

Premium Beauty and Personal Care in South Korea

April 2024

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KEY DATA FINDINGS

2023 DEVELOPMENTS

- KakaoTalk Gift facilitates purchases of premium products
- Slowdown in growth for premium beauty and personal care in 2023
- Brands experience different performances amongst young consumers

PROSPECTS AND OPPORTUNITIES

- Super-premium brands set to show significant growth, with the main distribution channels remaining department stores and e-commerce
- Fragrances faces a regulation change during 2024
- Premium beauty and personal care lacks growth momentum, thus expects to show slow movement

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Beauty and Personal Care in South Korea - Industry Overview

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DISCLAIMER

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