

Skin Care in South Korea

Market Direction | 2024-04-15 | 29 pages | Euromonitor

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Report description:

In 2023, overall skin care saw only low current value growth in South Korea. However, while mass skin care experienced solid growth, premium skin care recorded a second consecutive year of decline. Mass brands exhibited rapid development in terms of the introduction of new products, with ingredients, marketing strategies, and the target audience adapting swiftly to meet the latest demands. By contrast, premium brands tended to focus on development within their brand identity, resulting in a less...

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 2019-2023, allowing you to identify the sectors driving growth. Forecasts to 2028 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.

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SKIN CARE IN SOUTH KOREA

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Mass skin care surpasses growth of premium skin care

TV homeshopping tapping into a new customer base in mass skin care

Variety stores remains small, but is an important distribution channel

PROSPECTS AND OPPORTUNITIES

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