

# **K-Beauty Products Market Size, Share & Trends Analysis Report By Product (Skin care, Haircare, Color Cosmetics), By End User (Men, Women), By Distribution Channel (Hypermarkets & Supermarkets, Specialty Beauty Stores), By Region, And Segment Forecasts, 2026 - 2033**

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## **Abstracts**

The global K-beauty products market size was estimated at USD 118.28 billion in 2025 and is expected to reach USD 252.41 billion by 2033, growing at a CAGR of 10.0% from 2026 to 2033. The global rise of Korean pop culture, including K-pop and K-dramas, has played a significant role in expanding K-beauty worldwide, as consumers increasingly adopt skin care and makeup trends inspired by Korean celebrities and influencers.

At the same time, rising demand for natural and skin-friendly ingredients is driving market growth, with consumers favoring gentle, clean formulations focused on hydration, skin health, and preventive skin care.

The skin-first beauty approach, popularized by K-beauty, emphasizes achieving naturally healthy, radiant skin rather than relying on heavy makeup coverage. The “glass skin” trend reflects consumer preference for clear, smooth, deeply hydrated skin, driving demand for multi-step skin care routines and moisture-rich products such as essences, serums, and hydrating creams that prioritize long-term skin health and luminosity.

Korean manufacturers and brands are increasingly working with major e-commerce platforms, distributors, and beauty retailers to expand market access, localize offerings, and increase consumer reach. For instance, partnerships such as Kolmar Korea’s

collaboration with Amazon and distribution alliances with European retailers highlight how joint initiatives are helping Korean brands scale globally while strengthening supply chains and retail presence in new regions.

For instance, in September 2025, Nykaa expanded its Korean beauty portfolio by launching Mise En Scène and RYO haircare brands in India, strengthening its long-standing partnership with South Korean beauty giant Amorepacific. The launch, marking nearly a decade of collaboration, reflects the growing popularity of K-beauty beyond skin care into haircare, with Mise En Scène focusing on “glass hair” shine and repair solutions. At the same time, RYO emphasizes scalp health using traditional Korean herbal science.

Innovation-led product development remains a core driver of the K-beauty skin care market, as brands continuously introduce advanced formulations, unique ingredients, and rapid product innovation cycles to meet evolving consumer expectations. Rising demand for science-backed K-beauty skin care solutions that deliver visible results has encouraged companies to launch multifunctional products featuring innovative textures, dermatology-inspired technologies, and active ingredients such as fermented extracts, peptides, and probiotics, strengthening K-beauty’s global leadership in skin care innovation.

For instance, in November 2025, Actress Shay Mitchell launched Rini, a Korean-made skincare brand developed specifically for children, highlighting a new niche expansion within the K-beauty market. The brand introduced dermatologist-tested hydrogel and sheet masks formulated with up to 95% natural-origin ingredients, including aloe vera, vitamin B12, and white tremella mushroom extract, focusing on gentle, safe, and transparent skin care for young users. Manufactured in South Korea, the launch demonstrates how K-beauty innovation is expanding beyond traditional adult skin care into emerging segments such as Gen Alpha and kids’ skin care, supported by rising parental demand for safe, age-appropriate self-care products.

## Global K-Beauty Products Market Report Segmentation

This report forecasts revenue growth at global, regional & country levels and provides an analysis of the latest trends and opportunities in each of the sub-segments from 2021 to 2033. For this study, Grand View Research has segmented the K-beauty products market on the basis of product, end user, distribution channel, and region.

### Product Outlook (Revenue, USD Billion, 2021 - 2033)

## Skin Care

Face Skin Care

Lotions, Face Creams, & Moisturizers

Cleansers & Face Wash

Facial Serums

Facial Masks

Sunscreen/Sun Care

Others (Scrub, etc.)

Body Skin Care

Lotions, Creams, & Moisturizers

Body Sunscreen/Sun Care

Body Scrub

Others (Serum, Oils, etc.)

## Hair Care

Shampoo

Conditioner

Oils

Serums

Others (Hair Masks, Peels, Etc.)

## Color Cosmetics

Face Color Cosmetics

Lip Color Cosmetics

Eye Color Cosmetics

Nail Color Cosmetics

## End User Outlook (Revenue, USD Billion, 2021 - 2033)

Men

Women

## Distribution Channel Outlook (Revenue, USD Billion, 2021-2033)

Hypermarkets & Supermarkets

Specialty Beauty Stores

Pharmacies & Drugstores

Online/E-Commerce

Others

## Regional Outlook (Revenue, USD Billion, 2021 - 2033)

North America

U.S.

Canada

Mexico

Europe

Germany

UK

France

Italy

Spain

Asia Pacific

China

India

Japan

Australia

Central & South America

Brazil

Middle East and Africa

UAE

South Africa

**This report can be delivered to the clients within 5 Business Days**

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