

South Korea Hair Care Market Report by Product Type (Shampoo, Conditioner, Hair Gel, Hair Colorant, and Others), Distribution Channel (Supermarkets/Hypermarkets, Convenience Stores, Specialty Retail Stores, Online Retail Channels, and Others), and Region 2026-2034

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Abstracts

South Korea hair care market size reached USD 1.8 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 2.4 Billion by 2034, exhibiting a growth rate (CAGR) of 3.23% during 2026-2034. The growing consciousness regarding the health and wellbeing of hair among consumers, the wide availability of organically formulated hair care products and the introduction of nanotechnology and advanced delivery systems represent some of the key factors driving the market.

Hair care is a fundamental aspect of personal grooming and well-being, which involves a series of practices aimed at maintaining the health, cleanliness, and appearance of one's hair. It encompasses a range of activities, such as regular washing, conditioning, and styling. Effective hair care begins with understanding the hair type and selecting appropriate products accordingly. Regular trims are essential to prevent split ends and maintain hair's overall health. Additionally, it protects hair from excessive heat styling, ultraviolet (UV) rays, and harsh chemicals is crucial to prevent damage. Moreover, hair care also helps to prevent hair shaft damage, maintains the aesthetic appearance of hair strands, leaving them soft and shiny. It improves shaft lubrication, reducing the risk of hair breakage and limiting water absorption into the hair. As a result, hair care is a vital component of personal hygiene and appearance that aid to ensure healthy, beautiful hair.

SOUTH KOREA HAIR CARE MARKET TRENDS:

The market is primarily driven by the growing consciousness regarding the health and wellbeing of hair among consumers. Additionally, Korean hair care products are renowned for their quality, effectiveness, and innovative ingredients. This reputation has attracted consumers worldwide, contributing to the growth of the country's hair care market. This can be further driven by the wide availability of organically formulated hair care products that emphasize nourishing and gentle components. Apart from this, extensive research and development (R&D) activities conducted by key players has resulted in cutting-edge technologies, such as nanotechnology and advanced delivery systems, which enhance the effectiveness of hair care products, which is creating a positive market outlook. Moreover, numerous leading brands are continuously introducing new and innovative products that caters to various hair care needs, is another growth-inducing factor. Along with this, several manufacturers are heavily investing to harness the power of digital marketing and social media to reach a wider audience, allowing consumers to easily access and purchase their products, further providing an impetus to the market. Also, numerous leading beauty brands are collaborating with popular celebrities and influencers that help to create trust and excitement around hair care products, thus driving sales and brand loyalty among the masses. Other factors, including rapid industrialization and globalization, inflating disposable income levels of individuals, strong emphasis on quality control and safety standards in the beauty industry, increasing number of men investing in hair care products and treatments and the rising popularity of South Korean entertainment, including K-pop and K-dramas among the masses, are positively influencing the market.

SOUTH KOREA HAIR CARE 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 and distribution channel.

Product Type Insights:

Shampoo

Conditioner

Hair Gel

Hair Colorant

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes shampoo, conditioner, hair gel, hair colorant, and others.

Distribution Channel Insights:

Supermarkets/Hypermarkets

Convenience Stores

Specialty Retail Stores

Online Retail Channels

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes supermarkets/hypermarkets, convenience stores, specialty retail stores, online retail channels, 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), Hoso (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:

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea hair care 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 hair care market?

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

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

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

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

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

What is the degree of competition in the South Korea hair care market?

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