



Euromonitor
International

Beauty and Personal Care in South Korea

May 2026

Table of Contents

EXECUTIVE SUMMARY

2025 Developments

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Expansion Driven by Skinification and Clean Reimagined

Chart 2 - Skinification Broadens across Scalp and Body Care

Lifestyle-Driven Beauty Fuels Demand for Sensorial Everyday Products

Chart 3 - Happy Bath Supports Emotional and Skin Wellbeing

Longevity Drives Demand for Clinic-Grade Home Treatments

Chart 4 - Pro-Level Self-Care Rises with Topical Skin Boosters

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

WHAT'S NEXT?

Skin Care and Fragrances Set to Fuel Expansion through 2030

Mass Efficacy Expected to Shape Dynamic Consumer Micro-Segments

Brands Leverage Clinical Efficacy and Retail Innovation to Engage Discerning Consumers

Chart 8 - Analyst Insight for Beauty and Personal Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Korean Companies Leverage Strategic Channels to Sustain Dominance

Innovative Experiential Retail and Private Label Strategies Fuel Growth Opportunities

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

CHANNELS

E-Commerce Leads Distribution as Offline Channels Evolve in Response

Chart 13 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 14 - Economic Context for Beauty and Personal Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 17 - Consumer Context for Beauty and Personal Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

2025 DEVELOPMENTS

Baby and Child-Specific Products Summary

INDUSTRY PERFORMANCE

Rising Demand for Specialised Children'S Skincare Drives Expansion

Baby Wipes Maintain Leadership Amid Shift Towards Multifunctional Child Care

Local Brands Leverage Safety Certifications to Build Parental Trust

Chart 21 - Sustainable Parenting: Refill Solutions

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Parents Set to Drive Consistent Demand through Year-Round Sun Protection and Specialised Care

Specialised Formulations and Parental Trust Expected to Reshape Product Innovation and Competition

Chart 25 - Forecast Value Sales 2020-2030

Chart 26 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Adapt Strategies Amid Shifting Market Shares

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

CHANNELS

E-Commerce Drives Retail Transformation as Offline Channels Decline

Digital Engagement and Peer Reviews Shape Buying Habits among Parents

Chart 29 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 30 - Economic Context for Baby and Child-Specific Products

Chart 31 - Real GDP Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Baby and Child-Specific Products

Chart 34 - Population 2020-2030

Chart 35 - Consumer Expenditure 2020-2030

Chart 36 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Bath and Shower in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Bath and Shower Summary

KEY INDUSTRY TRENDS

Chart 37 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Body Wash and Shower Gel Lead Amid Rising Demand for Functional Formulations

Daiso'S Affordable High-Performance Body Care Catalyses Active Consumer Engagement

Chart 38 - The Daiso Effect — Affordable Functionality for the 1020 Generation

Conscious Formulation and Wellness-Driven Rituals Redefine Consumer Expectations

Chart 39 - Value Sales 2020-2030

Chart 40 - Volume Sales 2020-2030

Chart 41 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Expected to Drive Demand for Functional and Fragranced Body Washes

Body Wash and Shower Gel Set to Remain Dominant with Sustained Premium Growth

Chart 42 - Analyst Insight for Bath and Shower

Chart 43 - Forecast Value Sales 2020-2030

Chart 44 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Evolving Market Dynamics

Chart 45 - Company Shares 2025

Chart 46 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Growth by Reshaping Consumer Access and Preferences

Younger Consumers and Digital Innovation Drive Retail Channel Evolution

Chart 47 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 48 - Economic Context for Bath and Shower

Chart 49 - Real GDP Growth 2020-2030

Chart 50 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 51 - Consumer Context for Bath and Shower

Chart 52 - Population 2020-2030

Chart 53 - Consumer Expenditure 2020-2030

Chart 54 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Colour Cosmetics in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Colour Cosmetics Summary

KEY INDUSTRY TRENDS

Chart 55 - Key Industry Trends for Colour Cosmetics

INDUSTRY PERFORMANCE

Diverse Consumer Preferences and K-Beauty Momentum Drive Value Growth

Chart 56 - Consumers Shift From Mascara to Damage-Free, Root-Care Lash Solutions

Lifestyle-Driven Beauty Reshapes Colour Cosmetics

Chart 57 - K-Beauty Brands Turn Makeup into Accessories

Brands Embrace Natural Beauty with Science-Backed Skin Benefits

Chart 58 - Science-Backed Claims Fuel Skincare-Infused Base Makeup

Chart 59 - Value Sales 2020-2030

Chart 60 - Volume Sales 2020-2030

Chart 61 - Value Sales by Category 2025

WHAT'S NEXT?

