

## **Baby and Child-Specific Products in South Korea**

Market Direction | 2023-05-22 | 24 pages | Euromonitor

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### **Report description:**

As parents are keen to take good care of their babies and children, they tend to prioritise purchases of such products. Therefore, the category saw little negative impact from the pandemic, and current value sales in 2022 were above the pre-pandemic level. With continued demand, more companies want to take advantage of the opportunities. Baby and child-specific products is therefore expanding, with more players entering the category and a more segmented product range available across skin care a...

Euromonitor International's Baby and Child-specific Products in South Korea report offers a comprehensive guide to the size and shape of the market at a national level. It provides the latest retail sales data 2018-2022, allowing you to identify the sectors driving growth. Forecasts to 2027 illustrate how the market is set to change.

Product coverage: Baby and Child-specific Hair Care, Baby and Child-specific Skin Care, Baby and Child-specific Sun Care, Baby and Child-specific Toiletries, Baby Wipes, Medicated Baby and Child-specific Products, Nappy (Diaper) Rash Treatments.

Data coverage: market sizes (historic and forecasts), company shares, brand shares and distribution data.

Why buy this report?

- \* Get a detailed picture of the Baby and Child-specific Products market;
- \* Pinpoint growth sectors and identify factors driving change;
- \* Understand the competitive environment, the market's major players and leading brands;
- \* Use five-year forecasts to assess how the market is predicted to develop.

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## **Table of Contents:**

Baby and Child-Specific Products in South Korea

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List Of Contents And Tables

### **BABY AND CHILD-SPECIFIC PRODUCTS IN SOUTH KOREA**

#### **KEY DATA FINDINGS**

#### **2022 DEVELOPMENTS**

Nature Republic expands into baby toiletries and skin care

Vegan, clean and derma products gain traction for their safety and efficacy

Social media plays a key role for busy working mothers

#### **PROSPECTS AND OPPORTUNITIES**

Low birth rate remains the biggest threat to baby and child-specific products

Child-specific colour cosmetics to increase, but parents' discretion will be required

Hospitals to remain a significant channel for derma skin care

#### **CATEGORY DATA**

Table 1 Sales of Baby and Child-specific Products by Category: Value 2017-2022

Table 2 Sales of Baby and Child-specific Products by Category: % Value Growth 2017-2022

Table 3 Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2017-2022

Table 4 NBO Company Shares of Baby and Child-specific Products: % Value 2018-2022

Table 5 LBN Brand Shares of Baby and Child-specific Products: % Value 2019-2022

Table 6 LBN Brand Shares of Baby and Child-specific Skin Care: % Value 2019-2022

Table 7 LBN Brand Shares of Baby and Child-specific Sun Care: % Value 2019-2022

Table 8 LBN Brand Shares of Premium Baby and Child-specific Products: % Value 2019-2022

Table 9 Forecast Sales of Baby and Child-specific Products by Category: Value 2022-2027

Table 10 □Forecast Sales of Baby and Child-specific Products by Category: % Value Growth 2022-2027

Table 11 □Forecast Sales of Baby and Child-specific Products by Premium vs Mass: % Value 2022-2027

### **BEAUTY AND PERSONAL CARE IN SOUTH KOREA**

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2022: The big picture

2022 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 2017-2022

Table 13 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 14 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 15 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 16 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 17 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 18 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 19 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Table 20 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2022-2027

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## SOURCES

### Summary 1 Research Sources

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