

Beauty and Personal Care Packaging in South Korea

Market Direction | 2024-08-07 | 7 pages | Euromonitor

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Report description:

Glass bottles remained the most popular pack type used for fragrance packaging and, in line with the overall category, continued to record healthy unit volume growth in 2023. Glass bottles are the only primary packaging used for fragrance in South Korea, often paired with folding cartons, the only secondary packaging used in this category. Consumers perceive glass packaging as being more valuable and luxurious than other pack types. This perception can justify a higher price point and align with...

Euromonitor International's Beauty and Personal Care Packaging in South Korea report offers insight into key trends and developments driving packaging across the category.

Product coverage: Baby and Child-specific Products Packaging, Bath and Shower Packaging, Colour Cosmetics Packaging, Deodorants Packaging, Depilatories Packaging, Fragrances Packaging, Hair Care Packaging, Men's Grooming Packaging, Oral Care Packaging, Skin Care Packaging, Sun Care Packaging.

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

Why buy this report?

- * Get a detailed picture of the Beauty and Personal Care Packaging 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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BEAUTY AND PERSONAL CARE PACKAGING IN SOUTH KOREA

KEY DATA FINDINGS

2023 DEVELOPMENTS

Glass bottles continue to dominate fragrances packaging owing to their aesthetic appeal

HDPE bottles remain the most popular pack type for hair care packaging due to their durability and convenience

Colour cosmetics sales move back above their pre-pandemic levels in 2023

PROSPECTS AND OPPORTUNITIES

Glass jars to gain share in basic moisturisers due to the premiumisation trend

Sustainability concerns will continue to impact beauty and personal care packaging

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