

# Men's Grooming in South Korea

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## Abstracts

Men's shaving is not as strong in South Korea compared to other developed countries. Especially for post-shave products, which are not considered as a necessity for male consumers in South Korea as many feel post-shave products can be too strong and may irritate sensitive skin. Similarly, men's pre-shave does not have a direct correlation with men's razors and blades, as the former can be replaced by other alternatives such as facial foam cleansers. Razors and blades are maintaining steady growth...

Euromonitor International's Men's Grooming 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 2014-2018, allowing you to identify the sectors driving growth. Forecasts to 2023 illustrate how the market is set to change.

**Product coverage:** Men's Fragrances, Men's Shaving, Men's Toiletries.

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

## Why buy this report?

Get a detailed picture of the Men's Grooming 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.

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