

# Men's Grooming in South Korea

April 2024

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## Men's Grooming in South Korea - Category analysis

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#### 2023 DEVELOPMENTS

Premium segment in men's deodorants and men's hair care continues to be negligible  
Mass skin care products targeted for general use limit the growth of premium men's skin care  
Hypermarkets holds retail power in men's shaving, while premium men's skin care faces decline amidst changing retail landscape

#### PROSPECTS AND OPPORTUNITIES

Mass men's skin care set to see the highest growth, with other categories offering notable growth potential  
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