

# Sun Care in South Korea

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## Abstracts

Sun care saw dynamic current value growth in South Korea in 2023, with sales rising above the pre-pandemic level. Sun protection witnessed a notable rise, especially the mass segment, as outdoor activities increased. Several factors contributed to this growth. First, consumers now use a greater variety of products per person, including for daily use, outdoor/sports occasions, oil-based products for winter, lighter serum types for summer, and smaller sizes or cushion and stick formats for outings...

Euromonitor International's Sun 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: Adult Sun Care, Baby and Child-specific 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 Sun 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

Sun Care in South Korea  
Euromonitor International  
April 2024

### **LIST OF CONTENTS AND TABLES**

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 1 Sales of Sun Care by Category: Value 2018-2023  
Table 2 Sales of Sun Care by Category: % Value Growth 2018-2023  
Table 3 NBO Company Shares of Sun Care: % Value 2019-2023  
Table 4 LBN Brand Shares of Sun Care: % Value 2020-2023  
Table 5 LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023  
Table 6 Forecast Sales of Sun Care by Category: Value 2023-2028  
Table 7 Forecast Sales of Sun 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 8 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 9 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

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

Table 11 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 12 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 13 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 14 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 15 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

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

Table 17 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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