

Oral Care in South Korea

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

AVAILABLE LICENSES:

- Single User Licence €825.00
- Multiple User License (1 Site) €1650.00
- Multiple User License (Global) €2475.00

Report description:

The outdoor mask mandate was lifted in 2022, and consumers returned to social activities along with the full lifting of social distancing measures. With the increase of face-to-face activities, sales of so-called "manner products", such as mouth fresheners also increased. Mouthwashes/dental rinses also saw a good performance, as these products are good for removing bad breath. The share of fresh breath toothpaste also increased within overall sales of toothpaste. Power toothbrushes also saw dyna...

Euromonitor International's Oral Care 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: Dental Floss, Denture Care, Mouth Fresheners, Mouthwashes/Dental Rinses, Tooth Whiteners, Toothbrushes, Toothpaste.

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

Why buy this report?

- * Get a detailed picture of the Oral Care 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.

Euromonitor International has over 40 years' experience of publishing market research reports, business reference books and online information systems. With offices in London, Chicago, Singapore, Shanghai, Vilnius, Dubai, Cape Town, Santiago, Sydney, Tokyo and Bangalore and a network of over 800 analysts worldwide, Euromonitor International has a unique capability to develop reliable information resources to help drive informed strategic planning.

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

Table of Contents:

Oral Care in South Korea
Euromonitor International
May 2023

List Of Contents And Tables

ORAL CARE IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Lifting of outdoor mask mandate and social distancing measures boost oral care sales

Premium toothpastes more popular due to consumers' value-driven consumption

Marvis launches a subscription service in South Korea

PROSPECTS AND OPPORTUNITIES

Brands to leverage gen Z-targeted marketing to boost oral care sales

Personalisation and subscription to be leveraged for a premium positioning

E-commerce expected to grow further due to various benefits

CATEGORY DATA

Table 1 Sales of Oral Care by Category: Value 2017-2022

Table 2 Sales of Oral Care by Category: % Value Growth 2017-2022

Table 3 Sales of Toothbrushes by Category: Value 2017-2022

Table 4 Sales of Toothbrushes by Category: % Value Growth 2017-2022

Table 5 Sales of Toothpaste by Type: % Value Breakdown 2018-2022

Table 6 NBO Company Shares of Oral Care: % Value 2018-2022

Table 7 LBN Brand Shares of Oral Care: % Value 2019-2022

Table 8 LBN Brand Shares of Mouthwashes/Dental Rinses: % Value 2019-2022

Table 9 LBN Brand Shares of Toothpaste: % Value 2019-2022

Table 10 □Forecast Sales of Oral Care by Category: Value 2022-2027

Table 11 □Forecast Sales of Oral Care by Category: % Value Growth 2022-2027

Table 12 □Forecast Sales of Toothbrushes by Category: Value 2022-2027

Table 13 □Forecast Sales of Toothbrushes by Category: % Value Growth 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 14 Sales of Beauty and Personal Care by Category: Value 2017-2022

Table 15 Sales of Beauty and Personal Care by Category: % Value Growth 2017-2022

Table 16 GBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 17 NBO Company Shares of Beauty and Personal Care: % Value 2018-2022

Table 18 LBN Brand Shares of Beauty and Personal Care: % Value 2019-2022

Table 19 Distribution of Beauty and Personal Care by Format: % Value 2017-2022

Table 20 Distribution of Beauty and Personal Care by Format and Category: % Value 2022

Table 21 Forecast Sales of Beauty and Personal Care by Category: Value 2022-2027

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com

DISCLAIMER

SOURCES

Summary 1 Research Sources

Oral Care in South Korea

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

To place an Order with Scotts International:

- ☐ - Print this form
- ☐ - Complete the relevant blank fields and sign
- ☐ - Send as a scanned email to support@scotts-international.com

ORDER FORM:

Select license	License	Price
	Single User Licence	€825.00
	Multiple User License (1 Site)	€1650.00
	Multiple User License (Global)	€2475.00
		VAT
		Total

*Please circle the relevant license option. For any questions please contact support@scotts-international.com or 0048 603 394 346.

** VAT will be added at 23% for Polish based companies, individuals and EU based companies who are unable to provide a valid EU Vat Numbers.

Email*	<input type="text"/>	Phone*	<input type="text"/>
First Name*	<input type="text"/>	Last Name*	<input type="text"/>
Job title*	<input type="text"/>		
Company Name*	<input type="text"/>	EU Vat / Tax ID / NIP number*	<input type="text"/>
Address*	<input type="text"/>	City*	<input type="text"/>
Zip Code*	<input type="text"/>	Country*	<input type="text"/>
		Date	<input type="text" value="2026-02-07"/>
		Signature	<input type="text"/>

Scotts International. EU Vat number: PL 6772247784

tel. 0048 603 394 346 e-mail: support@scotts-international.com

www.scotts-international.com