



Euromonitor  
International

# Baby and Child-Specific Products in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

Growth driven by baby and child-specific skin care, as using different products for various parts of the body gains popularity  
Players with wide distribution perform well  
Offline retailers outperform retail e-commerce, but from a low base

PROSPECTS AND OPPORTUNITIES

Baby wipes will continue to drag down the overall performance  
Dermocosmetics set to hamper growth for baby and child-specific products  
Local brands likely to continue to dominate, and baby fairs will attract consumers

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Beauty and Personal Care in South Korea - Industry Overview

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DISCLAIMER

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For more information on this report, further enquiries can be directed via this link [www.euromonitor.com/baby-and-child-specific-products-in-south-korea/report](http://www.euromonitor.com/baby-and-child-specific-products-in-south-korea/report).