



Euromonitor
International

Bath and Shower in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Body wash/shower gel continues its rise in popularity as consumers move away from bar soap

LG Household & Health Care continues to innovate to maintain its lead

Health and personal care stores increases its distribution share due to offering new brands, and in-store events

PROSPECTS AND OPPORTUNITIES

Slow value growth despite the declining population, due to premiumisation and increasing per capita usage

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Added value in the form of skin-friendly products in liquid soap

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Beauty and Personal Care in South Korea - Industry Overview

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DISCLAIMER

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