

South Korea Travel Retail Market Report by Product Type (Beauty and Personal Care, Wines and Spirits, Tobacco, Eatables, Fashion Accessories and Hard Luxury, and Others), Distribution Channel (Airports, Airlines, Ferries, and Others), and Region 2026-2034

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Abstracts

South Korea travel retail market size reached USD 1.3 Billion in 2025. Looking forward, IMARC Group expects the market to reach USD 2.2 Billion by 2034, exhibiting a growth rate (CAGR) of 6.00 % during 2026-2034 . The expanding tourism industry, the increasing consumer inclination toward personalized shopping experiences that offer a taste of the local culture, and the integration of advanced technologies represent some of the key factors driving the market.

Travel retail, often referred to as duty-free shopping, is a unique segment of the retail industry that caters to travelers at international airports, seaports, border crossings, and other transit hubs. It involves the sale of a wide range of products to passengers who are on international journeys. Travel retail outlets are strategically located in international transit points such as airports, cruise terminals, and land border crossings. These locations serve as gateways between countries and regions, making them ideal for reaching a diverse and global customer base. One of the defining features of travel retail is the availability of duty-free and tax-free shopping. Travelers can purchase products such as cosmetics , perfumes, alcohol, tobacco, electronics, fashion items, and luxury goods without paying certain import duties and taxes that would typically apply to these items when purchased within a country's borders. This tax advantage can result in significant savings for travelers. They also offer a platform for global brands to showcase their products to a diverse and international customer base. Luxury brands, in particular, are prominent in travel retail environments, as they seek to attract affluent travelers.

SOUTH KOREA TRAVEL RETAIL MARKET TRENDS:

One of the primary drivers of this market is the country's soaring tourism industry. South Korea has emerged as a sought-after destination for travelers from around the world, attracted by its rich cultural heritage, scenic beauty, and technological advancements. As the number of inbound tourists continues to surge, so does the demand for travel retail products and services. International visitors are keen to explore the unique assortment of goods that South Korea has to offer, from premium skincare products to traditional Korean attire. Consequently, businesses operating in the sector are presented with a lucrative opportunity to capitalize on this influx of tourists and bolster their revenue streams. Another pivotal driver shaping the market is the ever-evolving consumer preferences. Modern travelers seek not only convenience but also experiences. They are increasingly inclined toward personalized shopping experiences that offer them a taste of the local culture. South Korean travel retail outlets have adeptly adapted to this shift, providing travelers with an immersive shopping journey. This trend is particularly pronounced in the cosmetics and fashion segments, where travelers are drawn to unique South Korean beauty products and fashionable attire. Furthermore, technology is playing an instrumental role in reshaping the South Korea travel retail market. Digitalization and e-commerce have made significant inroads into this sector, enabling travelers to pre-order products online, access exclusive discounts, and even enjoy duty-free shopping experiences at the touch of a button. The integration of technology enhances the convenience factor for travelers and also allows businesses to gather valuable data on consumer preferences, enabling them to refine their product offerings and marketing strategies. In addition to these drivers, South Korea's commitment to infrastructure development has been a boon for the travel retail market. The nation's world-class airports and seaports provide an ideal canvas for businesses to establish their presence and cater to travelers efficiently.

SOUTH KOREA TRAVEL RETAIL 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:

Beauty and Personal Care

Wines and Spirits

Tobacco

Eatables

Fashion Accessories and Hard Luxury

Others

The report has provided a detailed breakup and analysis of the market based on the product type. This includes beauty and personal care, wines and spirits, tobacco, eatables, fashion accessories and hard luxury, and others.

Distribution Channel Insights:

Airports

Airlines

Ferries

Others

A detailed breakup and analysis of the market based on the distribution channel have also been provided in the report. This includes airports, airlines, ferries, 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.

KEY QUESTIONS ANSWERED IN THIS REPORT

How has the South Korea travel retail 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 travel retail market?

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

What is the breakup of the South Korea travel retail market on the basis of distribution channel type?

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

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

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

What is the degree of competition in the South Korea travel retail 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 SOUTH KOREA TRAVEL RETAIL MARKET - INTRODUCTION

- 4.1 Overview
- 4.2 Market Dynamics
- 4.3 Industry Trends
- 4.4 Competitive Intelligence

5 SOUTH KOREA TRAVEL RETAIL MARKET LANDSCAPE

- 5.1 Historical and Current Market Trends (2020-2025)
- 5.2 Market Forecast (2026-2034)

6 SOUTH KOREA TRAVEL RETAIL MARKET - BREAKUP BY PRODUCT TYPE

- 6.1 Beauty and Personal Care
 - 6.1.1 Overview
 - 6.1.2 Historical and Current Market Trends (2020-2025)
 - 6.1.3 Market Forecast (2026-2034)
- 6.2 Wines and Spirits
 - 6.2.1 Overview
 - 6.2.2 Historical and Current Market Trends (2020-2025)

