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 1 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 2 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 3 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 4 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 5 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 6 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 7 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 8 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 9 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 10 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

KEY DATA FINDINGS

2023 DEVELOPMENTS

Despite the low birth rate, baby and child-specific products continues to grow
Diversification of categories contributes to growth
Baby wipes dominates baby and child-specific products

PROSPECTS AND OPPORTUNITIES

Low birth rate will impact sales in the forecast period
Local brands likely to dominate in the future
Dermocosmetics set to rise, taking sales from baby and child-specific products

CATEGORY DATA

Table 11 - Sales of Baby and Child-specific Products by Category: Value 2018-2023
Table 12 - Sales of Baby and Child-specific Products by Category: % Value Growth 2018-2023
Table 13 - Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2018-2023
Table 14 - NBO Company Shares of Baby and Child-specific Products: % Value 2019-2023
Table 15 - LBN Brand Shares of Baby and Child-specific Products: % Value 2020-2023
Table 16 - LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2020-2023
Table 17 - LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2020-2023
Table 18 - LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2020-2023
Table 19 - Forecast Sales of Baby and Child-specific Products by Category: Value 2023-2028
Table 20 - Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2023-2028
Table 21 - Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2023-2028

Bath and Shower in South Korea
KEY DATA FINDINGS

2023 DEVELOPMENTS

Bath and shower records healthy growth in 2023
Wellness trend finds its way into bath and shower
Product innovation disrupts the category and drives healthy growth

PROSPECTS AND OPPORTUNITIES

Liquid soap expected to chart its own course
Competitive landscape facing dynamic changes in the future
Olive Young set to become a more important retailer in bath and shower in terms of innovation

CATEGORY DATA

Table 22 - Sales of Bath and Shower by Category: Value 2018-2023
Table 23 - Sales of Bath and Shower by Category: % Value Growth 2018-2023
Table 24 - Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023
Table 25 - NBO Company Shares of Bath and Shower: % Value 2019-2023
Table 26 - LBN Brand Shares of Bath and Shower: % Value 2020-2023
Table 27 - LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023
Table 28 - Forecast Sales of Bath and Shower by Category: Value 2023-2028
Table 29 - Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028
Table 30 - Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

Colour Cosmetics in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS

Competition severe in colour cosmetics but it sees robust growth
Gifting boosts demand for colour cosmetics
AmorePacific leads colour cosmetics in 2023

PROSPECTS AND OPPORTUNITIES

Colour cosmetics projected to see a solid value CAGR
Blurring of boundaries intensifies in colour cosmetics
Both premium and mass brands will contribute to growth

CATEGORY DATA

Table 31 - Sales of Colour Cosmetics by Category: Value 2018-2023
Table 32 - Sales of Colour Cosmetics by Category: % Value Growth 2018-2023
Table 33 - NBO Company Shares of Colour Cosmetics: % Value 2019-2023
Table 34 - LBN Brand Shares of Colour Cosmetics: % Value 2020-2023
Table 35 - LBN Brand Shares of Eye Make-up: % Value 2020-2023
Table 36 - LBN Brand Shares of Facial Make-up: % Value 2020-2023
Table 37 - LBN Brand Shares of Lip Products: % Value 2020-2023
Table 38 - LBN Brand Shares of Nail Products: % Value 2020-2023
Table 39 - LBN Brand Shares of Premium Colour Cosmetics: % Value 2020-2023
Table 40 - Forecast Sales of Colour Cosmetics by Category: Value 2023-2028
Table 41 - Forecast Sales of Colour Cosmetics by Category: % Value Growth 2023-2028

Deodorants in South Korea

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 42 - Sales of Deodorants by Category: Value 2018-2023
Table 43 - Sales of Deodorants by Category: % Value Growth 2018-2023
Table 44 - Sales of Deodorants by Premium vs Mass: % Value 2018-2023
Table 45 - NBO Company Shares of Deodorants: % Value 2019-2023
Table 46 - LBN Brand Shares of Deodorants: % Value 2020-2023
Table 47 - LBN Brand Shares of Premium Deodorants: % Value 2020-2023
Table 48 - Forecast Sales of Deodorants by Category: Value 2023-2028
Table 49 - Forecast Sales of Deodorants by Category: % Value Growth 2023-2028
Table 50 - Forecast Sales of Deodorants by Premium Vs Mass: % Value 2023-2028

Fragrances in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS
Fragrances led by global super-premium brands
Unisex fragrances drives growth in fragrances
Retail through department stores remains strong compared with other beauty categories

