

# Premium Beauty and Personal Care in South Korea

April 2024

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## Premium Beauty and Personal Care in South Korea - Category analysis

### 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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