Retail Value Set to Rise Steadily Amid Stable Economy and Consumer Spending
Consumers Expected to Favour Modular Singles While Sets/Kits Gain Niche Traction
Convenience, Premiumisation and Hybrid Innovation Poised to Drive Outlook

Chart 62 - Analyst Insight for Colour Cosmetics

Chart 63 - Forecast Value Sales 2020-2030

Chart 64 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Amorepacific and Lg H&H Consolidate Dominance through Strategic Brand Engagement
Strategic Digital Marketing and Product Innovation Drive Growth Opportunities

Chart 65 - Company Shares 2025

Chart 66 - Brand Shares 2025

CHANNELS

Retail E-Commerce Gains Dominance Driven by Digital Engagement
Offline Stores Evolve into Experiential Hubs Complementing Online Expansion

Chart 67 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 68 - Economic Context for Colour Cosmetics

Chart 69 - Real GDP Growth 2020-2030

Chart 70 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 71 - Consumer Context for Colour Cosmetics

Chart 72 - Population 2020-2030

Chart 73 - Consumer Expenditure 2020-2030

Chart 74 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Deodorants in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Deodorants Summary

INDUSTRY PERFORMANCE

Growth Driven by Younger Consumers Embracing Multi-Functional Grooming
Deodorant Roll-Ons Lead Expansion While Sticks Retain Dominance

Chart 75 - Deodorant Sticks with Broader Fragrance Profiles

Nivea Exemplifies Clean Beauty Shaping Consumer Choices

Chart 76 - Nivea'S Derma-Control Roll-On Launch

Chart 77 - Value Sales 2020-2030

Chart 78 - Volume Sales 2020-2030

Chart 79 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Set to Drive Demand for Clean and Multi-Functional Deodorants
Deodorant Sticks Maintain Largest Sales Value with Steady Growth to 2030
Deodorant Roll-Ons to Lead Growth Driven by Innovative Skincare Integration

Chart 80 - Forecast Value Sales 2020-2030

Chart 81 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Korea and Aesop Korea Strengthen Positions Amid High Concentration

Nivea'S Diversified Portfolio and Channel Presence Secure Leadership and Growth Opportunities

Chart 82 - Company Shares 2025

Chart 83 - Brand Shares 2025

CHANNELS

E-Commerce Leads Retail Sales Driven by Convenience and Repeat Purchases

Offline Channels Face Erosion Amid Rising E-Commerce Penetration

Chart 84 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 85 - Economic Context for Deodorants

Chart 86 - Real GDP Growth 2020-2030

Chart 87 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 88 - Consumer Context for Deodorants

Chart 89 - Population 2020-2030

Chart 90 - Consumer Expenditure 2020-2030

Chart 91 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Depilatories in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Depilatories Summary

INDUSTRY PERFORMANCE

Razors with Lubrication Bars Boost Consumer Adoption Amid Mature Hair Removal Preferences

Clean Beauty Drives Demand for Gentle, Low-Irritation Depilatories

Chart 92 - Clean Reimagined Drives Demand for Gentle Depilatories

Brand Collaborations Fuel Engagement and Innovation

Chart 93 - Value Sales 2020-2030

Chart 94 - Volume Sales 2020-2030

Chart 95 - Value Sales by Category 2025

WHAT'S NEXT?

At-Home Hair Removal Innovation Set to Fuel Market Expansion

Women'S Razors with Lubrication Bars Poised to Lead Value Growth

Shifts to Gentler, Safer At-Home Solutions to Reshape Product Focus and Consumer Behaviour

Chart 96 - Forecast Value Sales 2020-2030

Chart 97 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lg H&H Consolidates Dominance through Retail Expansion

Retail Expansion and Product Focus Create Growth Opportunities for Depilatories Players

Chart 98 - Company Shares 2025

Chart 99 - Brand Shares 2025

CHANNELS

Retail E-Commerce Becomes the Dominant Distribution Channel through Rapid Growth

Chart 100 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 101 - Economic Context for Depilatories

Chart 102 - Real GDP Growth 2020-2030

Chart 103 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 104 - Consumer Context for Depilatories

