

Male Grooming Products Market in South Korea 2021

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Abstracts

Grooming products help individuals to maintain their overall hygiene and physical appearance. The male grooming products market in South Korea is poised to grow by US\$ 140 million during 2021-2027, progressing at a CAGR of 2% during the forecast period, according to data and analytics company StrategyHelix. Rising consumer disposable income, increasing consciousness among male consumers about personal wellness and appearance, increasing product availability and retail outlet, growing awareness about the importance of overall body grooming and society's influence towards aesthetically appealing looks are expected to boost the market growth in the coming years.

The report provides up-to-date market size data for period 2017-2020 and forecast to 2027 covering key market aspects like sales value for male grooming products. The South Korea male grooming products market is segmented on the basis of price range, product, and distribution channel. By price range, the male grooming products market in South Korea has been segmented into prestige product, mass product. The mass product segment was the largest contributor to the South Korea male grooming products market in 2020. Based upon product, the male grooming products market in South Korea is categorized into shaving products, razors & blades, toiletries, fragrances. According to the research, the toiletries segment had the largest share in the male grooming products market in South Korea. On the basis of distribution channel, the male grooming products market in South Korea has been segmented into supermarkets & hypermarkets, specialty stores, online retailing, others.

The male toiletries market is further segmented into bath & shower, deodorants, hair care, and skin care. The deodorants segment is estimated to account for the largest share of the male grooming products market in South Korea.

The leading players in the male grooming products market include Amorepacific

Corporation, LG Household & Health Care Ltd., The Procter & Gamble Company, Dorco Co. Ltd., KT&G Corporation.

Report Scope

Price range: prestige product, mass product

Product: shaving products, razors & blades, toiletries, fragrances

Distribution channel: supermarkets & hypermarkets, specialty stores, online retailing, others

Years considered: this report covers the period 2017 to 2027

Key Benefits for Stakeholders

Get a comprehensive picture of the South Korea male grooming products market

Identify regional strategies and strategic priorities on the basis of local data

Pinpoint growth sectors and trends for investment

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LG Household & Health Care, Ltd.
The Procter & Gamble Company
Dorco Co., Ltd.
KT&G Corporation
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