



**Euromonitor
International**

Health and Beauty Specialists in South Korea

May 2026

Table of Contents

Health and Beauty Specialists in South Korea - Category analysis

KEY DATA INSIGHTS

2025 DEVELOPMENTS

Health and Beauty Specialists Summary

KEY INDUSTRY TRENDS

Chart 1 - Key Industry Trends for Health and Beauty Specialists

INDUSTRY PERFORMANCE

Mega Phactory Pharmacy Disrupts Traditional Chains with Low-Cost Model

Chart 2 - Mega Phactory: pioneering warehouse-style pharmacies in South Korea

Off-Beauty Connects Indie Brands with Value-Seeking Consumers

Chart 3 - Off-Beauty: South Korea's first urban off-price beauty outlet redefines discount retail

Pharmacy Expansion Sparks Debate over Accessibility and Oversight

Chart 4 - Value Sales 2020-2030

Chart 5 - Value Sales by Category 2025

WHAT'S NEXT?

Olive Young'S Multi-Brand Strategy Displaces Single-Brand Road Shops

Health and Personal Care Stores Leads Growth as Pharmacies Retain Dominance

Chart 6 - Analyst Insight for Health and Beauty Specialists

K-Beauty Attracts Tourists as Integrated Hubs Reshape Competition

Chart 7 - Forecast Value Sales 2020-2030

Chart 8 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Olive Young Accelerates Experiential Retail to Widen Sales Lead

Chart 9 - Company Shares 2025

Chart 10 - Brand Shares 2025

ECONOMIC CONTEXT

Chart 11 - Economic Context for Health and Beauty Specialists

Chart 12 - Real Gdp Growth 2020-2030

Chart 13 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 14 - Consumer Context for Health and Beauty Specialists

Chart 15 - Population 2020-2030

Chart 16 - Population by Generation 2025

COUNTRY REPORTS DISCLAIMER

[Retail in South Korea - Industry Overview](#)

EXECUTIVE SUMMARY

E-Commerce Platforms Capture Value as Shoppers Seek Savings

KEY DATA INSIGHTS

KEY INDUSTRY TRENDS

Chart 17 - Key Industry Trends for Retail

INDUSTRY PERFORMANCE

E-Commerce Platforms Capture Value as Shoppers Seek Savings

Marketplace E-Commerce Leads Sales as Discounters and Variety Stores Attract Bargain Hunters

Chart 18 - No Brand and Daiso Illustrate the Allure of Discount Retail in South Korea

Chart 19 - Gentle Monster's House Nowear Seoul Redefines Physical Retail Space

Gentle Monster's Immersive Flagship Blurs the Line between Art and Shopping

Chart 20 - Value Sales 2020-2030

Chart 21 - Value Sales by Category 2025

WHAT'S NEXT?

Retail E-Commerce Outpaces All Formats as Social Commerce Accelerates

Chart 22 - Analyst Insight for Retail

Retailers Embrace Channel Convergence and Technology for Growth

Chart 23 - Forecast Value Sales 2020-2030

Chart 24 - Forecast Value Sales by Category 2025-2030

COMPETITIVE LANDSCAPE

Coupage Extends Its Lead as Digital-First Strategies Reshape Competition

Chart 25 - Bgf Retail Runs Icu, a System to Report and Prevent Child Abuse and Disappearance

Chart 26 - Optima Unveils Its First Urban-Style Curated Pharmacy.

Chart 27 - Company Shares 2025

Chart 28 - Brand Shares 2025

OPERATING ENVIRONMENT

Informal Retail

Opening Hours for Physical Retail

Chart 29 - Standard Opening Hours by Channel Type 2025

Seasonality

Summer Sale

Black Friday/Korea Sale Festa

ECONOMIC CONTEXT

Chart 30 - Economic Context for Retail

Chart 31 - Real Gdp Growth 2020-2030

Chart 32 - Inflation 2020-2030

CONSUMER CONTEXT

Chart 33 - Consumer Context for Retail

Chart 34 - Population 2020-2030

Chart 35 - 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/health-and-beauty-specialists-in-south-korea/report.