

K-Beauty Products Market in 2027 - Trends are Opening Up New Avenues for Innovation and Research

The sheet mask segment growing at a CAGR of 8.7% and cleanser segment growing fastest with a CAGR of 11.0% between 2021 and 2027.

PORTLAND, 5933 NE WIN SIVERS DRIVE, #205, UNITED STATE, December 6, 2023 /EINPresswire.com/ --

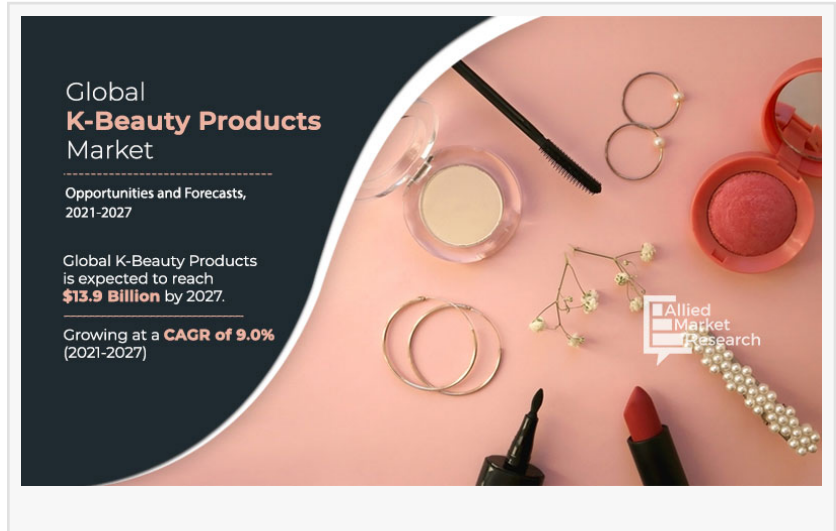
According to a new report published by Allied Market Research, titled, "[K-Beauty Products Market](#) by Product

Type, End User and Distribution Channel: opportunity analysis and industry forecast, 2021–2027," The report provides a detailed analysis of the top investment pockets, top winning strategies, drivers & opportunities, market size & estimations, competitive landscape, and changing market trends. The global K-beauty products market size was valued at \$10.2 billion in 2019 and is projected to reach \$13.9 billion by 2027, registering a CAGR of 9.0% from 2021 to 2027.

Sample Copy of Report: <https://www.alliedmarketresearch.com/request-sample/6149>

K-beauty products refer to the skincare and makeup products originated from South Korea. These beauty products emphasize particularly on skin aesthetics such as health, hydration, and luminous textured skin. Korean women have traditionally favored glowing 'glass' skin over layers of foundation and lengthy skin care regimes with focus on toning and clarifying. Their beauty standards focus on the appearance of moisture on the skin, resulting in an augmented fondness for cremes over powders. Products in this segment are manufactured using unique ingredients such as snail slime, bee venom, starfish extract, pig collagen, and morphing masks.

Global per capita income has witnessed a strong growth rate over past few years, particularly in emerging economies. Increase in urbanization, growth of middle class consumers, and surge in rate of female participation in labor force in many developing and developed markets has



encouraged adoption of convenience-oriented lifestyles, making K-Beauty products more desirable. In addition, as consumers become more meticulous regarding their lifestyle choices, they are looking deeper than superficial solutions and choosing more traditional healthy approaches of beauty. Hence, the rise in demand for natural and organically derived ingredients in cosmetic and personal care products, has created new avenues in the K-beauty cosmeceutical market.

Based on product type, the sheet mask segment accounted for the highest market share in 2019, holding more than one-fifths of the global K-beauty Products market, and will continue its lead position during the forecast period. This is attributed to its ease of application and convenience. However, the cleanser segment is expected to register the highest CAGR of 11.0% from 2021 to 2027. The fact that Korean cleansers are manufactured using naturally derived ingredients such as green tea leaves, olive oil, and essential oils which maintain the skin pH balance and hence are highly moisture retentive drive the growth of the segment.

Buy Now : <https://www.alliedmarketresearch.com/checkout-final/514a87c7d4640642d66c2a8ba051208a>

Based on end user, the female segment contributed to the highest share in terms of revenue in 2019, accounting for more than two-thirds of the global K-beauty Products market, and is projected to maintain its dominance in terms of revenue during the forecast period. This is attributed to the trend of skin care and makeup product manufactured with ingredients capable to address their specific issues. However, the male segment is projected to portray the highest CAGR of 9.9% from 2021 to 2027.

Based on region, Asia-Pacific, followed by North America, held the largest market share in 2019, contributing to more than two-thirds of the global K-beauty Products market, and will maintain its leadership status by 2027. Consumers in this region are more focused on products that cater to skincare regimes. In addition, consumers increasingly demand beauty products manufactured using natural and organic ingredients instead of synthetic. These factors drive the growth of the market in this province. However, Europe is expected to grow at the highest CAGR of 12.0% during the forecast period.

Key Benefits For Stakeholders

- This report provides a quantitative analysis of the market segments, current trends, estimations, and dynamics of the K-beauty products market analysis from 2019 to 2027 to identify the prevailing market opportunities.
- The market research is offered along with information related to key drivers, restraints, and K-beauty products market opportunities.
- Porter's five forces analysis highlights the potency of buyers and suppliers to enable stakeholders make profit-oriented business decisions and strengthen their supplier-buyer network.

- In-depth analysis of the K-beauty products market segmentation assists to determine the prevailing market opportunities.
- Major countries in each region are mapped according to their revenue contribution to the global market industry.
- Market player positioning facilitates benchmarking and provides a clear understanding of the present position of the market players.
- The report includes analysis of regional as well as K-beauty products market trends, key players, market segments, application areas, and K-beauty products growth strategies.

Enquire More About this Report: <https://www.alliedmarketresearch.com/purchase-enquiry/6149>

Reasons to Buy This K-beauty Products Market Report:

- Mergers and acquisitions should be well-planned by identifying the best manufacturer.
- Sort new clients or possible partners into the demographic you're looking for.
- Suitable for providing dependable and high-quality data and analysis to assist your internal and external presentations.
- Develop tactical initiatives by gaining a better grasp of the areas in which huge corporations can intervene.
- To increase and grow business potential and reach, develop and plan licencing and licencing strategies by finding possible partners with the most appealing projects.
- Recognize newcomers with potentially strong product portfolios and devise effective counter-strategies to acquire a competitive edge.
- To develop effective R&D strategies, gather information, analysis, and strategic insight from competitors.

Read More Trending "AMR Exclusive Insights:

- Cosmetics Face Serum Market Will Show An Increase Of By 2027, Report
- Cosmetic Serum Market Size, Type and Application Forecast to 2030

□ Lipstick Market is expected to reach \$12.5 billion by 2026
<https://www.alliedmarketresearch.com/lipstick-market>

□ Brow Gel Market is estimated to reach \$431.7 million by 2031
<https://www.alliedmarketresearch.com/brow-gel-market-A16125>

□ Halal Cosmetics Market is projected to reach \$144,816.10 million by 2031
<https://www.alliedmarketresearch.com/halal-cosmetics-market>

□ Hair Shampoo Market is projected to reach \$44,378.8 million by 2030

<https://www.alliedmarketresearch.com/hair-shampoo-market-A14207>

David Correa

Allied Market Research

+1 800-792-5285

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

This press release can be viewed online at: <https://www.einpresswire.com/article/673046625>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2023 Newsmatics Inc. All Right Reserved.