

## **South Korea Make-Up Market to 2027**

Industry Report | 2023-11-06 | 41 pages | MarketLine

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### **Report description:**

South Korea Make-Up Market to 2027

#### Summary

Make-Up in South Korea industry profile provides top-line qualitative and quantitative summary information including: market size (value and volume 2017-22, and forecast to 2027). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market.

#### Key Highlights

- The make-up market consists of eye make-up, face make-up, lip make-up and nail make-up. The eye make-up segment consists of eyeliner, eye shadow, mascara and other eye make-up products. The face make-up segment consists of blusher, foundation, face powder and other face make-up products. The lip make-up segment consists of lip liner, lipstick, lip gloss and other lip make-up products. The nail make-up consists of nail polish. The market is valued according to retail selling price (RSP) and includes any applicable taxes. All currency conversions have been made using constant annual average 2022 exchange rates.
- The South Korean Make-Up market had total revenues of \$2,471.0 million in 2022, representing a compound annual growth rate (CAGR) of 4.7% between 2017 and 2022.
- Market consumption volume increased with a CAGR of 3.4% between 2017 and 2022, to reach a total of 143.4 million units in 2022.
- The performance of the market is forecast to decelerate, with an anticipated CAGR of 3.1% for the five-year period 2022 - 2027, which is expected to drive the market to a value of \$2,877.2 million by the end of 2027.

#### Scope

- Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the make-up

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market in South Korea

- Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the make-up market in South Korea
- Leading company profiles reveal details of key make-up market players' global operations and financial performance
- Add weight to presentations and pitches by understanding the future growth prospects of the South Korea make-up market with five year forecasts by both value and volume

#### Reasons to Buy

- What was the size of the South Korea make-up market by value in 2022?
- What will be the size of the South Korea make-up market in 2027?
- What factors are affecting the strength of competition in the South Korea make-up market?
- How has the market performed over the last five years?
- What are the main segments that make up South Korea's make-up market?

#### **Table of Contents:**

##### Table of Contents

##### 1 Executive Summary

###### 1.1. Market value

###### 1.2. Market value forecast

###### 1.3. Market volume

###### 1.4. Market volume forecast

###### 1.5. Category segmentation

###### 1.6. Geography segmentation

###### 1.7. Market share

###### 1.8. Market rivalry

###### 1.9. Competitive landscape

##### 2 Market Overview

###### 2.1. Market definition

###### 2.2. Market analysis

##### 3 Market Data

###### 3.1. Market value

###### 3.2. Market volume

##### 4 Market Segmentation

###### 4.1. Category segmentation

###### 4.2. Geography segmentation

###### 4.3. Market distribution

##### 5 Market Outlook

###### 5.1. Market value forecast

###### 5.2. Market volume forecast

##### 6 Five Forces Analysis

###### 6.1. Summary

###### 6.2. Buyer power

###### 6.3. Supplier power

###### 6.4. New entrants

###### 6.5. Threat of substitutes

###### 6.6. Degree of rivalry

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## 7 Competitive Landscape

### 7.1. Market share

### 7.2. Who are the leading players in the South Korean make-up market?

### 7.3. Which companies have been most successful in increasing their market shares in the last 5 years (2017-2022)?

### 7.4. Which companies market shares have suffered in the last 5 years (2017-2022)?

### 7.5. What are the most popular brands in the South Korean make-up market?

## 8 Company Profiles

### 8.1. Amorepacific Corp

### 8.2. LG Corp

### 8.3. The Estee Lauder Companies Inc

### 8.4. Missha Us Inc

## 9 Macroeconomic Indicators

### 9.1. Country data

## 10 Appendix

### 10.1. Methodology

### 10.2. About MarketLine

## South Korea Make-Up Market to 2027

Industry Report | 2023-11-06 | 41 pages | MarketLine

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