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International

# Premium Beauty and Personal Care in South Korea

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KEY DATA FINDINGS

2024 DEVELOPMENTS

- Solid growth, but performances vary significantly across categories
- Brand image change for the two leaders
- Steps made to address counterfeit products, but more will need to be done

PROSPECTS AND OPPORTUNITIES

- Scented premium categories set to perform well, but premium nail care will face competition
- Opportunities for selling premium products to men, but not necessarily male-specific products
- Improving performance expected for premium face masks

CATEGORY DATA

- Table 1 - Sales of Premium Beauty and Personal Care by Category: Value 2019-2024
- Table 2 - Sales of Premium Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 3 - NBO Company Shares of Premium Beauty and Personal Care: % Value 2020-2024
- Table 4 - LBN Brand Shares of Premium Beauty and Personal Care: % Value 2021-2024
- Table 5 - Forecast Sales of Premium Beauty and Personal Care by Category: Value 2024-2029
- Table 6 - Forecast Sales of Premium Beauty and Personal Care by Category: % Value Growth 2024-2029

Beauty and Personal Care in South Korea - Industry Overview

EXECUTIVE SUMMARY

- Beauty and personal care in 2024: The big picture
- 2024 key trends
- Competitive landscape
- Retail developments
- What next for beauty and personal care ?

MARKET DATA

- Table 7 - Sales of Beauty and Personal Care by Category: Value 2019-2024
- Table 8 - Sales of Beauty and Personal Care by Category: % Value Growth 2019-2024
- Table 9 - GBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 10 - NBO Company Shares of Beauty and Personal Care: % Value 2020-2024
- Table 11 - LBN Brand Shares of Beauty and Personal Care: % Value 2021-2024
- Table 12 - Penetration of Private Label in Beauty and Personal Care by Category: % Value 2019-2024
- Table 13 - Distribution of Beauty and Personal Care by Format: % Value 2019-2024
- Table 14 - Distribution of Beauty and Personal Care by Format and Category: % Value 2024
- Table 15 - Forecast Sales of Beauty and Personal Care by Category: Value 2024-2029
- Table 16 - Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2024-2029

DISCLAIMER

SOURCES

- Summary 1 - Research Sources

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