Beauty and Personal Care by Category: % Value
Growth 2023-2028

BABY AND CHILD-SPECIFIC PRODUCTS IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite the low birth rate, baby and child-specific products continues to grow

Diversification of categories contributes to growth

Baby wipes dominates baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Low birth rate will impact sales in the forecast period

Local brands likely to dominate in the future

Dermocosmetics set to rise, taking sales from baby and child-specific products

CATEGORY DATA

Table 23 Sales of Baby and Child-specific Products by Category: Value 2018-2023

Table 24 Sales of Baby and Child-specific Products by Category: % Value Growth
2018-2023

Table 25 Sales of Baby and Child-specific Products by Premium vs Mass: % Value
2018-2023

Table 26 NBO Company Shares of Baby and Child-specific Products: % Value
2019-2023

Table 27 LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023

Table 28 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023

Table 29 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023

Table 30 LBN Brand Shares of Premium Baby and Child-specific Products: % Value
2020-2023

Table 31 Forecast Sales of Baby and Child-specific Products by Category: Value
2023-2028

Table 32 Forecast Sales of Baby and Child-specific Products by Category: % Value
Growth 2023-2028

Table 33 Forecast Sales of Baby and Child-specific Products by Premium vs Mass: %
Value 2023-2028

BATH AND SHOWER IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Bath and shower records healthy growth in 2023

Wellness trend finds its way into bath and shower

Product innovation disrupts the category and drives healthy growth

PROSPECTS AND OPPORTUNITIES

Liquid soap expected to chart its own course

Competitive landscape facing dynamic changes in the future

Olive Young set to become a more important retailer in bath and shower in terms of innovation

CATEGORY DATA

Table 34 Sales of Bath and Shower by Category: Value 2018-2023

Table 35 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 36 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 37 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 38 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 39 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 40 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 41 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 42 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

COLOUR COSMETICS IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition severe in colour cosmetics but it sees robust growth

Gifting boosts demand for colour cosmetics

AmorePacific leads colour cosmetics in 2023

PROSPECTS AND OPPORTUNITIES

Colour cosmetics projected to see a solid value CAGR

Blurring of boundaries intensifies in colour cosmetics

Both premium and mass brands will contribute to growth

CATEGORY DATA

Table 43 Sales of Colour Cosmetics by Category: Value 2018-2023

Table 44 Sales of Colour Cosmetics by Category: % Value Growth 2018-2023

Table 45 NBO Company Shares of Colour Cosmetics: % Value 2019-2023

Table 46 LBN Brand Shares of Colour Cosmetics: % Value 2020-2023

Table 47 LBN Brand Shares of Eye Make-up: % Value 2020-2023

Table 48 LBN Brand Shares of Facial Make-up: % Value 2020-2023

Table 49 LBN Brand Shares of Lip Products: % Value 2020-2023

Table 50 LBN Brand Shares of Nail Products: % Value 2020-2023

Table 51 LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023

Table 52 Forecast Sales of Colour Cosmetics by Category: Value 2023-2028

Table 53 Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

DEODORANTS IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorant sprays leads the category with high single-digit growth in 2023

Retail e-commerce is the dominant distribution channel for deodorants

Nivea Deodorant leads deodorants, while Duft & Doft sees sharp growth

PROSPECTS AND OPPORTUNITIES

Deodorant sprays set to see the strongest growth in the forecast years

Further penetration of retail e-commerce expected

Deodorant sprays has a chance to attract consumers away from fragrances

CATEGORY DATA

Table 54 Sales of Deodorants by Category: Value 2018-2023

Table 55 Sales of Deodorants by Category: % Value Growth 2018-2023

Table 56 Sales of Deodorants by Premium vs Mass: % Value 2018-2023

Table 57 NBO Company Shares of Deodorants: % Value 2019-2023

Table 58 LBN Brand Shares of Deodorants: % Value 2020-2023

Table 59 LBN Brand Shares of Premium Deodorants: % Value 2020-2023

Table 60 Forecast Sales of Deodorants by Category: Value 2023-2028

Table 61 Forecast Sales of Deodorants by Category: % Value Growth 2023-2028

Table 62 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

DEPILATORIES IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Depilatories maintains growth for five consecutive years

