

Deodorants in South Korea

May 2025

Table of Contents

Deodorants in South Korea - Category analysis

KEY DATA FINDINGS

2024 DEVELOPMENTS

Declining trend in an already small category

Nivea loses share to Aesop

Repeat purchases drive retail e-commerce to see further growth

PROSPECTS AND OPPORTUNITIES

Aesop expected to continue driving growth for deodorant pumps

Growth potential for deodorant creams

Further penetration of retail e-commerce expected

CATEGORY DATA

- Table 1 Sales of Deodorants by Category: Value 2019-2024
- Table 2 Sales of Deodorants by Category: % Value Growth 2019-2024
- Table 3 Sales of Deodorants by Premium vs Mass: % Value 2019-2024
- Table 4 NBO Company Shares of Deodorants: % Value 2020-2024
- Table 5 LBN Brand Shares of Deodorants: % Value 2021-2024
- Table 6 LBN Brand Shares of Premium Deodorants: % Value 2021-2024
- Table 7 Forecast Sales of Deodorants by Category: Value 2024-2029
- Table 8 Forecast Sales of Deodorants by Category: % Value Growth 2024-2029
- Table 9 Forecast Sales of Deodorants by Premium Vs Mass: % Value 2024-2029

Beauty and Personal Care in South Korea - Industry Overview

EXECUTIVE SUMMARY

Beauty and personal care in 2024: The big picture

2024 key trends

Competitive landscape

Retail developments

What next for beauty and personal care?

MARKET DATA

- Table 10 Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 16 Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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/deodorants-in-south-korea/report.