Chart 105 - Population 2020-2030

Chart 106 - Consumer Expenditure 2020-2030

Chart 107 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Fragrances in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Fragrance Summary

KEY INDUSTRY TRENDS

Chart 108 - Key Industry Trends for Fragrances

INDUSTRY PERFORMANCE

Consumers' Multi-Fragrance Lifestyle Moderates Growth Amid Economic Shifts

Chart 109 - Hetra's Myeong-Dong: a Tourist-Driven Fragrance Flagship

Lotte Department Store Leverages Retail Exclusives to Capture Younger Shoppers

Chart 110 - Selective Premiumisation Drives Expansion in Mini Formats and Retail Exclusives

Granhand Innovate Storytelling to Enhance Engagement

Chart 111 - Granhand'S Cultural Contests Turn Fragrance into Mood, Memory, and Storytelling

Chart 112 - Value Sales 2020-2030

Chart 113 - Volume Sales 2020-2030

Chart 114 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers' Preference for Low-Commitment Access Set to Drive Steady Growth

Premium Fragrances Anticipated to Sustain Dominance

Brands Innovate Sensory Engagement to Deepen Consumer Connection and Exclusivity

Chart 115 - Analyst Insight for Fragrances

Chart 116 - Forecast Value Sales 2020-2030

Chart 117 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Niche and Premium Brands Consolidate Dominance Amid Market Polarisation

Brand Exclusivity and Niche Appeal Drive Innovation and Growth Opportunities

Chart 118 - Company Shares 2025

Chart 119 - Brand Shares 2025

CHANNELS

Department Stores Command Fragrance Sales in South Korea

E-Commerce Sustains Growth yet Coexists with Strong Offline Retail Presence

Chart 120 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 121 - Economic Context for Fragrances

Chart 122 - Real GDP Growth 2020-2030

Chart 123 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 124 - Consumer Context for Fragrances

Chart 125 - Population 2020-2030

Chart 126 - Consumer Expenditure 2020-2030

Chart 127 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Hair Care in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Hair Care Summary

KEY INDUSTRY TRENDS

Chart 128 - Key Industry Trends for Hair Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Premiumisation and the Rise of Hair-Skinification

Chart 129 - Pdrn and Micro-Spicule Technology Elevate Scalp Care

Shampoos Lead as Fragrance and Wellness Reshape Hair Care

Chart 130 - Hair Care Adopts Fine-Fragrance Cues

Brands Integrate Advanced Diagnostics to Deepen Consumer Engagement

Chart 131 - AI-Driven Diagnostic Hair Care

Chart 132 - Value Sales 2020-2030

Chart 133 - Volume Sales 2020-2030

Chart 134 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Drive Demand for Professional Expertise and Routine Specialisation

Hair Loss Treatments Set to Outperform on Science-Backed Premiumisation

Chart 135 - Analyst Insight for Hair Care

Chart 136 - Forecast Value Sales 2020-2030

Chart 137 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lg H&H and Amorepacific Sustain Dominance Amid Evolving Competition

Targeted Product Formats and Treatment-Focused Routines Drive Growth Opportunities

Chart 138 - Company Shares 2025

Chart 139 - Brand Shares 2025

CHANNELS

Online and Omnichannel Platforms Lead Hair Care Sales Amid Offline Decline

E-Commerce'S Rapid Growth Challenges Offline Dominance with Convenience and Price Appeal

Chart 140 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 141 - Economic Context for Hair Care

Chart 142 - Real GDP Growth 2020-2030

Chart 143 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 144 - Consumer Context for Hair Care

Chart 145 - Population 2020-2030

Chart 146 - Consumer Expenditure 2020-2030

Chart 147 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Men's Grooming in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Men's Grooming Summary

KEY INDUSTRY TRENDS

Chart 148 - Key Industry Trends for Men's Grooming

INDUSTRY PERFORMANCE

South Korea's Men Fuel Growth with Rising Skincare Demand and Spending Power

Longevity Drives Demand for High-Performance, Minimalist Skincare in Men's Grooming

Chart 149 - High Performance, Minimal Step Men's Skincare

Barber501's Skin-Centric Shaving Innovation Redefines Men's Grooming Routines

Chart 150 - Barber501 Introduces Botanical-Infused Shaving Solutions

Chart 151 - Value Sales 2020-2030

Chart 152 - Volume Sales 2020-2030

Chart 153 - Value Sales by Category 2025

WHAT'S NEXT?

