



Deodorants in South Korea

May 2026

Table of Contents

Deodorants in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Growth Driven by Younger Consumers Embracing Multi-Functional Grooming

INDUSTRY PERFORMANCE

Growth Driven by Younger Consumers Embracing Multi-Functional Grooming

Deodorant Roll-Ons Lead Expansion While Sticks Retain Dominance

Chart 1 - Deodorant Sticks with Broader Fragrance Profiles

Nivea Exemplifies Clean Beauty Shaping Consumer Choices

Chart 2 - Nivea'S Derma-Control Roll-On Launch

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Set to Drive Demand for Clean and Multi-Functional Deodorants

Deodorant Sticks Maintain Largest Sales Value with Steady Growth to 2030

Deodorant Roll-Ons to Lead Growth Driven by Innovative Skincare Integration

Chart 6 - Forecast Value Sales 2020-2030

Chart 7 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Beiersdorf Korea and Aesop Korea Strengthen Positions Amid High Concentration

Nivea'S Diversified Portfolio and Channel Presence Secure Leadership and Growth Opportunities

Chart 8 - Company Shares 2025

Chart 9 - Brand Shares 2025

CHANNELS

E-Commerce Leads Retail Sales Driven by Convenience and Repeat Purchases

Offline Channels Face Erosion Amid Rising E-Commerce Penetration

Chart 10 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Deodorants

Chart 12 - Real GDP Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Deodorants

Chart 15 - Population 2020-2030

Chart 16 - Consumer Expenditure 2020-2030

Chart 17 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Beauty and Personal Care in South Korea - Industry Overview](#)

EXECUTIVE SUMMARY

Steady Expansion Driven by Skinification and Clean Reimagined

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 18 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Expansion Driven by Skinification and Clean Reimagined

Chart 19 - Skinification Broadens across Scalp and Body Care

Lifestyle-Driven Beauty Fuels Demand for Sensorial Everyday Products

Chart 20 - Happy Bath Supports Emotional and Skin Wellbeing

Longevity Drives Demand for Clinic-Grade Home Treatments

Chart 21 - Pro-Level Self-Care Rises with Topical Skin Boosters

Chart 22 - Value Sales 2020-2030

Chart 23 - Volume Sales 2020-2030

Chart 24 - Value Sales by Category 2025

WHAT'S NEXT?

Skin Care and Fragrances Set to Fuel Expansion through 2030

Mass Efficacy Expected to Shape Dynamic Consumer Micro-Segments

Brands Leverage Clinical Efficacy and Retail Innovation to Engage Discerning Consumers

Chart 25 - Analyst Insight for Beauty and Personal Care

Chart 26 - Forecast Value Sales 2020-2030

Chart 27 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Korean Companies Leverage Strategic Channels to Sustain Dominance

Innovative Experiential Retail and Private Label Strategies Fuel Growth Opportunities

Chart 28 - Company Shares 2025

Chart 29 - Brand Shares 2025

CHANNELS

E-Commerce Leads Distribution as Offline Channels Evolve in Response

Chart 30 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 31 - Economic Context for Beauty and Personal Care

Chart 32 - Real GDP Growth 2020-2030

Chart 33 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 34 - Consumer Context for Beauty and Personal Care

Chart 35 - Population 2020-2030

Chart 36 - Consumer Expenditure 2020-2030

Chart 37 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

About Euromonitor International

Euromonitor International is an independent market intelligence provider. Data, insight and analysis stem from in-the-field research spanning 210 national markets.

Content ranges from the in-depth and country-specific, to key strategic themes with a global range and significance. Products cover a comprehensive range of insights and market data, but can be broadly categorised as:

- **Strategy Briefings:** Global or regional in scope, and focussing on the most important themes shaping consumer demand, the

key markets, competitive environment and future outlook across a range of industries.

- **Company Profiles:** Analysis dedicated to the world's most significant companies, with detailed insight into their activities, focus of operations, their competitors, their geographic presence and performance.
- **Country Reports:** For an in-depth understanding of specific countries, whether by industry, economic metrics or consumer trends and lifestyles. These reports cover current trends, consumer demand, market potential and future prospects, with country-specific local insight and comprehensive data, unavailable elsewhere.

For more information on this report, further enquiries can be directed via this link www.euromonitor.com/deodorants-in-south-korea/report.