

## **Bath and Shower in South Korea**

Market Direction | 2024-04-15 | 23 pages | Euromonitor

### **AVAILABLE LICENSES:**

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

### **Report description:**

Bath and shower maintained solid current value growth in South Korea in 2023, although the rate of increase slowed compared with the peak seen over 2020-2022. Clean beauty, which emphasises gentle and natural ingredients, is highly favoured by consumers in the bath and shower category. Despite being products primarily for cleansing, the trend is particularly pronounced in categories such as bar soap, intimate hygiene, and body wash/shower gel, due to the needs of local consumers, who scrutinise...

Euromonitor International's Bath and Shower 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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 illustrate how the market is set to change.

Product coverage: Bar Soap, Bath Additives, Body Powder, Body Wash/Shower Gel, Hand Sanitisers, Intimate Hygiene, Liquid Soap.

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

Why buy this report?

- \* Get a detailed picture of the Bath and Shower 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](mailto:support@scotts-international.com)

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

## **Table of Contents:**

Bath and Shower in South Korea  
Euromonitor International  
April 2024

List Of Contents And Tables

### **BATH AND SHOWER IN SOUTH KOREA**

#### **KEY DATA FINDINGS**

#### **2023 DEVELOPMENTS**

Bath and shower records healthy growth in 2023

Wellness trend finds its way into bath and shower

Product innovation disrupts the category and drives healthy growth

#### **PROSPECTS AND OPPORTUNITIES**

Liquid soap expected to chart its own course

Competitive landscape facing dynamic changes in the future

Olive Young set to become a more important retailer in bath and shower in terms of innovation

#### **CATEGORY DATA**

Table 1 Sales of Bath and Shower by Category: Value 2018-2023

Table 2 Sales of Bath and Shower by Category: % Value Growth 2018-2023

Table 3 Sales of Bath and Shower by Premium vs Mass: % Value 2018-2023

Table 4 NBO Company Shares of Bath and Shower: % Value 2019-2023

Table 5 LBN Brand Shares of Bath and Shower: % Value 2020-2023

Table 6 LBN Brand Shares of Premium Bath and Shower: % Value 2020-2023

Table 7 Forecast Sales of Bath and Shower by Category: Value 2023-2028

Table 8 Forecast Sales of Bath and Shower by Category: % Value Growth 2023-2028

Table 9 Forecast Sales of Bath and Shower by Premium vs Mass: % Value 2023-2028

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

#### **EXECUTIVE SUMMARY**

Beauty and personal care in 2023: The big picture

2023 key trends

Competitive landscape

Retailing developments

What next for beauty and personal care?

#### **MARKET DATA**

Table 10 Sales of Beauty and Personal Care by Category: Value 2018-2023

Table 11 Sales of Beauty and Personal Care by Category: % Value Growth 2018-2023

Table 12 GBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 13 NBO Company Shares of Beauty and Personal Care: % Value 2019-2023

Table 14 LBN Brand Shares of Beauty and Personal Care: % Value 2020-2023

Table 15 Penetration of Private Label in Beauty and Personal Care by Category: % Value 2018-2023

Table 16 Distribution of Beauty and Personal Care by Format: % Value 2018-2023

Table 17 Distribution of Beauty and Personal Care by Format and Category: % Value 2023

Table 18 Forecast Sales of Beauty and Personal Care by Category: Value 2023-2028

Table 19 Forecast Sales of Beauty and Personal Care by Category: % Value Growth 2023-2028

#### **DISCLAIMER**

#### **SOURCES**

**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)



## Bath and Shower in South Korea

Market Direction | 2024-04-15 | 23 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="2025-06-25"/>
		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