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Premium Beauty and Personal Care in South Korea

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Abstracts

Premium beauty and personal care maintained solid but slowing current value growth in South Korea in 2023. Within premium beauty and personal care, fragrances, BB/CC creams, hand care, and lipstick demonstrated robust growth, amongst others. These categories share common characteristics – they are priced in a range suitable for gifting, and are preferred for their high-end branding, as they are products often showcased to others during use. Moreover, they have benefited significantly from KakaoT...

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

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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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Contents

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

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 1 Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 2 Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
Table 4 LBN Brand Shares of Premium Beauty and Personal Care: % Value 2020-2023
Table 5 Forecast Sales of Premium Beauty and Personal Care by Category: Value 2023-2028
Table 6 Forecast Sales of Premium 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

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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
DISCLAIMER
SOURCES
Summary 1 Research Sources

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