

## **Skin Care in South Korea**

Market Direction | 2023-05-22 | 29 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Skin care saw significant fluctuations in its performance over the last few years, with strong volume and current value declines in 2020, followed by dynamic growth in 2021. In 2022, volume sales continued to rise, whilst current value sales returned to strong decline. This overall picture reflects the move from premium skin care to mass skin care seen in this year, with premium skin care seeing a double-digit current value decline, and mass skin care maintaining current value growth. This means...

Euromonitor International's Skin 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: Body Care, Facial Care, Hand Care, Skin Care Sets/Kits.

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

Why buy this report?

- \* Get a detailed picture of the Skin 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.

### **Table of Contents:**

**Scotts International. EU Vat number: PL 6772247784**

tel. 0048 603 394 346 e-mail: [support@scotts-international.com](mailto:support@scotts-international.com)

[www.scotts-international.com](http://www.scotts-international.com)

List Of Contents And Tables

SKIN CARE IN SOUTH KOREA

KEY DATA FINDINGS

2022 DEVELOPMENTS

Move from premium to mass products prompts value decline

Vegan skin care products welcomed by gen Z consumers

The emergence of multifunctional products and "small molecule" formulae

PROSPECTS AND OPPORTUNITIES

Personalisation could be a new opportunity

Skin care set to see a trend of rebranding towards the younger generation

A change to functional cosmetics regulation could reactivate product innovation

CATEGORY DATA

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

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

Table 3 NBO Company Shares of Skin Care: % Value 2018-2022

Table 4 LBN Brand Shares of Skin Care: % Value 2019-2022

Table 5 LBN Brand Shares of Basic Moisturisers: % Value 2019-2022

Table 6 LBN Brand Shares of Anti-agers: % Value 2019-2022

Table 7 LBN Brand Shares of Firming/Anti-cellulite Body Care: % Value 2019-2022

Table 8 LBN Brand Shares of General Purpose Body Care: % Value 2019-2022

Table 9 LBN Brand Shares of Premium Skin Care: % Value 2019-2022

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

Table 11 □Forecast Sales of Skin Care 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 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

DISCLAIMER

SOURCES



## Skin Care in South Korea

Market Direction | 2023-05-22 | 29 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="2025-05-10"/>
		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