

# **K-Beauty Products Market Report by Product Type (Sheet Masks, Cleansers, Moisturizers, Makeup, and Others), Distribution Channel (Online Retail, Supermarket/Hypermarket, Specialty/Monobrand Stores), End User (Male, Female), and Region 2023-2028**

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## **Abstracts**

### Market Overview:

The global K-beauty products market size reached US\$ 12,136 Million in 2022. Looking forward, IMARC Group expects the market to reach US\$ 22,236 Million by 2028, exhibiting a growth rate (CAGR) of 10.70% during 2023-2028. The escalating consumer demand for skincare products providing effective solutions, growing awareness and adoption of a comprehensive skincare routine, the increasing use of natural and unique ingredients, and the rising influence of social media and digital platforms, represent some of the key factors driving the market.

K-Beauty, also known as Korean Beauty, refers to skincare and cosmetic products that originate from South Korea. It has gained significant popularity worldwide for its innovative formulations, unique ingredients, and emphasis on achieving flawless, radiant skin. K-Beauty products are known for their effectiveness, affordability, and meticulous attention to detail. These products prioritize hydration, with many formulations containing humectants and hydrating ingredients to promote a plump, dewy complexion. K-Beauty brands are renowned for their cutting-edge technology and inventive product formulations. K-Beauty continually introduces new products, ranging from cushion foundations and sheet masks to ampoules and snail mucin creams, that cater to various skin concerns and deliver visible results. K-Beauty's influence extends

beyond skincare, as it also encompasses makeup products. Korean cosmetics emphasize natural-looking finishes and often feature lightweight, buildable formulas that enhance one's natural beauty. In recent years, K-Beauty products have gained traction as they are designed to provide a fresh and youthful appearance.

#### K-Beauty Products Market Trends:

One of the key drivers is the increasing consumer demand for skincare products that provide effective solutions for various skin concerns. K-beauty products are known for their innovative formulations and targeted treatments, catering to a wide range of skin types and issues. Other than this, the emphasis on achieving flawless, radiant skin has led to a surge in the demand for K-beauty products. Additionally, the growing awareness and adoption of a comprehensive skincare routine have significantly influenced the K-beauty market. The Korean skincare philosophy, which emphasizes preventive skincare and a multi-step regimen, has gained traction globally. Consumers are becoming more educated about the importance of proper skincare and are willing to invest time and effort in their skincare routines. The multi-step approach, with its focus on cleansing, toning, moisturizing, and targeted treatments, has become a mainstream trend, thus accelerating the product sales. Besides this, the use of natural and unique ingredients, such as botanical extracts, fermented ingredients and herbal remedies, due to the increasing consumer preference for clean and organic beauty products is further impelling market growth. Other than this, the rising influence of social media and digital platforms has played a significant role in the popularity of K-beauty products. For instance, the rise of beauty influencers, beauty blogs, and online communities has created a platform for sharing and promoting K-beauty trends and products. Social media platforms like Instagram and YouTube have also become hubs for showcasing K-beauty routines, product reviews, and tutorials, creating a global community of K-beauty enthusiasts. Consequently, the accessibility and visibility provided by these platforms have generated buzz about K-beauty products worldwide.

#### Key Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the global K-beauty products market, along with forecasts at the global, regional, and country levels from 2023-2028. Our report has categorized the market based on product type, distribution channel, and end user.

#### Product Type Insights:

Sheet Masks

Cleansers

Moisturizers  
Makeup  
Others

The report has provided a detailed breakup and analysis of the K-beauty products market based on the product type. This includes sheet masks, cleansers, moisturizers, makeup, and others. According to the report, sheet masks represented the largest segment.

Distribution Channel Insights:

Online Retail  
Supermarket/Hypermarket  
Specialty/Monobrand Stores

A detailed breakup and analysis of the K-beauty products market based on the distribution channel has also been provided in the report. This includes online retail, supermarket/hypermarket, and specialty/monobrand. According to the report, specialty/monobrand stores accounted for the largest market share.

End User Insights:

Male  
Female

The report has provided a detailed breakup and analysis of the K-beauty products market based on the end user. This includes male and female. According to the report, female represented the largest segment.

