

# Oral Care in South Korea

April 2024

**Table of Contents** 

# Oral Care in South Korea - Category analysis

#### **KEY DATA FINDINGS**

#### 2023 DEVELOPMENTS

Oral care is slowly evolving to become a more mature category

Power toothbrushes expands due to consumer perceptions

Retail e-commerce captures sales from hypermarkets

## PROSPECTS AND OPPORTUNITIES

Unmet potential exists in new categories

Smaller brands set to tap into the market potential

Diversifying the waterless products offered to consumers

#### **CATEGORY DATA**

- Table 1 Sales of Oral Care by Category: Value 2018-2023
- Table 2 Sales of Oral Care by Category: % Value Growth 2018-2023
- Table 3 Sales of Toothbrushes by Category: Value 2018-2023
- Table 4 Sales of Toothbrushes by Category: % Value Growth 2018-2023
- Table 5 Sales of Toothpaste by Type: % Value Breakdown 2019-2023
- Table 6 NBO Company Shares of Oral Care: % Value 2019-2023
- Table 7 LBN Brand Shares of Oral Care: % Value 2020-2023
- Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
- Table 9 LBN Brand Shares of Toothpaste: % Value 2020-2023
- Table 10 Forecast Sales of Oral Care by Category: Value 2023-2028
- Table 11 Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
- Table 12 Forecast Sales of Toothbrushes by Category: Value 2023-2028
- Table 13 Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

## Beauty and Personal Care in South Korea - Industry Overview

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### MARKET DATA

- Table 14 Sales of Beauty and Personal Care by Category: Value 2018-2023
- Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
- Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
- Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
- Table 19 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
- Table 20 Distribution of Beauty and Personal Care by Format: % Value 2018-2023
- Table 21 Distribution of Beauty and Personal Care by Format and Category: % Value 2023
- Table 22 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
- Table 23 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

# **DISCLAIMER**

## **SOURCES**

Summary 1 - Research Sources

# About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- Strategy Briefings: Global or regional in scope, and focusing on the most important themes shaping consumer demand, the key markets, competitive environment and future outlook across a range of industries.
- Company Profiles: Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- Country Reports: For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/oral-care-in-south-korea/report.