

## **South Korea Hair Care Market Report and Forecast 2025-2034**

Market Report | 2025-06-06 | 84 pages | EMR Inc.

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### **Report description:**

The South Korea hair care market reached approximately USD 1.30 Billion in 2024. The market is projected to grow at a CAGR of 4.60% between 2025 and 2034, reaching a value of around USD 2.04 Billion by 2034.

#### South Korea Hair Care Market Growth

The growth of the personal care sector and rising hair concerns are two of the major factors bolstering the hair care market growth. Scalp issues such as dandruff, dry and itchy scalp, oily scalp, and damaged hairs are some of the common issues faced by customers, which has led to a surge in the demand for specialised shampoos, conditioners, and scalp treatments that can improve the hair health. The harmful effects of UV rays, pollution, and regular usage of hair styling tools have also necessitated the demand for hair care products that can protect hair and reduce damage.

The rising demand for clean and sustainable formulations in the hair care sector is a prominent trend in the market. Several haircare brands are developing shampoos which are free of harmful sulphates, silicones, and parabens and incorporating natural ingredients in them. Moreover, several brands are utilising biodegradable and recyclable packaging in their products to reduce plastic waste, which can enhance their appeal among eco-conscious customers.

Multi-step haircare routine is one of the prominent trends in the Korean beauty regime which aids the market expansion. This has led to a surge in the demand for serums, essences, pre-shampoo treatments, and scalp oils, creating ample new opportunities for market players. Furthermore, the government authority in Busan offered an amendment to the ordinance on May 3, 2023, according to which the residents aged 19 to 34 can seek free alopecia treatment. Meanwhile, the Seongdong District Office in Seoul offers cash vouchers to residents aged 39 suffering from hair loss.

#### South Korea Hair Care Industry Segmentation

"South Korea Hair Care Market Report and Forecast 2025-2034" offers a detailed analysis of the market based on the following

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segments:

Market Breakup by Product Type:

- Shampoo
- Conditioner
- Hair Loss Treatment Products
- Hair Colourants
- Hair Styling Products
- Others

Market Breakup by Distribution Channel:

- Supermarkets and Hypermarkets
- Convenience Stores
- Specialty Stores
- Online
- Others

South Korea Hair Care Market Share

Based on product type, shampoos lead the market because of consumers' growing awareness of the substances in personal care products and their preference for natural and organic products. The demand and awareness for different shampoo products are being generated by successful marketing and advertising activities. The market for shampoo is anticipated to be driven by the growing prevalence of hair disorders such as dandruff, hair fall, greasy hair, dryness, itching, and split ends, which would increase demand for different types of shampoos to address diverse hair-related issues.

Leading Companies in South Korea Hair Care Market

The market players are using clean and organic ingredients in their hair care formulations to reduce the environmental impact in order to attract more customers.

- Procter & Gamble Company
- Unilever Plc
- L'Oreal SA
- Revlon, Inc.
- Amway Corp.
- DECIEM Beauty Group Inc.
- Kao Corp.
- Aveda Corp.

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- Amorepacific Corporation
- Mandom Corporation
- Others

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