

# Mass Beauty and Personal Care in South Korea

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## Abstracts

Although growth slowed from the previous year, mass beauty and personal care maintained solid current value growth in South Korea in 2023. Mass colour cosmetics and general purpose body care were amongst the categories that saw healthy growth. Mass colour cosmetics provide satisfactory quality at a reasonable price compared with premium brands, resulting in robust sales. Meanwhile, mass general purpose body care experienced growth for similar reasons as colour cosmetics, with the addition of var...

Euromonitor International's Mass 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: Mass Adult Sun Care, Mass Baby and Child-specific Products, Mass Bath and Shower, Mass Colour Cosmetics, Mass Deodorants, Mass Fragrances, Mass Hair Care, Mass Skin 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 Mass 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

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

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

Table 2 Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 3 NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023

Table 4 LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023

Table 5 Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028

Table 6 Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

#### 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 7 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 8 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 9 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 10 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 11 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 12 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 13 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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

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

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#### SOURCES

Summary 1 Research Sources

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