6.2.3 Market Forecast (2026-2034)

6.3 Tobacco

6.3.1 Overview

6.3.2 Historical and Current Market Trends (2020-2025)

6.3.3 Market Forecast (2026-2034)

6.4 Eatables

6.4.1 Overview

6.4.2 Historical and Current Market Trends (2020-2025)

6.4.3 Market Forecast (2026-2034)

6.5 Fashion Accessories and Hard Luxury

6.5.1 Overview

6.5.2 Historical and Current Market Trends (2020-2025)

6.5.3 Market Forecast (2026-2034)

6.6 Others

6.6.1 Historical and Current Market Trends (2020-2025)

6.6.2 Market Forecast (2026-2034)

7 SOUTH KOREA TRAVEL RETAIL MARKET - BREAKUP BY DISTRIBUTION CHANNEL

7.1 Airports

7.1.1 Overview

7.1.2 Historical and Current Market Trends (2020-2025)

7.1.3 Market Forecast (2026-2034)

7.2 Airlines

7.2.1 Overview

7.2.2 Historical and Current Market Trends (2020-2025)

7.2.3 Market Forecast (2026-2034)

7.3 Ferries

7.3.1 Overview

7.3.2 Historical and Current Market Trends (2020-2025)

7.3.3 Market Forecast (2026-2034)

7.4 Others

7.4.1 Historical and Current Market Trends (2020-2025)

7.4.2 Market Forecast (2026-2034)

8 SOUTH KOREA TRAVEL RETAIL MARKET – BREAKUP BY REGION

8.1 Seoul Capital Area

- 8.1.1 Overview
- 8.1.2 Historical and Current Market Trends (2020-2025)
- 8.1.3 Market Breakup by Product Type
- 8.1.4 Market Breakup by Distribution Channel
- 8.1.5 Key Players
- 8.1.6 Market Forecast (2026-2034)
- 8.2 Yeongnam (Southeastern Region)
 - 8.2.1 Overview
 - 8.2.2 Historical and Current Market Trends (2020-2025)
 - 8.2.3 Market Breakup by Product Type
 - 8.2.4 Market Breakup by Distribution Channel
 - 8.2.5 Key Players
 - 8.2.6 Market Forecast (2026-2034)
- 8.3 Honam (Southwestern Region)
 - 8.3.1 Overview
 - 8.3.2 Historical and Current Market Trends (2020-2025)
 - 8.3.3 Market Breakup by Product Type
 - 8.3.4 Market Breakup by Distribution Channel
 - 8.3.5 Key Players
 - 8.3.6 Market Forecast (2026-2034)
- 8.4 Hoseo (Central Region)
 - 8.4.1 Overview
 - 8.4.2 Historical and Current Market Trends (2020-2025)
 - 8.4.3 Market Breakup by Product Type
 - 8.4.4 Market Breakup by Distribution Channel
 - 8.4.5 Key Players
 - 8.4.6 Market Forecast (2026-2034)
- 8.5 Others
 - 8.5.1 Historical and Current Market Trends (2020-2025)
 - 8.5.2 Market Forecast (2026-2034)

9 SOUTH KOREA TRAVEL RETAIL MARKET – COMPETITIVE LANDSCAPE

- 9.1 Overview
- 9.2 Market Structure
- 9.3 Market Player Positioning
- 9.4 Top Winning Strategies
- 9.5 Competitive Dashboard
- 9.6 Company Evaluation Quadrant

10 PROFILES OF KEY PLAYERS

10.1 Company A

- 10.1.1 Business Overview
- 10.1.2 Product Portfolio
- 10.1.3 Business Strategies
- 10.1.4 SWOT Analysis
- 10.1.5 Major News and Events

10.2 Company B

- 10.2.1 Business Overview
- 10.2.2 Product Portfolio
- 10.2.3 Business Strategies
- 10.2.4 SWOT Analysis
- 10.2.5 Major News and Events

10.3 Company C

- 10.3.1 Business Overview
- 10.3.2 Product Portfolio
- 10.3.3 Business Strategies
- 10.3.4 SWOT Analysis
- 10.3.5 Major News and Events

10.4 Company D

- 10.4.1 Business Overview
- 10.4.2 Product Portfolio
- 10.4.3 Business Strategies
- 10.4.4 SWOT Analysis
- 10.4.5 Major News and Events

10.5 Company E

- 10.5.1 Business Overview
- 10.5.2 Product Portfolio
- 10.5.3 Business Strategies
- 10.5.4 SWOT Analysis
- 10.5.5 Major News and Events

11 SOUTH KOREA TRAVEL RETAIL MARKET - INDUSTRY ANALYSIS

11.1 Drivers, Restraints, and Opportunities

- 11.1.1 Overview
- 11.1.2 Drivers

11.1.3 Restraints

11.1.4 Opportunities

11.2 Porters Five Forces Analysis

11.2.1 Overview

11.2.2 Bargaining Power of Buyers

11.2.3 Bargaining Power of Suppliers

11.2.4 Degree of Competition

11.2.5 Threat of New Entrants

11.2.6 Threat of Substitutes

11.3 Value Chain Analysis

12 APPENDIX

I would like to order

Product name: South Korea Travel Retail Market Report by Product Type (Beauty and Personal Care, Wines and Spirits, Tobacco, Eatables, Fashion Accessories and Hard Luxury, and Others), Distribution Channel (Airports, Airlines, Ferries, and Others), and Region 2026-2034

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