



Euromonitor  
International

# Hair Care in South Korea

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Steady Growth Driven by Premiumisation and the Rise of Hair-Skinification

### KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Hair Care

### INDUSTRY PERFORMANCE

Steady Growth Driven by Premiumisation and the Rise of Hair-Skinification

Chart 2 - Pdrn and Micro-Spicule Technology Elevate Scalp Care

Shampoos Lead as Fragrance and Wellness Reshape Hair Care

Chart 3 - Hair Care Adopts Fine-Fragrance Cues

Brands Integrate Advanced Diagnostics to Deepen Consumer Engagement

Chart 4 - AI-Driven Diagnostic Hair Care

Chart 5 - Value Sales 2020-2030

Chart 6 - Volume Sales 2020-2030

Chart 7 - Value Sales by Category 2025

### WHAT'S NEXT?

Consumers Drive Demand for Professional Expertise and Routine Specialisation

Hair Loss Treatments Set to Outperform on Science-Backed Premiumisation

Chart 8 - Analyst Insight for Hair Care

Chart 9 - Forecast Value Sales 2020-2030

Chart 10 - Forecast Value Sales by Category 2025-2030

### COMPETITIVE LANDSCAPE

Lg H&H and Amorepacific Sustain Dominance Amid Evolving Competition

Targeted Product Formats and Treatment-Focused Routines Drive Growth Opportunities

Chart 11 - Company Shares 2025

Chart 12 - Brand Shares 2025

### CHANNELS

Online and Omnichannel Platforms Lead Hair Care Sales Amid Offline Decline

E-Commerce's Rapid Growth Challenges Offline Dominance with Convenience and Price Appeal

Chart 13 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 14 - Economic Context for Hair Care

Chart 15 - Real GDP Growth 2020-2030

Chart 16 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 17 - Consumer Context for Hair Care

Chart 18 - Population 2020-2030

Chart 19 - Consumer Expenditure 2020-2030

Chart 20 - 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 21 - Key Industry Trends for Beauty and Personal Care

### INDUSTRY PERFORMANCE

Steady Expansion Driven by Skinification and Clean Reimagined

Chart 22 - Skinification Broadens across Scalp and Body Care

Lifestyle-Driven Beauty Fuels Demand for Sensorial Everyday Products

Chart 23 - Happy Bath Supports Emotional and Skin Wellbeing

Longevity Drives Demand for Clinic-Grade Home Treatments

Chart 24 - Pro-Level Self-Care Rises with Topical Skin Boosters

Chart 25 - Value Sales 2020-2030

Chart 26 - Volume Sales 2020-2030

Chart 27 - 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 28 - Analyst Insight for Beauty and Personal Care

Chart 29 - Forecast Value Sales 2020-2030

Chart 30 - 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 31 - Company Shares 2025

Chart 32 - Brand Shares 2025

### CHANNELS

E-Commerce Leads Distribution as Offline Channels Evolve in Response

Chart 33 - Retail Channels 2020-2025

### ECONOMIC CONTEXT

Chart 34 - Economic Context for Beauty and Personal Care

Chart 35 - Real GDP Growth 2020-2030

Chart 36 - Inflation 2020-2030

### CONSUMER CONTEXT

Chart 37 - Consumer Context for Beauty and Personal Care

Chart 38 - Population 2020-2030

Chart 39 - Consumer Expenditure 2020-2030

Chart 40 - 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/hair-care-in-south-korea/report](http://www.euromonitor.com/hair-care-in-south-korea/report).