



Bath and Shower in South Korea

May 2026

Table of Contents

Bath and Shower in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Body Wash and Shower Gel Lead Amid Rising Demand for Functional Formulations

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Bath and Shower

INDUSTRY PERFORMANCE

Body Wash and Shower Gel Lead Amid Rising Demand for Functional Formulations

Daiso'S Affordable High-Performance Body Care Catalyses Active Consumer Engagement

Chart 2 - The Daiso Effect — Affordable Functionality for the 1020 Generation

Conscious Formulation and Wellness-Driven Rituals Redefine Consumer Expectations

Chart 3 - Value Sales 2020-2030

Chart 4 - Volume Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Younger Consumers Expected to Drive Demand for Functional and Fragranced Body Washes

Body Wash and Shower Gel Set to Remain Dominant with Sustained Premium Growth

Chart 6 - Analyst Insight for Bath and Shower

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Leading Manufacturers Consolidate Position Amid Evolving Market Dynamics

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

CHANNELS

Retail E-Commerce Leads Growth by Reshaping Consumer Access and Preferences

Younger Consumers and Digital Innovation Drive Retail Channel Evolution

Chart 11 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 12 - Economic Context for Bath and Shower

Chart 13 - Real GDP Growth 2020-2030

Chart 14 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 15 - Consumer Context for Bath and Shower

Chart 16 - Population 2020-2030

Chart 17 - Consumer Expenditure 2020-2030

Chart 18 - 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 19 - Key Industry Trends for Beauty and Personal Care

INDUSTRY PERFORMANCE

Steady Expansion Driven by Skinification and Clean Reimagined

Chart 20 - Skinification Broadens across Scalp and Body Care

Lifestyle-Driven Beauty Fuels Demand for Sensorial Everyday Products

Chart 21 - Happy Bath Supports Emotional and Skin Wellbeing

Longevity Drives Demand for Clinic-Grade Home Treatments

Chart 22 - Pro-Level Self-Care Rises with Topical Skin Boosters

Chart 23 - Value Sales 2020-2030

Chart 24 - Volume Sales 2020-2030

Chart 25 - 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 26 - Analyst Insight for Beauty and Personal Care

Chart 27 - Forecast Value Sales 2020-2030

Chart 28 - 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 29 - Company Shares 2025

Chart 30 - Brand Shares 2025

CHANNELS

E-Commerce Leads Distribution as Offline Channels Evolve in Response

Chart 31 - Retail Channels 2020-2025

ECONOMIC CONTEXT

Chart 32 - Economic Context for Beauty and Personal Care

Chart 33 - Real GDP Growth 2020-2030

Chart 34 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 35 - Consumer Context for Beauty and Personal Care

Chart 36 - Population 2020-2030

Chart 37 - Consumer Expenditure 2020-2030

Chart 38 - 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/bath-and-shower-in-south-korea/report.