



# AmorePacific Corp in Beauty and Personal Care

November 2023

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## STATE OF PLAY

Top companies at a glance

AmorePacific Corp experienced declines in its top categories and countries

Market momentum offers AmorePacific modest growth amid a fast-growing industry

Consumer perceptions of top AmorePacific brands

In Asia Pacific, AmorePacific's rank dropped from seventh to eighth between 2019 and 2022

The overlap with top competitors has mostly decreased due to a decline in skin care sales

Skin care remains the largest category while colour cosmetics appears promising

Sulwhasoo and Laneige are key brand drivers for AmorePacific

Facial care and South Korea have the biggest space to growth for AmorePacific

AmorePacific actively innovating in its direct selling model to attract young counsellors

Focusing on high efficacy and localisation , AmorePacific seeks rebound in China

Southeast Asia has the potential to become future growth engine for AmorePacific

AmorePacific seeks to benefit from emergent move to premium in Southeast Asia

Laneige in the US targets Gen Z beauty consumers with entertainment-driven marketing

AmorePacific set India as next strategic market with expectation for e-commerce growth

AmorePacific's skin care brands experienced decline over 2020-2022

Younger and broader reach, AmorePacific gives fresh identities to its flagship brands

Laneige held onto its market position by launching innovative cushion foundation products

AmorePacific caters to vegan beauty trend by developing vegan ingredients and brand

## OTHER CATEGORIES

Scalp care and sensory beauty revitalise AmorePacific's hair care business

Evolving grooming habits of male consumers bring more diverse product offerings

AmorePacific seeks growth opportunities beyond the realm of beauty product categories

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Key findings

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Overview of Beauty Survey: Product coverage

Overview of Beauty Survey

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