LG Household & Health Care dominates depilatories in 2023

Retail e-commerce dominates the distribution of depilatories

PROSPECTS AND OPPORTUNITIES

Threat to sales of depilatories over the forecast period

Single brand dominance expected to continue

Penetration of retail e-commerce will remain significant

CATEGORY DATA

Table 63 Sales of Depilatories by Category: Value 2018-2023

Table 64 Sales of Depilatories by Category: % Value Growth 2018-2023

Table 65 Sales of Women's Razors and Blades by Type: % Value Breakdown
2019-2023

Table 66 NBO Company Shares of Depilatories: % Value 2019-2023

Table 67 LBN Brand Shares of Depilatories: % Value 2020-2023

Table 68 Forecast Sales of Depilatories by Category: Value 2023-2028

Table 69 Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

FRAGRANCES IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Fragrances led by global super-premium brands

Unisex fragrances drives growth in fragrances

Retail through department stores remains strong compared with other beauty categories

PROSPECTS AND OPPORTUNITIES

Unisex fragrances projected to continue to lead growth

Super-premium brands to seek further domestic penetration in the future

Fragrances faces a substantial change in duty-free regulations

CATEGORY DATA

Table 70 Sales of Fragrances by Category: Value 2018-2023

Table 71 Sales of Fragrances by Category: % Value Growth 2018-2023

Table 72 NBO Company Shares of Fragrances: % Value 2019-2023

Table 73 LBN Brand Shares of Fragrances: % Value 2020-2023

Table 74 LBN Brand Shares of Premium Men's Fragrances: % Value 2020-2023

Table 75 LBN Brand Shares of Premium Women's Fragrances: % Value 2020-2023

Table 76 Forecast Sales of Fragrances by Category: Value 2023-2028

Table 77 Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

HAIR CARE IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass brands drive sales and growth in hair care

Little dynamism at the top of the competitive landscape

Salon professional hair care performs well both offline and online

PROSPECTS AND OPPORTUNITIES

Hair care projected to see solid value growth over the forecast period

Dermocosmetics has growth potential in hair care

The top five players will still account for the majority of value share in hair care

CATEGORY DATA

Table 78 Sales of Hair Care by Category: Value 2018-2023

Table 79 Sales of Hair Care by Category: % Value Growth 2018-2023

Table 80 Sales of Hair Care by Premium vs Mass: % Value 2018-2023

Table 81 NBO Company Shares of Hair Care: % Value 2019-2023

Table 82 NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023

Table 83 LBN Brand Shares of Hair Care: % Value 2020-2023

Table 84 LBN Brand Shares of Colourants: % Value 2020-2023

Table 85 LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023

Table 86 LBN Brand Shares of Styling Agents: % Value 2020-2023

Table 87 LBN Brand Shares of Premium Hair Care: % Value 2020-2023

Table 88 Forecast Sales of Hair Care by Category: Value 2023-2028

Table 89 Forecast Sales of Hair Care by Category: % Value Growth 2023-2028

Table 90 Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

MEN'S GROOMING IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Premium segment in men's deodorants and men's hair care continues to be negligible
Mass skin care products targeted for general use limit the growth of premium men's skin care

Hypermarkets holds retail power in men's shaving, while premium men's skin care faces decline amidst changing retail landscape

PROSPECTS AND OPPORTUNITIES

Mass men's skin care set to see the highest growth, with other categories offering notable growth potential