PROSPECTS AND OPPORTUNITIES
Unisex fragrances projected to continue to lead growth
Super-premium brands to seek further domestic penetration in the future

CATEGORY DATA
Table 51 - Sales of Depilatories by Category: Value 2018-2023
Table 52 - Sales of Depilatories by Category: % Value Growth 2018-2023
Table 53 - Sales of Women's Razors and Blades by Type: % Value Breakdown 2019-2023
Table 54 - NBO Company Shares of Depilatories: % Value 2019-2023
Table 55 - LBN Brand Shares of Depilatories: % Value 2020-2023
Table 56 - Forecast Sales of Depilatories by Category: Value 2023-2028
Table 57 - Forecast Sales of Depilatories by Category: % Value Growth 2023-2028

Fragrances in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS
Fragrances led by global super-premium brands
Unisex fragrances drives growth in fragrances
Retail through department stores remains strong compared with other beauty categories

PROSPECTS AND OPPORTUNITIES
Unisex fragrances projected to continue to lead growth
Super-premium brands to seek further domestic penetration in the future
Fragrances faces a substantial change in duty-free regulations

**CATEGORY DATA**

- Table 58 - Sales of Fragrances by Category: Value 2018-2023
- Table 59 - Sales of Fragrances by Category: % Value Growth 2018-2023
- Table 60 - NBO Company Shares of Fragrances: % Value 2019-2023
- Table 61 - LBN Brand Shares of Fragrances: % Value 2020-2023
- Table 62 - LBN Brand Shares of Premium Men’s Fragrances: % Value 2020-2023
- Table 63 - LBN Brand Shares of Premium Women’s Fragrances: % Value 2020-2023
- Table 64 - Forecast Sales of Fragrances by Category: Value 2023-2028
- Table 65 - Forecast Sales of Fragrances by Category: % Value Growth 2023-2028

**Hair Care in South Korea**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**
- Mass brands drive sales and growth in hair care
- Little dynamism at the top of the competitive landscape
- Salon professional hair care performs well both offline and online

**PROSPECTS AND OPPORTUNITIES**
- Hair care projected to see solid value growth over the forecast period
- Dermocosmetics has growth potential in hair care
- The top five players will still account for the majority of value share in hair care

**CATEGORY DATA**

- Table 66 - Sales of Hair Care by Category: Value 2018-2023
- Table 67 - Sales of Hair Care by Category: % Value Growth 2018-2023
- Table 68 - Sales of Hair Care by Premium vs Mass: % Value 2018-2023
- Table 69 - NBO Company Shares of Hair Care: % Value 2019-2023
- Table 70 - NBO Company Shares of Salon Professional Hair Care: % Value 2019-2023
- Table 71 - LBN Brand Shares of Hair Care: % Value 2020-2023
- Table 72 - LBN Brand Shares of Colourants: % Value 2020-2023
- Table 73 - LBN Brand Shares of Salon Professional Hair Care: % Value 2020-2023
- Table 74 - LBN Brand Shares of Styling Agents: % Value 2020-2023
- Table 75 - LBN Brand Shares of Premium Hair Care: % Value 2020-2023
- Table 76 - Forecast Sales of Hair Care by Category: Value 2023-2028
- Table 77 - Forecast Sales of Hair Care by Category: % Value Growth 2023-2028
- Table 78 - Forecast Sales of Hair Care by Premium vs Mass: % Value 2023-2028

**Men’s Grooming in South Korea**

**KEY DATA FINDINGS**

**2023 DEVELOPMENTS**
- Premium segment in men’s deodorants and men’s hair care continues to be negligible
- Mass skin care products targeted for general use limit the growth of premium men’s skin care
- Hypermarkets holds retail power in men’s shaving, while premium men’s skin care faces decline amidst changing retail landscape

**PROSPECTS AND OPPORTUNITIES**
- Mass men’s skin care set to see the highest growth, with other categories offering notable growth potential
- Male consumers expected to become a more important target group in the future
- Men’s grooming expected to see more product diversity
CATEGORY DATA

