

Personal Care Appliances in South Korea

December 2023

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Personal Care Appliances in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Demand for personal care appliances increases as consumers engage more in outdoor activities Enhancing consumer experiences where e-commerce is the leading channel Dyson Airwrap continues to influence development of hair care appliances

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Premium trend anticipated to accelerate over the forecast period Self-care at home expected to continue post-pandemic Devices addressing hair loss emerge as a new and promising space to explore

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