Regional Insights:

North America  
United States  
Canada  
Europe  
Germany  
France  
United Kingdom  
Italy

Spain  
Russia  
Others  
Asia Pacific  
China  
Japan  
India  
South Korea  
Australia  
Indonesia  
Others  
Latin America  
Brazil  
Mexico  
Others  
Middle East and Africa

The report has also provided a comprehensive analysis of all the major regional markets, which include North America (the United States and Canada); Europe (Germany, France, the United Kingdom, Italy, Spain, Russia and others); Asia Pacific (China, Japan, India, South Korea, Australia, Indonesia, and others); Latin America (Brazil, Mexico, and others); and the Middle East and Africa. According to the report, Asia Pacific was the largest market for K-beauty products. Some of the factors driving the Asia Pacific K-beauty products market included escalating demand for innovative skincare and beauty products, rising influence of Korean pop culture and celebrity endorsements, and growing e-commerce and social media penetration.

#### Competitive Landscape:

The report has also provided a comprehensive analysis of the competitive landscape in the global K-beauty products market. Detailed profiles of all major companies have been provided. Some of the companies covered include Able C & C Ltd., Adwin Korea Corporation, Amorepacific Corporation, CLIO COSMETICS Co. Ltd., Cosrx Inc., LG H&H Co. Ltd. (LG Coproration), The Cr?me Shop Inc., The Face Shop Inc., Tonymoly Co. Ltd., etc. Kindly note that this only represents a partial list of companies, and the complete list has been provided in the report.

#### Key Questions Answered in This Report:

How has the global K-beauty products market performed so far, and how will it perform in the coming years?

What are the drivers, restraints, and opportunities in the global K-beauty products market?

What is the impact of each driver, restraint, and opportunity on the global K-beauty products market?

What are the key regional markets?

Which countries represent the most attractive tea market?

What is the breakup of the market based on the product type?

Which is the most attractive product type in the K-beauty products market?

What is the breakup of the market based on the distribution channel?

Which is the most attractive distribution channel in the K-beauty products market?

What is the breakup of the market based on the end-user?

Which is the most attractive end-user in the K-beauty products market?

What is the competitive structure of the global K-beauty products market?

Who are the key players/companies in the global K-beauty products market?

