



Skin Care in South Korea

April 2024

Table of Contents

KEY DATA FINDINGS

2023 DEVELOPMENTS

Mass skin care surpasses growth of premium skin care
TV homeshopping tapping into a new customer base in mass skin care
Variety stores remains small, but is an important distribution channel

PROSPECTS AND OPPORTUNITIES

Blurring boundaries and dermocosmetics set to be the two most important trends for the coming years
Mergers and acquisitions activities expected to intensify in skin care
Competition will lead to developments catering to consumers' specific needs

CATEGORY DATA

Table 1 - Sales of Skin Care by Category: Value 2018-2023
Table 2 - Sales of Skin Care by Category: % Value Growth 2018-2023
Table 3 - NBO Company Shares of Skin Care: % Value 2019-2023
Table 4 - LBN Brand Shares of Skin Care: % Value 2020-2023
Table 5 - LBN Brand Shares of Basic Moisturisers: % Value 2020-2023
Table 6 - LBN Brand Shares of Anti-agers: % Value 2020-2023
Table 7 - LBN Brand Shares of Firming Body Care: % Value 2020-2023
Table 8 - LBN Brand Shares of General Purpose Body Care: % Value 2020-2023
Table 9 - LBN Brand Shares of Premium Skin Care: % Value 2020-2023
Table 10 - Forecast Sales of Skin Care by Category: Value 2023-2028
Table 11 - Forecast Sales of Skin 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 12 - Sales of Beauty and Personal Care by Category: Value 2018-2023
Table 13 - Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023
Table 14 - GBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 15 - NBO Company Shares of Beauty and Personal Care: % Value 2019-2023
Table 16 - LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023
Table 17 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023
Table 18 - Distribution of Beauty and Personal Care by Format: % Value 2018-2023
Table 19 - Distribution of Beauty and Personal Care by Format and Category: % Value 2023
Table 20 - Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028
Table 21 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

DISCLAIMER

SOURCES

Summary 1 - Research Sources

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