

Premium Beauty and Personal Care in South Korea

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

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Report description:

Premium beauty and personal care maintained solid but slowing current value growth in South Korea in 2023. Within premium beauty and personal care, fragrances, BB/CC creams, hand care, and lipstick demonstrated robust growth, amongst others. These categories share common characteristics - they are priced in a range suitable for gifting, and are preferred for their high-end branding, as they are products often showcased to others during use. Moreover, they have benefited significantly from KakaoT...

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

Product coverage: Premium Adult Sun Care, Premium Baby and Child-specific Products, Premium Bath and Shower, Premium Colour Cosmetics, Premium Deodorants, Premium Fragrances, Premium Hair Care, Premium Skin Care.

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

Why buy this report?

- * Get a detailed picture of the Premium Beauty and Personal 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.

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