

South Korea Cosmetics Market Growth Analysis - Forecast Trends and Outlook (2025-2034)

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Report description:

The South Korea cosmetics market reached a value of approximately USD 17.45 Billion in 2024. The market is projected to grow at a CAGR of 5.40% between 2025 and 2034, reaching a value of around USD 29.53 Billion by 2034.

South Korea Cosmetics Market Growth

The cosmetics market comprises various categories hair care, skin care, bath and shower, deodorants and fragrances, and others. Technology is transforming how consumers engage with cosmetics, from virtual try-on experiences using augmented reality (AR) to personalised product suggestions driven by artificial intelligence (AI).

Eco-friendly packaging is becoming increasingly important to South Korean consumers. Brands are looking for ways to make their products more sustainable, using recycled materials and minimising waste.

In March 2023, the Korean government revealed its plans to advance technologies for custom cosmetics and personalized skin diagnosis programs utilizing IoT and big data, aiming to foster the Korean bio-health industry.

Key Trends and Developments

K-beauty influence, collaboration with celebrities, sustainable and cruelty-free products, and are the major trends impacting the South Korea cosmetics market growth.

April 2024

Syensqo completed the acquisition of JinYoung Bio, a South Korean cosmetic ingredient supplier, marking a significant expansion

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into natural, high-value skincare solutions with functional and active ingredients.

March 2024

Laneige, a South Korean skincare brand, launched a new version of its sleeping mask aimed at addressing the pre-ageing concerns of Generation Z. The product aims to maintain youthful and resilient skin.

October 2023

ModaModa, a South Korean haircare brand, launched its second-generation hair-darkening shampoo , "ModaModa Zero Gray Black Shampoo," which has been registered with the European CPNP.

August 2023

Vereen has debuted its initial waterless Vitamin C ampoule, emphasising the importance of educating consumers about product usage and effectiveness to overcome their reluctance in this category.

K-Beauty Influence

South Korea continues to lead in skincare innovation, with its K-Beauty products gaining popularity worldwide. This includes innovations such as multi-step skincare routines, sheet masks, etc.

Collaboration with celebrity

Many brands now leverage celebrity endorsements for marketing. For instance, VT Cosmetics experienced considerable popularity following its partnership with the internationally acclaimed group BTS.

Sustainable and Cruelty-Free Products

Consumers are becoming more conscious of the environmental impact of their beauty products, leading to a rise in demand for sustainable and cruelty-free cosmetics.

Anti-pollution and Environmental Protection

With rising concerns about pollution and environmental damage, there's a growing demand for products that offer protection against environmental aggressors, such as pollution and UV rays.

South Korea Cosmetics Market Trends

A major development in the cosmetics market includes the incorporation of natural ingredients, such as botanical extracts, minerals, and even unconventional ingredients like snail mucin in cosmetic products. This emphasis on natural skincare aligns with consumers' growing preference for clean beauty products, free from harsh chemicals.

South Korean cosmetic brands are renowned for their creative and eye-catching packaging designs. From whimsical and cute to sleek and minimalist, packaging significantly attracts consumers and distinguishes brands in a competitive market.

South Korea Cosmetics Industry Segmentation

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

Market Breakup by Category

- Skin Care
 - ??- Face Care Products
 - ??- Body Care Products
 - ??- Lip Care Products

- Hair Care
 - ??- Shampoo
 - ??- Conditioner
 - ??- Others

- Bath and Shower
 - ??- Soaps
 - ??- Shower Gels
 - ??- Others

- Makeup and Colour Cosmetics
- Deodorants and Fragrances
- Others

Market Breakup by Price Category

- Mass
- Premium

Market Breakup by Gender

- Male
- Female
- Unisex

Market Breakup by Distribution Channels

- Hypermarkets and Supermarkets
- Specialty Stores
- Pharmacies/Drug Stores
- Online
- Others

South Korea Cosmetics Market Share

Hair care contributes to the South Korea cosmetics market growth by continuously introducing new products that address various

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hair concerns, such as damage repair, hydration, volume, and scalp health.

South Korean hair care brands place a strong emphasis on scalp health, recognising its importance in achieving healthy, beautiful hair. They offer a wide range of scalp treatments, including cleansers, serums, and masks, formulated with ingredients like botanical extracts, vitamins, and peptides to nourish and rejuvenate the scalp.

South Korean bath and shower products are known for their innovative formulations and unique ingredients. Brands continuously introduce new products, such as body washes, bath bombs, and bath salts, formulated with skin-loving ingredients like botanical extracts, natural oils, and vitamins. These innovative offerings cater to consumers' preferences for effective and luxurious bath and shower experiences.

The South Korea cosmetics market share is led by the female population.

Social media platforms and beauty influencers play a significant role in driving the popularity of female cosmetics in South Korea. Further, influencers showcase gender-neutral beauty products, share skincare tips and routines, and promote inclusive beauty ideals, shaping consumer attitudes and purchasing decisions.

In the past, skincare and cosmetics were mainly linked to women in South Korea. Yet, cultural norms have evolved, leading more men to adopt grooming and skincare as part of their daily regimen. This shift has created a new market opportunity for cosmetics brands aiming at male consumers.

Hypermarkets and supermarkets contribute to the South Korea cosmetics market growth by offering a wide selection of cosmetics brands and products, catering to diverse consumer preferences and budgets.

Cosmetics brands benefit from increased visibility and promotion in supermarkets and hypermarkets, as these retail outlets attract many shoppers. Brands often invest in eye-catching displays, signage, and promotional activities to stand out and attract consumer attention, driving sales and brand awareness.

Speciality stores provide personalised service and expert advice to help consumers navigate the vast array of cosmetics options. Moreover, Specialty stores offer a curated selection of cosmetics brands and products, focusing on high-quality and innovative offerings.

Leading Manufacturers in the South Korea Cosmetics Market

The company offers various cosmetics, personal care, grooming, hair care, skin care, healthcare products, and others.

Korendy Cosmetics Inc.

Founded in 2015 and is a South Korea-based company. The company aims to offer the newest and most fashionable cosmetics in South Korea and globally.

Amorepacific Corporation

Established in 1945 and is headquartered in Seoul, Korea. The company is Korea's leading beauty company, operating over 30 beauty, personal care, and healthcare brands including Sulwhasoo, Laneige, and others.

LG Household and Health Co., Ltd.

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Founded in 1947 and is headquartered in Seoul, Korea. The company has stood at the fore in household products such as toothpaste and detergents, as well as cosmetics.

Procter & Gamble Company

The company is headquartered in Cincinnati, Ohio. The company offers various products including skin and personal care, baby care, grooming, hair care, home care, and others.

Other key players in the South Korea Cosmetics Market are ABLE C&C, Inc. among others.

More Insights On:

India Coconut Oil-Based Cosmetics Market Asia Pacific Colour Cosmetics Market Japan Cosmetics Products Market North America Cosmetics Market Asia Pacific Cosmetics Market Colombia Cosmetics Market Uruguay Cosmetics Market Premium Cosmetics Market Colour Cosmetics Market Vegan Cosmetics Market

South Korea Cosmetics Market Report Snapshots

South Korea Cosmetics Manufacturers

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