

Korea Cosmetics Market: Analysis By Type  
(Skincare, and Makeup), By Category  
(Premium, and Mass), By Distribution  
Channel (Internet Retailing, Beauty Specialist  
Retailers, Department Stores,  
Drugstores/Parapharmacies, and Others), By  
Exports, By Production, Size and Trends with  
Impact of COVID-19 and Forecast up to 2029

March 2024



# Korea Cosmetics Market: Coverage

Executive Summary and Scope

Introduction/Market Overview

Korea Market Analysis

Regional Market Analysis

Impact Of COVID-19

Dynamics

Competitive Landscape

Company Profiling

# Korea Cosmetics Market: Coverage

## Scope of the Report

Attributes	Details
Title	Korea Cosmetics Market: Analysis By Type (Skincare, and Makeup), By Category (Premium, and Mass), By Distribution Channel (Internet Retailing, Beauty Specialist Retailers, Department Stores, Drugstores/Parapharmacies, and Others), By Exports, By Production, Size and Trends with Impact of COVID-19 and Forecast up to 2029
Coverage	Korea
Market Influencing Variables	Growth Drivers, Challenges, Market Trends
Forecast Period of Market	2024-2029
Competition in the Market	Fragmented
Key Players	Amorepacific Corporation; CJ Corporation (CJ Olive Young Co., Ltd.); Shiseido Company, Limited; L'Oréal S.A.; Estée Lauder Companies Inc.; LG H&H Co., Ltd.; Clio Co., Ltd.; Kolmar Korea Holdings Co., Ltd. (Kolmar Korea Co., Ltd.); F&F Holdings Corp. (F&F Co., Ltd.); TONYMOLY Co., Ltd.; Nature Republic Co., Ltd.; and Able C&C Co., Ltd. (MISSHA)

# Korea Cosmetics Market: Coverage

## Executive Summary

Cosmetics and personal care products encompass a wide range of items such as makeup, skincare, hair care, body care, men's grooming, etc., which are used by consumers for personal grooming and beautification. The Korea cosmetics market, also known as K-beauty, refers to the industry engaged in the production, distribution and sale of various beauty, cosmetics, and personal care products manufactured in Korea. Korea cosmetics market value stood at US\$6.57 billion in 2023, and is expected to reach US\$9.05 billion by 2029. The market is expected to grow at a CAGR of 5.48% over the projected period of 2024-2029. Production value of Korea cosmetics market was US\$12.12 billion in 2022.

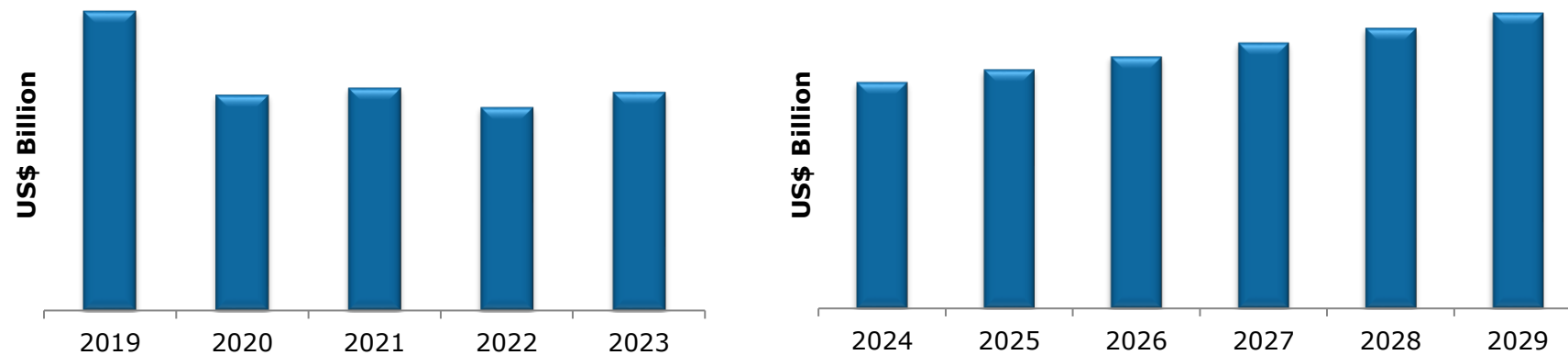
The Korea cosmetics market by value is segmented on the basis of type (skincare, and makeup), category (premium products, and mass products), and distribution channel (internet retailing, beauty specialist retailers, department stores, drugstores/parapharmacies, and others). Skincare is the largest segment of Korea cosmetics market as a result of popularization of the multi-step skincare routine, high levels of awareness and demand for anti-aging products among the population, rising popularity of outdoor activities, increasing use of natural/organic and 'free from' formulations in Korean skincare, and growing focus on personal appearance in Korea. Total cosmetics exports have seen a positive growth in 2023, as exports to most non-China regions have been growing. Strength in exports to other regions in 2023 is offsetting the deterioration to China. K-beauty popularity is notable in regions including the US, Japan, Southeast Asia and Europe on the back of K-content growth.