Table 79 - Sales of Men’s Grooming by Category: Value 2018-2023
Table 80 - Sales of Men’s Grooming by Category: % Value Growth 2018-2023
Table 81 - Sales of Men's Razors and Blades by Type: % Value Breakdown 2020-2023
Table 82 - Sales of Men’s Skin Care by Type: % Value Breakdown 2020-2023
Table 83 - NBO Company Shares of Men’s Grooming: % Value 2019-2023
Table 84 - LBN Brand Shares of Men’s Grooming: % Value 2020-2023
Table 85 - LBN Brand Shares of Men’s Razors and Blades: % Value 2020-2023
Table 86 - Forecast Sales of Men’s Grooming by Category: Value 2023-2028
Table 87 - Forecast Sales of Men’s Grooming by Category: % Value Growth 2023-2028

Oral Care in South Korea

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 88 - Sales of Oral Care by Category: Value 2018-2023
Table 89 - Sales of Oral Care by Category: % Value Growth 2018-2023
Table 90 - Sales of Toothbrushes by Category: Value 2018-2023
Table 91 - Sales of Toothbrushes by Category: % Value Growth 2018-2023
Table 92 - Sales of Toothpaste by Type: % Value Breakdown 2019-2023
Table 93 - NBO Company Shares of Oral Care: % Value 2019-2023
Table 94 - LBN Brand Shares of Oral Care: % Value 2020-2023
Table 95 - LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2020-2023
Table 96 - LBN Brand Shares of Toothpaste: % Value 2020-2023
Table 97 - Forecast Sales of Oral Care by Category: Value 2023-2028
Table 98 - Forecast Sales of Oral Care by Category: % Value Growth 2023-2028
Table 99 - Forecast Sales of Toothbrushes by Category: Value 2023-2028
Table 100 - Forecast Sales of Toothbrushes by Category: % Value Growth 2023-2028

Skin Care in South Korea

KEY DATA FINDINGS

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
Mergers and acquisitions activities expected to intensify in skin care
Competition will lead to developments catering to consumers’ specific needs
Sun Care in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS
Sun care shows noteworthy growth during 2023
Lack of potential for aftersun and self-tanning products
Adult sun protection grows faster than baby and child-specific sun care

PROSPECTS AND OPPORTUNITIES
Growth in sun care expected to slow down in the forecast period
Moving forward, dermocosmetics expected to impact sun care
Retailers to support growth in sun care through deals and cultivating wide brand offerings

CATEGORICAL DATA
Table 112 - Sales of Sun Care by Category: Value 2018-2023
Table 113 - Sales of Sun Care by Category: % Value Growth 2018-2023
Table 114 - NBO Company Shares of Sun Care: % Value 2019-2023
Table 115 - LBN Brand Shares of Sun Care: % Value 2020-2023
Table 116 - LBN Brand Shares of Premium Adult Sun Care: % Value 2020-2023
Table 117 - Forecast Sales of Sun Care by Category: Value 2023-2028
Table 118 - Forecast Sales of Sun Care by Category: % Value Growth 2023-2028

Premium Beauty and Personal Care in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS
KakaoTalk Gift facilitates purchases of premium products
Slowdown in growth for premium beauty and personal care in 2023
Brands experience different performances amongst young consumers

PROSPECTS AND OPPORTUNITIES
Super-premium brands set to show significant growth, with the main distribution channels remaining department stores and e-commerce
Fragrances faces a regulation change during 2024
Premium beauty and personal care lacks growth momentum, thus expects to show slow movement

CATEGORICAL DATA
Table 119 - Sales of Premium Beauty and Personal Care by Category: Value 2018-2023
Table 120 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 121 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2019-2023
 Mass Beauty and Personal Care in South Korea

KEY DATA FINDINGS

2023 DEVELOPMENTS
Mass colour cosmetics and general purpose body care witness healthy growth
Olive Young holds massive influence in mass beauty and personal care
The two conglomerates LG Household & Health Care and AmorePacific have a strong presence in mass beauty and personal care

PROSPECTS AND OPPORTUNITIES
Mass brands expected to explore opportunities overseas
Retail e-commerce remains an important channel, but may require different strategies compared with previous years
Dermocosmetics will continue to address skin concerns and prosper

CATEGORY DATA
Table 125 - Sales of Mass Beauty and Personal Care by Category: Value 2018-2023
Table 126 - Sales of Mass Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 127 - NBO Company Shares of Mass Beauty and Personal Care: % Value 2019-2023
Table 128 - LBN Brand Shares of Mass Beauty and Personal Care: % Value 2020-2023
Table 129 - Forecast Sales of Mass Beauty and Personal Care by Category: Value 2023-2028
Table 130 - Forecast Sales of Mass Beauty and Personal Care by Category: % Value Growth 2023-2028

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.