

South Korea Cosmetics Market Report by Product Type, Category, Gender, Distribution Channel, and Region, 2026-2034

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Abstracts

The South Korea cosmetics market size reached USD 8.42 Billion in 2025 and is projected to reach USD 13.08 Billion by 2034, exhibiting a CAGR of 4.87% during 2026-2034. Growing K-beauty global influence, rising disposable incomes, rapid e-commerce adoption, and government-backed export promotion are the primary forces driving the market.

Cosmetics encompass a diverse range of items utilized for personal care, grooming, and the enhancement of one's visual appeal. Tailored for application on the body, face, hair, nails, or lips, these products aim to refine or modify individual aesthetic features. They are commonly available in various formulations like creams, lotions, powders, gels, serums, and sprays, catering to both men and women for various purposes. In line with this, the scope of cosmetics extends to an extensive array of skincare products, including cleansers, moisturizers, serums, toners, masks, and anti-aging treatments. Their formulations are crafted to purify, hydrate, nourish, shield, and enhance the overall health and appearance of the skin.

South Korea Cosmetics Market Trends:

The South Korea cosmetics market has experienced a remarkable surge, propelled by distinct drivers and evolving trends. The 'K-beauty,' has gained international acclaim, fostering the escalating demand for Korean skincare and makeup products, thereby the market growth across the country. Additionally, technological innovation plays a pivotal role, with South Korea being a hub for cutting-edge beauty research and development, which is acting as another significant growth-inducing factor. Besides this, the fusion of traditional ingredients with modern science has given rise to unique formulations,

contributing to the industry's growth. Social media's influence has been a significant driver, with K-beauty product trends spreading rapidly through platforms like Instagram and YouTube. Moreover, the emphasis on natural ingredients, cruelty-free products, and eco-friendly packaging aligns with the increasing need for sustainable and ethical beauty practices, thereby positively influencing the regional market. Furthermore, South Korea's advanced retail landscape, marked by innovative in-store experiences and e-commerce dominance, has facilitated widespread accessibility. Apart from this, with a keen focus on customization, South Korean cosmetics cater to diverse skin tones and concerns, reflecting an inclusive approach. This, in turn, is expected to fuel the regional market over the forecasted period.

South Korea Cosmetics Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2026-2034. Our report has categorized the market based on product type, category, gender, and distribution channel.

Product Type Insights:

Skin and Sun Care Products

Hair Care Products

Deodorants and Fragrances

Makeup and Color Cosmetics

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes skin and sun care products, hair care products, deodorants and fragrances, makeup and color cosmetics, and others.

Category Insights:

Conventional

Organic

A detailed breakup and analysis of the market based on the category have also been provided in the report. This includes conventional and organic.

Gender Insights:

Men

Women

Unisex

The report has provided a detailed breakup and analysis of the market based on the gender. This includes men, women, and unisex.

Distribution Channel Insights:

Supermarkets and Hypermarkets

Specialty Stores

Pharmacies

Online Stores

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets and hypermarkets, specialty stores, pharmacies, online stores, and others.

Regional Insights:

Seoul Capital Area

Yeongnam (Southeastern Region)

Honam (Southwestern Region)

Hoseo (Central Region)

Others

The report has also provided a comprehensive analysis of all the major regional markets, which include Seoul Capital Area, Yeongnam (Southeastern Region), Honam (Southwestern Region), Hoseo (Central Region), and Others.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape in the market. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided. Some of the key players include:

Amorepacific Corporation

Banila Co.

CLUBCLIO Co. Ltd.

Dr. Jart+

L'Oréal S.A.

PFD Co. Ltd.

S&P Cosmetic Co. Ltd.

The Face Shop (LG Household & Health Care)

Unilever Plc

Key Questions Answered in This Report:

How has the South Korea cosmetics market performed so far and how will it perform in the coming years?

What has been the impact of COVID-19 on the South Korea cosmetics market?

What is the breakup of the South Korea cosmetics market on the basis of product type?

What is the breakup of the South Korea cosmetics market on the basis of category?

What is the breakup of the South Korea cosmetics market on the basis of gender?

What is the breakup of the South Korea cosmetics market on the basis of distribution channel?

What are the various stages in the value chain of the South Korea cosmetics market?

What are the key driving factors and challenges in the South Korea cosmetics?

What is the structure of the South Korea cosmetics market and who are the key players?

What is the degree of competition in the South Korea cosmetics market?

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