



# Beauty and Personal Care in South Korea

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Players with wide distribution perform well  
Offline retailers outperform retail e-commerce, but from a low base

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Mass Beauty and Personal Care in South Korea

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- A shift from the premium to the mass segment in skin care
- The leading players continue to rise, but emerging brands also perform well
- “Wiser wallet” impacts mass beauty and personal care, with some players exiting

PROSPECTS AND OPPORTUNITIES

- Sun care set to drive growth, with brands popular overseas gaining traction
- Efforts to strengthen consumer engagement in mass dermocosmetics
- Distribution landscape likely to continue to change

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