

# Personal Care Appliances in South Korea

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## Personal Care Appliances in South Korea - Category analysis

## **KEY DATA FINDINGS**

## 2024 DEVELOPMENTS

Growing demand for beauty devices APR is dominant in other personal care appliances Retail e-commerce accounts for about half of volume sales

## PROSPECTS AND OPPORTUNITIES

Desire for home beauty products expected to grow rapidly in the forecast period Dyson reshapes hair care appliances More players may launch devices to address hair loss

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