



# Bath and Shower in South Korea

May 2026

Table of Contents

## KEY DATA INSIGHTS

### 2025 DEVELOPMENTS

Bath and Shower Summary

### 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

2025 Developments

### 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](http://www.euromonitor.com/bath-and-shower-in-south-korea/report).