The growth of Korea cosmetics market was negatively impacted in 2020, as lockdown policies and social distancing measures imposed by the Korean government forced various social gathering places to either shut down or operate with restrictive social gathering regulations, resulting in reduced socializing & out activities, hesitant consumer attitude in purchasing makeup without the usual testing, and a significant drop in foot traffic across physical cosmetics stores in the country, negatively impacting the demand and sales of various Korean cosmetics.

The Korea cosmetics market has increased positively in 2023, and the projections are made that the market will continue to rise in the next five years i.e. 2024-2029. The demand for cosmetics has been rising significantly in recent years, owing to growing e-commerce, increasing popularity of k-content, rise of ODMs, increasing influence of social media, etc. Further, the market is expected to grow at a rapid pace, driven by rising popularity of DIY, premiumization, AI-powered personalization, increasing demand for organic cosmetic products, rise of cosmeceuticals, ethical and sustainable cosmetic demand, innovation and development of new cosmetic products, etc. Yet the market faces some challenges such as high competition, geopolitical tensions with china, etc.

# Korea Cosmetics Market: An Analysis

## Korea Cosmetics Market by Value



CAGR	
2024-2029	xx%

Korea cosmetics market was valued at US\$... billion in 2023 and is anticipated to reach up to US\$... billion by 2029 from US\$... billion in 2024, with a CAGR of xx%.

# Korea Cosmetics Market: An Analysis

## Korea Cosmetics Market by Type; 2023



Type	Share (2023)
Skincare	xx%
Makeup	xx%

## Korea Cosmetics Market by Category; 2023



Category	Share (2023)
Premium Products	xx%
Mass Products	xx%

# Korea Cosmetics Market: An Analysis

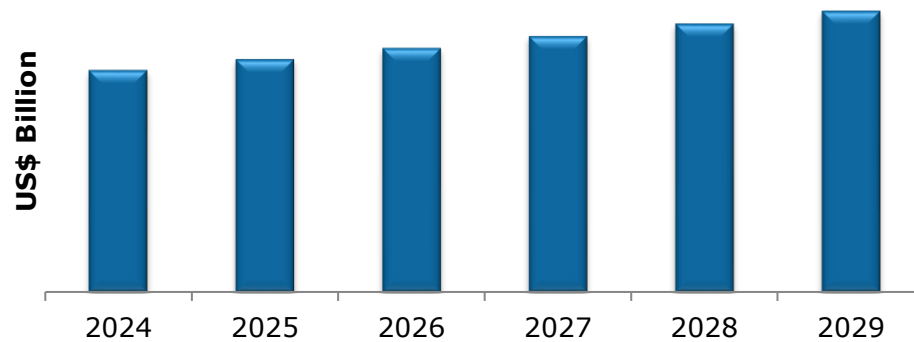
**Korea Cosmetics Market by Distribution Channel; 2023**



