

South Korea Bath Products Market Report and Forecast 2024-2032

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Report description:

South Korea Bath Products Market Report and Forecast 2024-2032

Market Outlook

According to the report by Expert Market Research (EMR), the South Korea bath products market is expected to grow at a CAGR of 2.10% between 2024 and 2032. Aided by the increasing demand for high-quality and luxury bath products, as well as the growing applications of these products in daily self-care routines, the market is expected to grow significantly by 2032.

Bath products include a wide range of items used to maintain cleanliness, provide skin hydration, and serve as a source of relaxation. These products range from shower gels, soaps, body scrubs, bath salts, bubble baths, bath oils, to bath bombs, among others. They have become integral parts of the consumers' bathing routines, contributing to improved skin health and overall wellness. Apart from their basic cleaning properties, bath products also offer excellent moisturising, relaxing, and therapeutic benefits, making them valuable commodities in both residential and commercial applications, including hotels, spas, and wellness centres.

The increasing consumer preference for premium and high-quality bath products is driving the South Korea bath products market growth. With growing awareness of the benefits associated with using quality bath products, including improved skin health and relaxation, consumers are increasingly gravitating towards these products. Additionally, the rising trend of self-care and wellness has further amplified the popularity of bath products, as they are considered key components in self-care regimens.

The expanding applications of bath products in various sectors also play a significant role in boosting the South Korea bath products market demand. The hospitality industry, for instance, is a significant consumer of bath products, using them as a part of their guest amenities. Spas and wellness centres use bath products such as bath oils, bath salts, and body scrubs in their therapies for relaxation and skin rejuvenation.

Moreover, the cosmetic industry's role is crucial in the South Korea bath products market expansion. Numerous cosmetic companies are continuously developing innovative bath products with added skincare benefits, natural ingredients, and appealing fragrances, to cater to the evolving consumer demands. The increasing inclination towards bath products with organic and natural ingredients, owing to their perceived benefits for skin health, is boosting the market expansion.

Further, the growing popularity of online shopping and e-commerce platforms has made a wide range of bath products easily accessible to consumers, thus contributing to the South Korea bath products market outlook. Moreover, the advent of subscription

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boxes and personalised bath product kits adds to the appeal of these products and boosts their sales.

Market Segmentation

The market can be divided based on product, form, end user, and distribution channel.

Market Breakup by Product

- Shower Cream/Gel

- Bar Soap

- Shower Oil

- Others

Market Breakup by Form

- Solid

- Gels and Liquid

Market Breakup by End User

- Male

- Female

- Unisex

Market Breakup by Distribution Channel

- Supermarkets and Hypermarkets

- Convenience Stores

- Online

- Others

Competitive Landscape

The EMR report looks into the market shares, plant turnarounds, capacities, investments, and mergers and acquisitions, among other major developments, of the leading companies operating in the South Korea bath products market. Some of the major players explored in the report by Expert Market Research are as follows:

- Amorepacific Corporation

- LG H&H Co., Ltd

- Aekyung Industrial Co., Ltd

- Unilever Plc

- Johnson & Johnson Services, Inc.

- Reckitt Benckiser Group plc

- Beiersdorf AG

- Lion Corporation

- Lush Retail Ltd.

- Klairs

- Others

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