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Colour Cosmetics in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Lip products sees dynamic growth due to the “lipstick effect”
- Smaller mass brands perform particularly well
- Retail e-commerce maintains its rising trend, with premium brands the focus

PROSPECTS AND OPPORTUNITIES

- Nail products to see the strongest growth, as new products continue to be launched
- KakaoTalk Gift likely to drive growth for colour cosmetics via retail e-commerce
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Beauty and Personal Care in South Korea - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link www.euromonitor.com/colour-cosmetics-in-south-korea/report.