Distribution Channel	Share (2023)
Internet Retailing	xx%
Beauty Specialist Retailers	xx%
Department Stores, Drugstores/Parapharmacies	xx%
Drugstores/Parapharmacies	xx%
Others	xx%

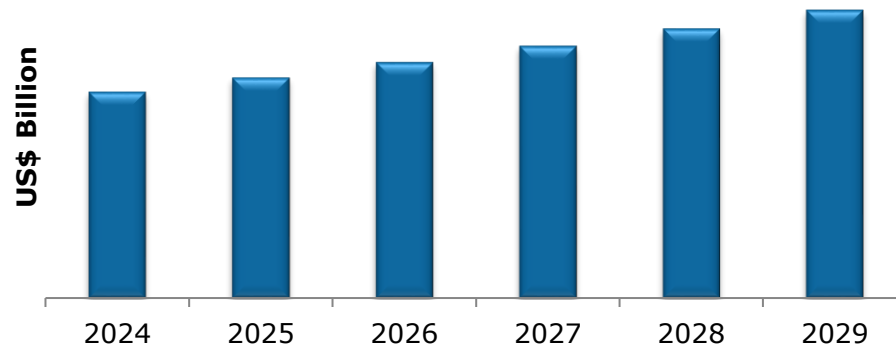
# Korea Cosmetics Market: Type Analysis

## Korea Skincare Market by Value



Type	CAGR (2024-2029)
Skincare	xx%
Makeup	xx%

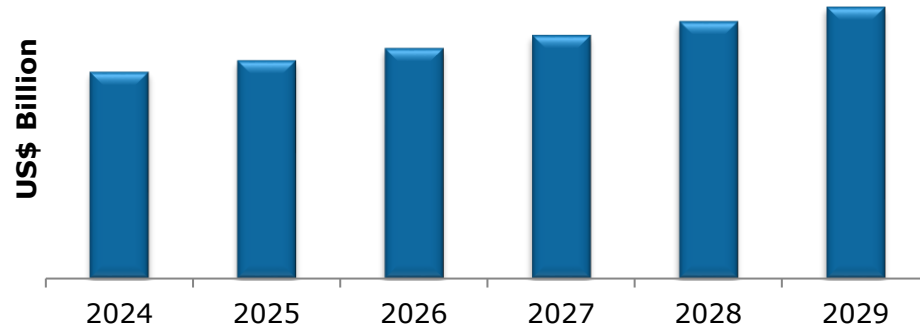
## Korea Makeup Market by Value



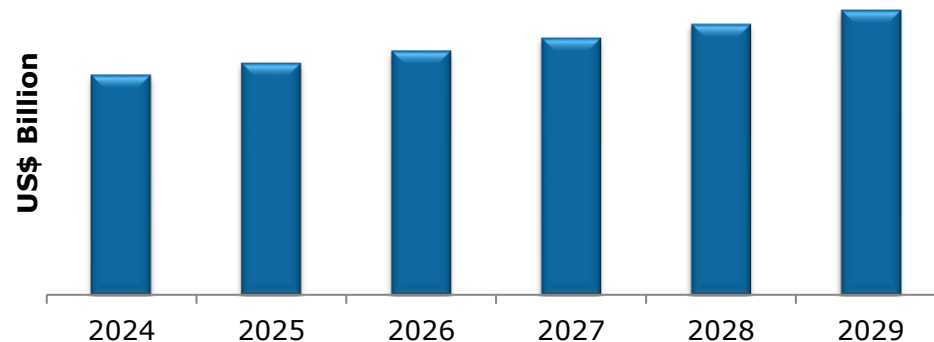


# Korea Cosmetics Market: Category Analysis

## Korea Premium Cosmetics Products Market by Value



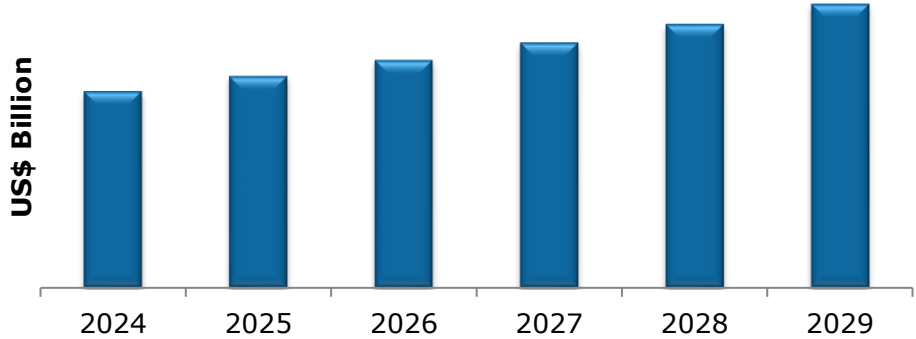
