

AmorePacific Corp in Beauty and Personal Care

November 2023

Table of Contents

INTRODUCTION

Scope

Executive summary

STATE OF PLAY

Top companies at a glance

AmorePacific Corp experienced declines in its top categories and countries

Market momentum offers AmorePacific modest growth amid a fast-growing industry

Consumer perceptions of top AmorePacific brands

In Asia Pacific, AmorePacific's rank dropped from seventh to eighth between 2019 and 2022

The overlap with top competitors has mostly decreased due to a decline in skin care sales

Skin care remains the largest category while colour cosmetics appears promising

Sulwhasoo and Laneige are key brand drivers for AmorePacific

Facial care and South Korea have the biggest space to growth for AmorePacific

AmorePacific actively innovating in its direct selling model to attract young counsellors

Focusing on high efficacy and localisation , AmorePacific seeks rebound in China

Southeast Asia has the potential to become future growth engine for AmorePacific

AmorePacific seeks to benefit from emergent move to premium in Southeast Asia

Laneige in the US targets Gen Z beauty consumers with entertainment-driven marketing

AmorePacific set India as next strategic market with expectation for e-commerce growth

AmorePacific's skin care brands experienced decline over 2020-2022

Younger and broader reach, AmorePacific gives fresh identities to its flagship brands

Laneige held onto its market position by launching innovative cushion foundation products

AmorePacific caters to vegan beauty trend by developing vegan ingredients and brand

OTHER CATEGORIES

Scalp care and sensory beauty revitalise AmorePacific's hair care business

Evolving grooming habits of male consumers bring more diverse product offerings

AmorePacific seeks growth opportunities beyond the realm of beauty product categories

Overview of beauty and personal care: Brand coverage 2022

KEY FINDINGS

Key findings

APPENDIX

Projected company sales: FAQs (1)

Projected company sales: FAQs (2)

Overview of Beauty Survey: Product coverage

Overview of Beauty Survey

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/amorepacific-corp-in-beauty-and-personal-care/report.