

South Korea Beauty And Personal Care Products - Market Share Analysis, Industry Trends & Statistics, Growth Forecasts (2025 - 2030)

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Report description:

South Korea Beauty And Personal Care Products Market Analysis

The South Korean beauty and personal care market size stands at USD 13.66 billion in 2025 and is forecast to reach USD 18.82 billion by 2030, expanding at a 6.61% CAGR. South Korea has established itself as a global beauty innovator, becoming the fourth-largest cosmetics exporter by 2023, according to the International Trade Administration. This export strength has influenced domestic product development, with brands now developing formulations that comply with international regulations from the initial stages. Robust domestic R&D, digital retail leadership, and the global appeal of K-culture make South Korea a trend-setter whose product launches influence consumer routines from Tokyo to Los Angeles. Premiumisation gains ground as consumers accept higher prices in return for proven efficacy, while stricter ingredient rules motivate brands to reformulate and highlight safety credentials. Online retail already handles more than half of all category sales, with mobile-first shopping journeys, live commerce and AI-driven recommendations turning every screen into a storefront. Competitive intensity remains moderate: heritage conglomerates still anchor the sector, yet health-and-beauty chain Olive Young and tech-enabled indies continually reset benchmarks for speed, data utilisation and customer engagement.

South Korea Beauty And Personal Care Products Market Trends and Insights

Rising Inclination Towards Natural and Organic Formulations

Consumer preference shifts toward natural and organic formulations reflect heightened safety consciousness and environmental

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awareness following the COVID-19 pandemic. The Ministry of Food and Drug Safety has set rigorous standards: mandating over 95% natural raw materials for product certification and requiring more than 10% organic ingredients for organic classification in January 2025. With a focus on ingredients, functionality, and certification, consumers are driving the market, bolstered by government initiatives promoting technology in bespoke cosmetics and personalized skin diagnostics. South Korea's regulatory framework not only surpasses U.S. standards, with its banned ingredient list, but also aligns closely with EU regulations, shaping global cosmetic formulations and bolstering consumer trust. As the clean beauty movement gains momentum, companies are prioritizing transparency in formulations and adopting sustainable practices in sourcing, manufacturing, and packaging. Meanwhile, advanced ingredient science is honing in on actives like Centella Asiatica, Niacinamide, and Mugwort, each delivering distinct benefits and adhering to stringent natural product regulations.

Increasing Adoption of Anti-Aging/Slow-Aging Solutions

Demographic shifts drive sustained demand for anti-aging solutions, with elderly consumers increasing cosmetics spending. According to the Ministry of the Interior and Safety (South Korea) data from 2024, the population aged 65 and older in South Korea was 10.26 million. Open innovation strategies, the cosmeceutical market is swiftly addressing high R&D costs and navigating intricate value chains. With backing from the government and strides in technology, the market's growth potential is further amplified. Amorepacific's 'Concentrated Ginseng Rejuvenating' line, a testament to 60 years of ginseng expertise in July 2024, showcases premium anti-aging innovation. Infused with cutting-edge ingredients like Ginsenomics™ and Ginseng Peptide™, it adeptly targets various signs of aging, including wrinkles, loss of elasticity, and dullness. Meanwhile, breakthroughs in gene regulation are reshaping anti-aging methodologies. Bioactive materials that adjust wrinkle-related genes are proving to be more effective than conventional retinol, all while sidestepping skin irritation issues. These advancements highlight the growing consumer demand for safer, more effective cosmeceutical solutions, driving further research and development in the market.

Consumer Skepticism Toward Overhyped Claims

South Korean shoppers now scrutinize product promises more closely, a shift fueled by ingredient-disclosure apps and the "Know-smetics" movement that encourages users to verify formulations before purchase. The South Korea's Ministry of Food and Drug Safety reinforces this vigilance by banning PABA (para-aminobenzoic acid)-containing cosmetics and expanding the list of prohibited substances to 1,040, signaling zero tolerance for exaggerated efficacy that compromises safety. Retailers respond by demanding third-party test reports, while brands highlight clinically proven results rather than sensational marketing language to secure shelf space. Live-commerce hosts risk backlash if claims sound inflated, prompting platforms to tighten content guidelines and require real-time fact checks during broadcasts. As a result, even premium launches must publish transparent data on active concentrations and trial methodologies to win trust, tempering short-term sales spikes but enhancing long-term brand credibility.

Other drivers and restraints analyzed in the detailed report include:

Growing Influence of Social Media and Impact of Digital Technology / Technological Advancements and Innovation / Market Saturation and Intense Competition /

For complete list of drivers and restraints, kindly check the Table Of Contents.

Segment Analysis

Personal care products command 76.42% of the South Korean beauty market in 2024 and are projected to maintain leadership with a 6.95% CAGR through 2025-2030. Within this category, skincare continues to be the cornerstone of K-beauty's global reputation, with facial care products driving significant innovation in formulations and delivery systems. The segment's growth is fuelled by continuous product advancement, particularly in specialized treatments addressing specific skin concerns such as

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hyperpigmentation and sensitivity.

Korean brands have successfully leveraged their expertise in skincare to expand into adjacent categories, with hair care emerging as a promising growth vector. For instance, in November 2024, Cosmecca Korea launched a range of its new skincare innovations. The products include 'Micro Hy-Balance Glow Cushion' and 'Pearless Radiant Boosting Serum'. The segment's evolution reflects a holistic approach to beauty, with increasing emphasis on the interconnection between skincare, haircare, and overall wellness, as evidenced by the rise of scalp-focused treatments that apply skincare principles to hair health.

The mass segment holds 51.63% of the market in 2024, and premium segment holds the fastest growing segment at 7.09% CAGR from 2025-2030. This accelerated growth reflects a strategic upmarket shift by Korean brands seeking to enhance margins and global competitiveness. Mass products maintain market leadership through accessibility and functional effectiveness, supported by health and beauty store expansion reaching significant market value. CJ Olive Young's dominance in mass distribution, commanding a significant market share, enables smaller brands to access consumers while providing variety and convenience.

Premium positioning is increasingly defined by exclusive ingredients, advanced technology integration, and elevated packaging design rather than traditional luxury markers. Brands like Sulwhasoo and Dr. Jart+ have successfully established global premium positioning through rapid research and development cycles and sophisticated marketing narratives that emphasize cultural heritage and scientific innovation. The premium segment's expansion is further supported by rising disposable incomes and growing consumer willingness to invest in high-performance beauty products with demonstrable efficacy.

The South Korea Beauty and Personal Care Market Report is Segmented by Product Type (Personal Care and Cosmetics/Makeup Products), Category (Premium and Mass), Ingredient Type (Natural and Organic, and Conventional/Synthetic), and Distribution Channel (Specialty Stores, Supermarkets/Hypermarkets, Online Retail, and Other Distribution Channels). The Market Forecasts are Provided in Terms of Value (USD).

List of Companies Covered in this Report:

Amorepacific Corporation / Procter & Gamble Company / L'Oreal S.A. / Unilever PLC / The Estee Lauder Companies Inc. / CLIO Cosmetics Co., Ltd. / Beiersdorf AG / Kao Corp. / LG Household & Health Care Ltd. / Lion Corporation / Henkel AGand Co. KGaA / Amway Corporation / Chanel Limited / Atomy Co., Ltd. / Hankook Cosmetics Co., Ltd. / Able C&C Co., Ltd. / Korendy Cosmetics Inc. / Dooree Co., Ltd (Daeng Gi Meo Ri) / Skincure Inc. / Missha Co., Ltd /

Additional Benefits:

 The market estimate (ME) sheet in Excel format /
3 months of analyst support /

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