Male consumers expected to become a more important target group in the future

Men's grooming expected to see more product diversity

CATEGORY DATA

Table 91 Sales of Men's Grooming by Category: Value 2018-2023

Table 92 Sales of Men's Grooming by Category: % Value Growth 2018-2023

Table 93 Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023

Table 94 Sales of Men's Skin Care by Type: % Value Breakdown 2020-2023

Table 95 NBO Company Shares of Men's Grooming: % Value 2019-2023

Table 96 LBN Brand Shares of Men's Grooming: % Value 2020-2023

Table 97 LBN Brand Shares of Men's Razors and Blades: % Value 2020-2023

Table 98 Forecast Sales of Men's Grooming by Category: Value 2023-2028

Table 99 Forecast Sales of Men's Grooming by Category: % Value Growth 2023-2028

ORAL CARE IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Oral care is slowly evolving to become a more mature category

Power toothbrushes expands due to consumer perceptions

Retail e-commerce captures sales from hypermarkets

PROSPECTS AND OPPORTUNITIES

Unmet potential exists in new categories

Smaller brands set to tap into the market potential

Diversifying the waterless products offered to consumers

CATEGORY DATA

Table 100 Sales of Oral Care by Category: Value 2018-2023

Table 101 Sales of Oral Care by Category: % Value Growth 2018-2023

Table 102 Sales of Toothbrushes by Category: Value 2018-2023

Table 103 Sales of Toothbrushes by Category: % Value Growth 2018-2023

Table 104 Sales of Toothpaste by Type: % Value Breakdown 2019-2023

Table 105 NBO Company Shares of Oral Care: % Value 2019-2023

Table 106 LBN Brand Shares of Oral Care: % Value 2020-2023

Table 107 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023

Table 108 LBN Brand Shares of Toothpaste: % Value 2020-2023

Table 109 Forecast Sales of Oral Care by Category: Value 2023-2028

Table 110 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028

Table 111 Forecast Sales of Toothbrushes by Category: Value 2023-2028

Table 112 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

SKIN CARE IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass skin care surpasses growth of premium skin care

TV homeshopping tapping into a new customer base in mass skin care

Variety stores remains small, but is an important distribution channel

PROSPECTS AND OPPORTUNITIES

Blurring boundaries and dermocosmetics set to be the two most important trends for the coming years

Mergers and acquisitions activities expected to intensify in skin care

Competition will lead to developments catering to consumers' specific needs

CATEGORY DATA

Table 113 Sales of Skin Care by Category: Value 2018-2023

Table 114 Sales of Skin Care by Category: % Value Growth 2018-2023

Table 115 NBO Company Shares of Skin Care: % Value 2019-2023

Table 116 LBN Brand Shares of Skin Care: % Value 2020-2023

Table 117 LBN Brand Shares of Basic Moisturisers: % Value 2020-2023

Table 118 LBN Brand Shares of Anti-agers: % Value 2020-2023

Table 119 LBN Brand Shares of Firming Body Care: % Value 2020-2023

Table 120 LBN Brand Shares of General Purpose Body Care: % Value 2020-2023

Table 121 LBN Brand Shares of Premium Skin Care: % Value 2020-2023

Table 122 Forecast Sales of Skin Care by Category: Value 2023-2028

Table 123 Forecast Sales of Skin Care by Category: % Value Growth 2023-2028

SUN CARE IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Sun care shows noteworthy growth during 2023

Lack of potential for aftersun and self-tanning products

Adult sun protection grows faster than baby and child-specific sun care

PROSPECTS AND OPPORTUNITIES

Growth in sun care expected to slow down in the forecast period

Moving forward, dermocosmetics expected to impact sun care

Retailers to support growth in sun care through deals and cultivating wide brand offerings

CATEGORY DATA

Table 124 Sales of Sun Care by Category: Value 2018-2023

Table 125 Sales of Sun Care by Category: % Value Growth 2018-2023

Table 126 NBO Company Shares of Sun Care: % Value 2019-2023

Table 127 LBN Brand Shares of Sun Care: % Value 2020-2023

Table 128 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023

Table 129 Forecast Sales of Sun Care by Category: Value 2023-2028

Table 130 Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

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