## Korea Mass Cosmetics Products Market by Value



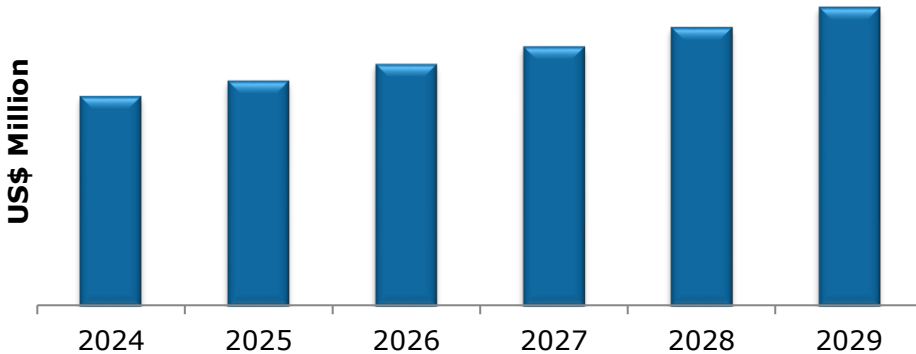
Category	CAGR (2024-2029)
Premium Products	xx%
Mass Products	xx%

# Korea Cosmetics Market: Distribution Channel Analysis

**Korea Internet Retailing Cosmetics Market by Value**



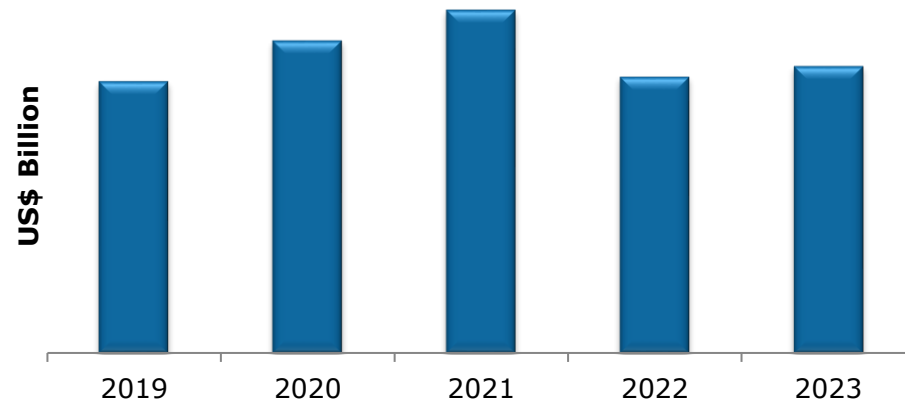
**Korea Beauty Specialist Retailers Cosmetics Market by Value**



Distribution Channel	CAGR (2024-2029)
Internet Retailing	xx%
Beauty Specialist Retailers	xx%
Department Stores, Drugstores/Parapharmacies	xx%
Others	xx%

