

# Skin Care in South Korea

April 2024

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# Skin Care in South Korea - Category analysis

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### 2023 DEVELOPMENTS

Mass skin care surpasses growth of premium skin care

TV homeshopping tapping into a new customer base in mass skin care

Variety stores remains small, but is an important distribution channel

## PROSPECTS AND OPPORTUNITIES

Blurring boundaries and dermocosmetics set to be the two most important trends for the coming years

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