

Deodorants in South Korea

April 2024

Table of Contents

Deodorants in South Korea - Category analysis

KEY DATA FINDINGS

2023 DEVELOPMENTS

Deodorant sprays leads the category with high single-digit growth in 2023
Retail e-commerce is the dominant distribution channel for deodorants
Nivea Deodorant leads deodorants, while Duft & Doft sees sharp growth

PROSPECTS AND OPPORTUNITIES

Deodorant sprays set to see the strongest growth in the forecast years
Further penetration of retail e-commerce expected
Deodorant sprays has a chance to attract consumers away from fragrances

CATEGORY DATA

Table 1 - Sales of Deodorants by Category: Value 2018-2023
Table 2 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 3 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 4 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 5 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 6 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 7 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 8 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 9 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 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 10 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 11 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 12 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 13 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 14 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 15 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 16 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 17 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 18 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 19 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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