# Korea Cosmetics Market: Export Analysis

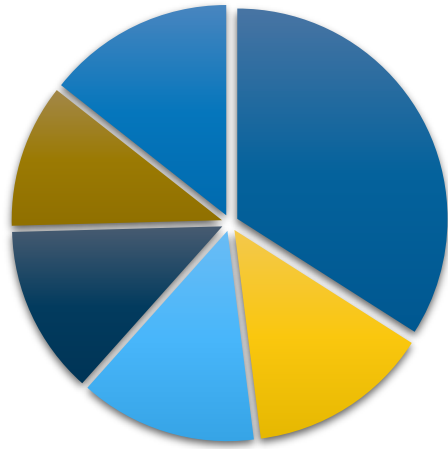
## Korea Cosmetics Market by Export Value



Korea cosmetics market export value was US\$... billion in 2023, increased from US\$... billion in 2022.

# Korea Cosmetics Market: Export Analysis

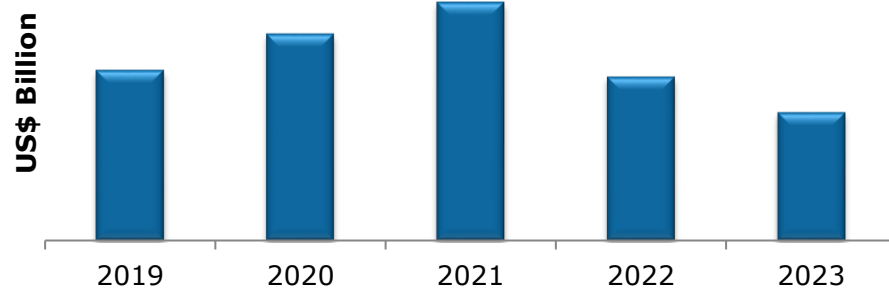
## Korea Cosmetics Market Export by Region; 2023



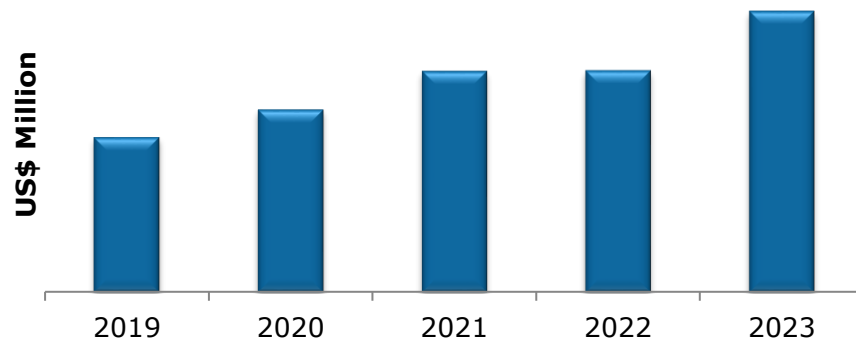
Region	Share (2023)
China	xx%
The US	xx%
Southeast Asia	xx%
Europe	xx%
Japan	xx%
Others	xx%

