



Euromonitor
International

Premium Beauty and Personal Care in South Korea

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Table of Contents

Premium Beauty and Personal Care in South Korea - Category analysis

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

CATEGORY DATA

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

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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