Influencers and Diversified Styling Expected to Drive Brand Relevance and Market Expansion

Men's Toiletries Set to Sustain Dominance While Premium Fragrances Accelerate Growth

Integration of Skincare and Grooming Products to Reshape Innovation and Retail Strategies

Chart 154 - Analyst Insight for Men's Grooming

Chart 155 - Forecast Value Sales 2020-2030

Chart 156 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Dominance through Innovation and Targeted Marketing

Chart 157 - Company Shares 2025

Chart 158 - Brand Shares 2025

CHANNELS

E-Commerce Leads Distribution as Offline Channels Lose Ground

Chart 159 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 160 - Economic Context for Men's Grooming

Chart 161 - Real GDP Growth 2020-2030

Chart 162 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 163 - Consumer Context for Men's Grooming

Chart 164 - Population 2020-2030

Chart 165 - Consumer Expenditure 2020-2030

Chart 166 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Oral Care in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Oral Care Summary

KEY INDUSTRY TRENDS

Chart 167 - Key Industry Trends for Oral Care

INDUSTRY PERFORMANCE

Value-Led Growth and Lifestyle Positioning Drive Oral Care Expansion

Chart 168 - K-Pop Ambassador Marketing in Oral Care

Clean-Label Innovation Expands into Appliance Care as Natural Formulation Gains Ground

Lion Korea's Clinica Brand Exemplifies Premium Innovation

Chart 169 - Lion Korea Launches Clinica, Emphasising Clinical Efficacy

Chart 170 - Value Sales 2020-2030

Chart 171 - Volume Sales 2020-2030

Chart 172 - Value Sales by Category 2025

WHAT'S NEXT?

Premium and Functional Innovation Set to Drive Steady Expansion

Toothpaste Expected to Remain Dominant While Mouth Fresheners Lead Fastest Growth

Chart 173 - Analyst Insight for Oral Care

Chart 174 - Forecast Value Sales 2020-2030

Chart 175 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Lg H&H Leads as Competition Intensifies and Market Concentration Shifts

Niche Functional Brands Gain Momentum through Targeted Innovation Strategies

Chart 176 - Company Shares 2025

Chart 177 - Brand Shares 2025

CHANNELS

Retail E-Commerce Overtakes Offline Channels to Lead Distribution in Oral Care

Chart 178 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 179 - Economic Context for Oral Care

Chart 180 - Real GDP Growth 2020-2030

Chart 181 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 182 - Consumer Context for Oral Care

Chart 183 - Population 2020-2030

Chart 184 - Consumer Expenditure 2020-2030

Chart 185 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Skin Care in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Skin Care Summary

KEY INDUSTRY TRENDS

Chart 186 - Key Industry Trends for Skin Care

INDUSTRY PERFORMANCE

Efficacy-Driven Innovation and Consumer Sophistication Fuel Steady Growth

Chart 187 - Ingredients Like PDRN Drive Efficacy Focused Skin Care

Body Care Dominates with Innovation While Hand Care Shows Robust Momentum

Chart 188 - High-Functioning, No-Wash Liquid Masks Rise

Olive Young'S Ai Skin Scan and Pdrn Ingredients Drive Consumer Engagement

Chart 189 - AI-Powered Skin Diagnostics

Chart 190 - Value Sales 2020-2030

Chart 191 - Volume Sales 2020-2030

Chart 192 - Value Sales by Category 2025

WHAT'S NEXT?

Skin Care Set to Accelerate Amid Rising Consumer Sophistication

Hand Care Poised for Rapid Expansion Fueled by Performance and Convenience

Brands Leverage Innovation and Collaboration to Meet Evolving Consumer Expectations

Chart 193 - Analyst Insight for Skin Care

Chart 194 - Forecast Value Sales 2020-2030

Chart 195 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Strengthen Their Positions through Innovation and Engagement

Chart 196 - Company Shares 2025

Chart 197 - Brand Shares 2025

CHANNELS

E-Commerce Consolidates Its Dominance as Digital Engagement Deepens

Offline Retail Contracts as Consumer Purchasing Habits Evolve

Chart 198 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 199 - Economic Context for Skin Care

Chart 200 - Real GDP Growth 2020-2030

Chart 201 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 202 - Consumer Context for Skin Care

Chart 203 - Population 2020-2030

Chart 204 - Consumer Expenditure 2020-2030

Chart 205 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Sun Care Summary

KEY INDUSTRY TRENDS

Chart 206 - Key Industry Trends for Sun Care

INDUSTRY PERFORMANCE

Consumer Shift to Multifunctional Sun Protection Fuels Expansion

Chart 207 - Invisible Film Type Sun Patches for Targeted UV Defense

Adult Sun Care Dominates Driven by Advanced Formulations and Consumer Preference

Chart 208 - Tinted, Lightweight Sun Serums Gain Traction

Innovative and Targeted Sun Care Products Reshape Consumer Habits

Chart 209 - Dermocosmetic Brands Expand into Skin-Repairing Sun Care.

