

Premium Beauty and Personal Care in South Korea

April 2024

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Premium Beauty and Personal Care in South Korea - Category analysis

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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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DISCLAIMER

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