## Contents

### 1 PREFACE

### 2 SCOPE AND METHODOLOGY

2.1 Objectives of the Study

2.2 Stakeholders

2.3 Data Sources

2.3.1 Primary Sources

2.3.2 Secondary Sources

2.4 Market Estimation

2.4.1 Bottom-Up Approach

2.4.2 Top-Down Approach

2.5 Forecasting Methodology

### 3 EXECUTIVE SUMMARY

### 4 INTRODUCTION

4.1 Overview

4.2 Key Industry Trends

### 5 GLOBAL K-BEAUTY PRODUCTS MARKET

5.1 Market Overview

5.2 Market Performance

5.3 Impact of COVID-19

5.4 Market Forecast

### 6 MARKET BREAKUP BY PRODUCT TYPE

6.1 Sheet Masks

6.1.1 Market Trends

6.1.2 Market Forecast

6.2 Cleansers

6.2.1 Market Trends

6.2.2 Market Forecast

6.3 Moisturizers

6.3.1 Market Trends

6.3.2 Market Forecast

6.4 Makeup

6.4.1 Market Trends

6.4.2 Market Forecast

6.5 Others

6.5.1 Market Trends

6.5.2 Market Forecast

## **7 MARKET BREAKUP BY DISTRIBUTION CHANNEL**

7.1 Online Retail

7.1.1 Market Trends

7.1.2 Market Forecast

7.2 Supermarket/Hypermarket

7.2.1 Market Trends

7.2.2 Market Forecast

7.3 Specialty/Monobrand Stores

7.3.1 Market Trends

7.3.2 Market Forecast

## **8 MARKET BREAKUP BY END USER**

8.1 Male

8.1.1 Market Trends

8.1.2 Market Forecast

8.2 Female

8.2.1 Market Trends

8.2.2 Market Forecast

## **9 MARKET BREAKUP BY REGION**

9.1 North America

9.1.1 United States

9.1.1.1 Market Trends

9.1.1.2 Market Forecast

9.1.2 Canada

9.1.2.1 Market Trends

9.1.2.2 Market Forecast

## 9.2 Asia-Pacific

### 9.2.1 China

9.2.1.1 Market Trends

9.2.1.2 Market Forecast

### 9.2.2 Japan

9.2.2.1 Market Trends

9.2.2.2 Market Forecast

### 9.2.3 India

9.2.3.1 Market Trends

9.2.3.2 Market Forecast

### 9.2.4 South Korea

9.2.4.1 Market Trends

9.2.4.2 Market Forecast

### 9.2.5 Australia

9.2.5.1 Market Trends

9.2.5.2 Market Forecast

### 9.2.6 Indonesia

9.2.6.1 Market Trends

9.2.6.2 Market Forecast

### 9.2.7 Others

9.2.7.1 Market Trends

9.2.7.2 Market Forecast

## 9.3 Europe

### 9.3.1 Germany

9.3.1.1 Market Trends

9.3.1.2 Market Forecast

### 9.3.2 France

9.3.2.1 Market Trends

9.3.2.2 Market Forecast

### 9.3.3 United Kingdom

9.3.3.1 Market Trends

9.3.3.2 Market Forecast

### 9.3.4 Italy

9.3.4.1 Market Trends

9.3.4.2 Market Forecast

### 9.3.5 Spain

9.3.5.1 Market Trends

9.3.5.2 Market Forecast

### 9.3.6 Russia



- 9.3.6.1 Market Trends
- 9.3.6.2 Market Forecast
- 9.3.7 Others
  - 9.3.7.1 Market Trends
  - 9.3.7.2 Market Forecast
- 9.4 Latin America
  - 9.4.1 Brazil
    - 9.4.1.1 Market Trends
    - 9.4.1.2 Market Forecast
  - 9.4.2 Mexico
    - 9.4.2.1 Market Trends
    - 9.4.2.2 Market Forecast
  - 9.4.3 Others
    - 9.4.3.1 Market Trends
    - 9.4.3.2 Market Forecast
- 9.5 Middle East and Africa
  - 9.5.1 Market Trends
  - 9.5.2 Market Breakup by Country
  - 9.5.3 Market Forecast

## **10 DRIVERS, RESTRAINTS, AND OPPORTUNITIES**

- 10.1 Overview
- 10.2 Drivers
- 10.3 Restraints
- 10.4 Opportunities

## **11 VALUE CHAIN ANALYSIS**

## **12 PORTERS FIVE FORCES ANALYSIS**

- 12.1 Overview
- 12.2 Bargaining Power of Buyers
- 12.3 Bargaining Power of Suppliers
- 12.4 Degree of Competition
- 12.5 Threat of New Entrants
- 12.6 Threat of Substitutes

## **13 PRICE ANALYSIS**

## 14 COMPETITIVE LANDSCAPE

### 14.1 Market Structure

### 14.2 Key Players

### 14.3 Profiles of Key Players

#### 14.3.1 Able C&C Co. Ltd.

##### 14.3.1.1 Company Overview

##### 14.3.1.2 Product Portfolio

#### 14.3.2 Adwin Korea Corporation

##### 14.3.2.1 Company Overview

##### 14.3.2.2 Product Portfolio

#### 14.3.3 Amorepacific Corporation

##### 14.3.3.1 Company Overview

##### 14.3.3.2 Product Portfolio

#### 14.3.4 CLIO COSMETICS Co. Ltd.

##### 14.3.4.1 Company Overview

##### 14.3.4.2 Product Portfolio

#### 14.3.5 Cosrx Inc.

##### 14.3.5.1 Company Overview

##### 14.3.5.2 Product Portfolio

#### 14.3.6 LG H&H Co., Ltd. (LG Corporation)

##### 14.3.6.1 Company Overview

##### 14.3.6.2 Product Portfolio

#### 14.3.7 The Creme Shop Inc.

##### 14.3.7.1 Company Overview

##### 14.3.7.2 Product Portfolio

#### 14.3.8 The Face Shop, Inc.

##### 14.3.8.1 Company Overview

##### 14.3.8.2 Product Portfolio

#### 14.3.9 Tonymoly Co.Ltd.

##### 14.3.9.1 Company Overview

##### 14.3.9.2 Product Portfolio

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