Chart 210 - Value Sales 2020-2030

Chart 211 - Volume Sales 2020-2030

Chart 212 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Demand Evidence-Backed and Sensorially Appealing Sun Protection Products

Adult Sun Care to Lead While Baby and Child-Specific Sun Care Gains Fastest Momentum

Chart 213 - Analyst Insight for Sun Care

Chart 214 - Forecast Value Sales 2020-2030

Chart 215 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Amorepacific and Lg H&H Strengthen Dominance through Focused Innovation

Multifunctional Sun Serums Spur Growth Opportunities

Chart 216 - Company Shares 2025

Chart 217 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Distribution as Retail Offline Loses Ground

Chart 218 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 219 - Economic Context for Sun Care

Chart 220 - Real GDP Growth 2020-2030

Chart 221 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 222 - Consumer Context for Sun Care

Chart 223 - Population 2020-2030

Chart 224 - Consumer Expenditure 2020-2030

Chart 225 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Premium Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 226 - Key Industry Trends for Premium Beauty and Personal Care

INDUSTRY PERFORMANCE

Premium Skin Care Dominates While Premium Deodorant Posts Fastest Growth

Sulwhasoo'S Ginseng Classes Deepen Brand Legacy

Chart 227 - Brands Blend Clinical Efficacy with Heritage-Driven Experiences

Chart 228 - Value Sales 2020-2030

Chart 229 - Value Sales by Category 2025

WHAT'S NEXT?

Premium Brands Adapt to Consumer Demand for Evidence and Authenticity

Premium Deodorants Set to Drive Dynamic Growth Trajectory

Chart 230 - Analyst Insight for Premium Beauty and Personal Care

Chart 231 - Forecast Value Sales 2020-2030

Chart 232 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Amorepacific Strengthens Dominance as Competitors Face Share Erosion

Chart 233 - Company Shares 2025

Chart 234 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 235 - Economic Context for Premium Beauty and Personal Care

Chart 236 - Real GDP Growth 2020-2030

Chart 237 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 238 - Consumer Context for Premium Beauty and Personal Care

Chart 239 - Population 2020-2030

Chart 240 - Consumer Expenditure 2020-2030

Chart 241 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Mass Beauty and Personal Care in South Korea](#)

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Mass Beauty and Personal Care Summary

KEY INDUSTRY TRENDS

Chart 242 - Key Industry Trends for Mass Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Growth Driven by Efficacy and Affordability Narrows Premium Gap

Mass Skin Care Leads Sales as Consumers Focus on Skin Health

Daiso-Exclusive Launches and Mini Kits Expand Accessibility among Young Buyers

Chart 243 - Affordable, Trial-Friendly Formats Expand

Chart 244 - Value Sales 2020-2030

Chart 245 - Value Sales by Category 2025

WHAT'S NEXT?

Consumers Set to Drive Growth by Prioritising Efficacy at Accessible Prices

Mass Skin Care Expected to Sustain Leadership While Sun Care Posts Fastest Growth

Wiser Wallet and Omni-Channel Engagement to Reshape Consumer Behaviour and Business Models

Chart 246 - Analyst Insight for Mass Beauty and Personal Care

Chart 247 - Forecast Value Sales 2020-2030

Chart 248 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Companies Strengthen Positions Amid Evolving Market Concentration

Private Label Growth and Promotional Events Intensify Competition and Drive Stockpiling

Chart 249 - Company Shares 2025

Chart 250 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 251 - Economic Context for Mass Beauty and Personal Care

Chart 252 - Real GDP Growth 2020-2030

Chart 253 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 254 - Consumer Context for Mass Beauty and Personal Care

Chart 255 - Population 2020-2030

Chart 256 - Consumer Expenditure 2020-2030

Chart 257 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

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 focussing 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/beauty-and-personal-care-in-south-korea/report.