# Korea Cosmetics Market: Export Analysis

## Korea Cosmetics Market Export To China

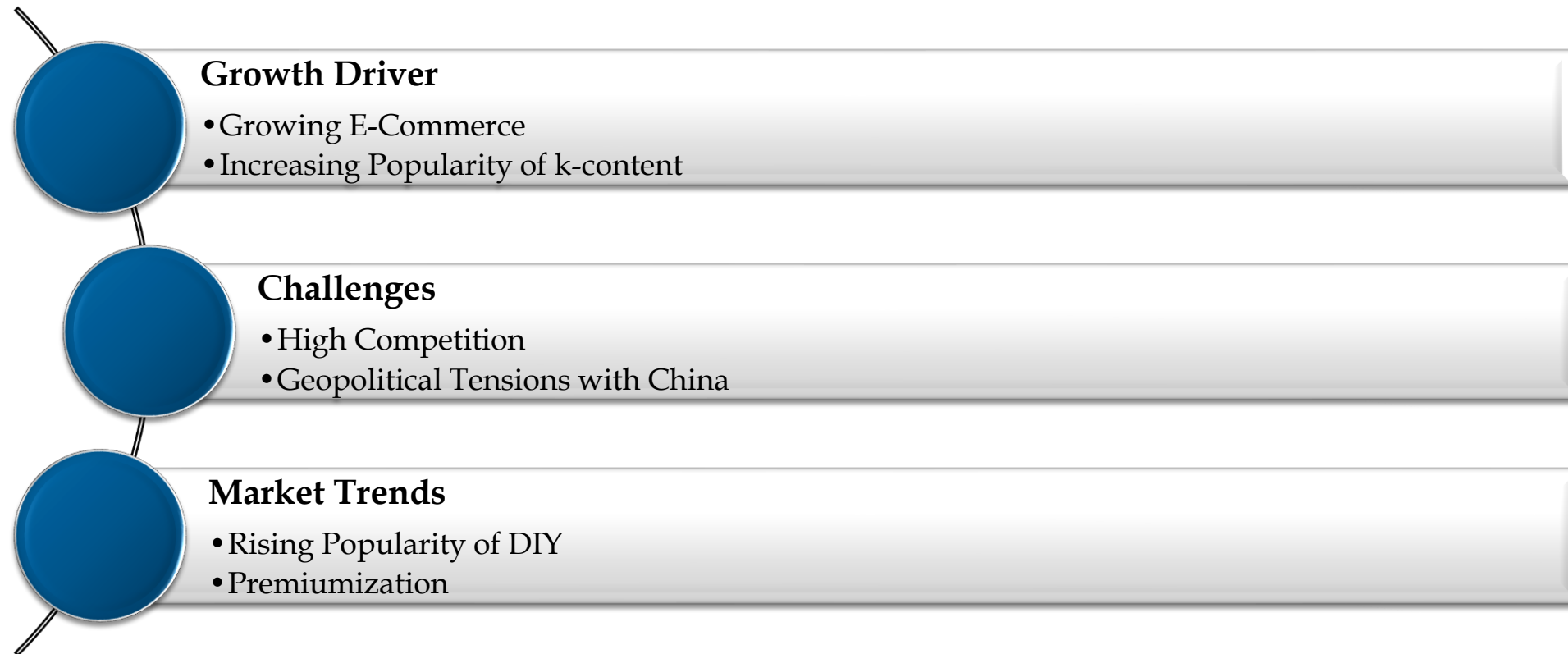


## Korea Cosmetics Market Export To The US



Region	Growth Rate (2022-2023)
The US	xx%
China	xx%
Southeast Asia	xx%
Europe	xx%
Japan	xx%
Others	xx%

# Korea Cosmetics Market: Dynamics



# Korea Cosmetics Market: Competitive Landscape

## Players Profiled

- ❑ Amorepacific Corporation
- ❑ CJ Corporation (CJ Olive Young Co., Ltd.)
- ❑ Shiseido Company, Limited
- ❑ L'Oréal S.A.
- ❑ Estée Lauder Companies Inc.
- ❑ LG H&H Co., Ltd.
- ❑ Clio Co., Ltd.
- ❑ Kolmar Korea Holdings Co., Ltd. (Kolmar Korea Co., Ltd.)
- ❑ F&F Holdings Corp. (F&F Co., Ltd.)
- ❑ TONYMOLY Co., Ltd.
- ❑ Nature Republic Co., Ltd.
- ❑ Able C&C Co., Ltd. (MISSHA);

## Korea Cosmetics Market Players by China Sales Exposure; 2022-2025 (Percentage, %)

