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Hair Care in South Korea

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Abstracts

The scalp and hair need care, just like the skin, leading to the “skinification” trend in hair care. In particular, hair loss has become a significant issue amongst gen Z and millennials. As of 2020, 40% of those aged in their 20s and 30s visited a clinic for hair loss issues, according to HIRA (Health Insurance Review and Assessment Service) under the Ministry of Health and Welfare. Brands therefore leverage anti-hair loss hair care lines for premium pricing, as consumers are often willing to p...

Euromonitor International's Hair 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 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: 2-in-1 Products, Colourants, Conditioners and Treatments, Hair Loss Treatments, Perms and Relaxants, Salon Professional Hair Care, Shampoos, Styling Agents.

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

Why buy this report?

Get a detailed picture of the Hair Care market;

Pinpoint growth sectors and identify factors driving change;

Understand the competitive environment, the market’s major players and leading brands;

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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.

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