




*Beauty Trending Insights:*

# K-Beauty's glow up

**K-beauty has been experiencing a growing presence in the United States, with increased awareness and interest among consumers due to...**

-  **Innovative Formulations and Ingredients**
-  **Ingredient Transparency and Clean Beauty**
-  **Cultural Influence and Social Media Impact**

## Background

*K-beauty, short for Korean beauty, refers to the skincare and beauty products that originate from South Korea.*

*K-beauty's popularity stems from its focus on self-care and self-expression, encouraging individuals to enjoy the skincare process as a form of indulgence.*

*With its emphasis on achieving a healthy complexion and the influence of Korean culture, K-beauty has gained recognition worldwide and make a significant trend in the beauty industry.*



## K-Beauty buyers are beauty enthusiasts

 The K-Beauty buyer spends **\$270 more dollars per year** on beauty and personal care than the average buyer

**\$917.6MM**

annual sales across total beauty

**+45.9% YOY growth**

**+36.7%**

Household

**+6.7%**

Dollars per buyer

K-Beauty

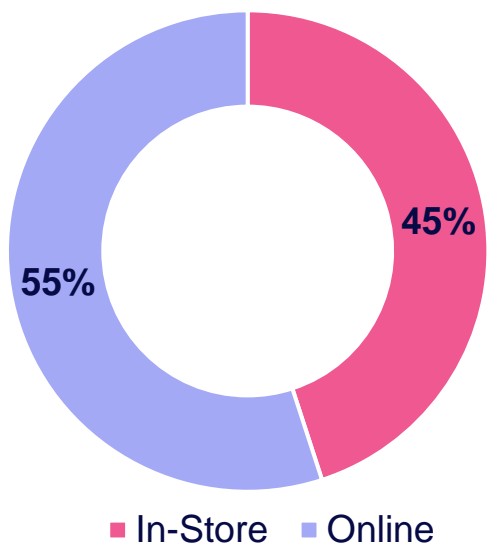
Top 5 largest brands	Top 5 growing brands
Mighty Patch	COSRX
COSRX	Beauty of Joseon
Glow Recipe	D'Alba Piedmont
Peach Slices	Peach Slices
Laneige	Mediheal

Source: NIQ Omnishopper Panel Total US latest 52 weeks ending 2/24/2024. K-Beauty is defined as a sum of 37 Korean founded brands

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K-Beauty's glow up

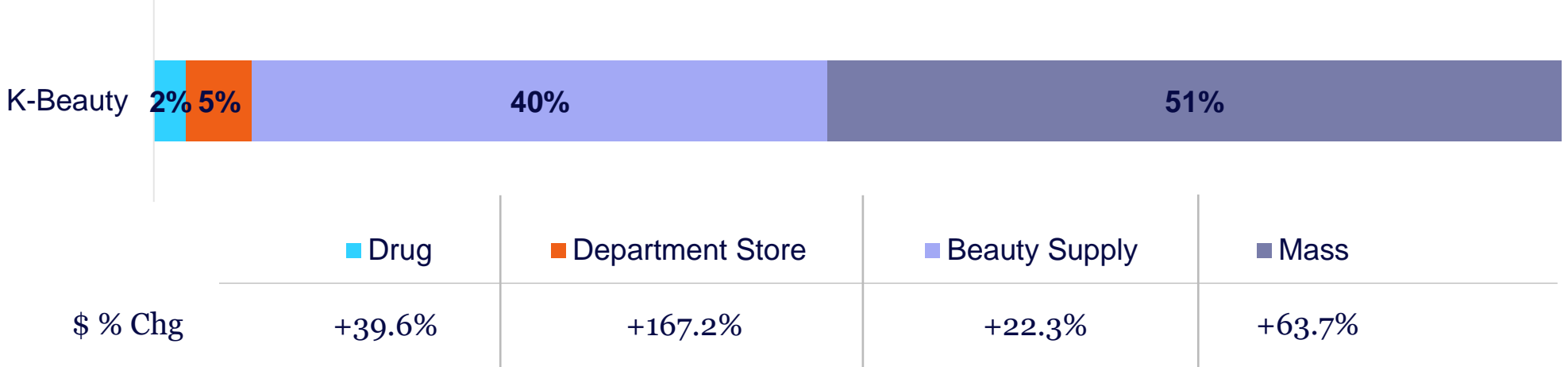
K-Beauty has a strong online presence, allowing consumers to find brands that are not carried in U.S. stores

K-Beauty In-Store/Online Dollar Share



➔ 40% of total Beauty and Personal Care is sold online compared to 55% for K-Beauty

Channel Dollar Share



\*Mass includes Amazon

Gen Z is spending the most on K-Beauty

The K-Beauty buyer is more likely to be:

Age: 18-44

Income: High income

Ethnicity: Asian, Hispanic

Live: West Region

Occupation: Student



Gen Z is spending the most on K-Beauty, about \$5 more per year than the average buyer



Dollar growth is growing the fastest among Gen X



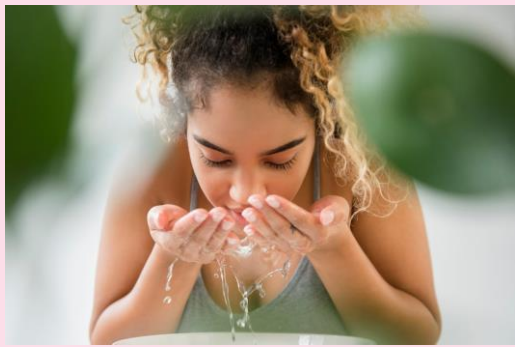
Penetration growth is the highest among Hispanic shoppers

➔ K-Beauty is +81.5% with households with kids 6-12 and +66.1% with households with kids 13-17

Source: NIQ Omnishopper Panel Total US latest 52 weeks ending 2/24/2024. . K-Beauty is defined as a sum of 37 Korean founded brands

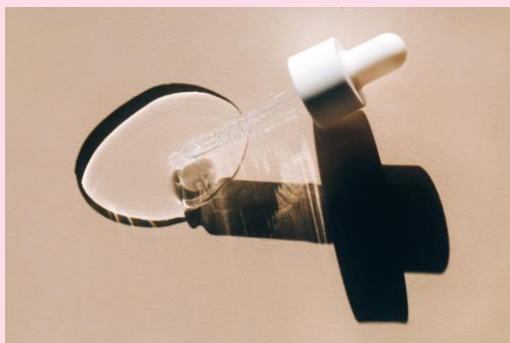
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**K-Beauty brands often use innovative ingredients in facial skin care**



**+39.3%**  
 Snail Mucin

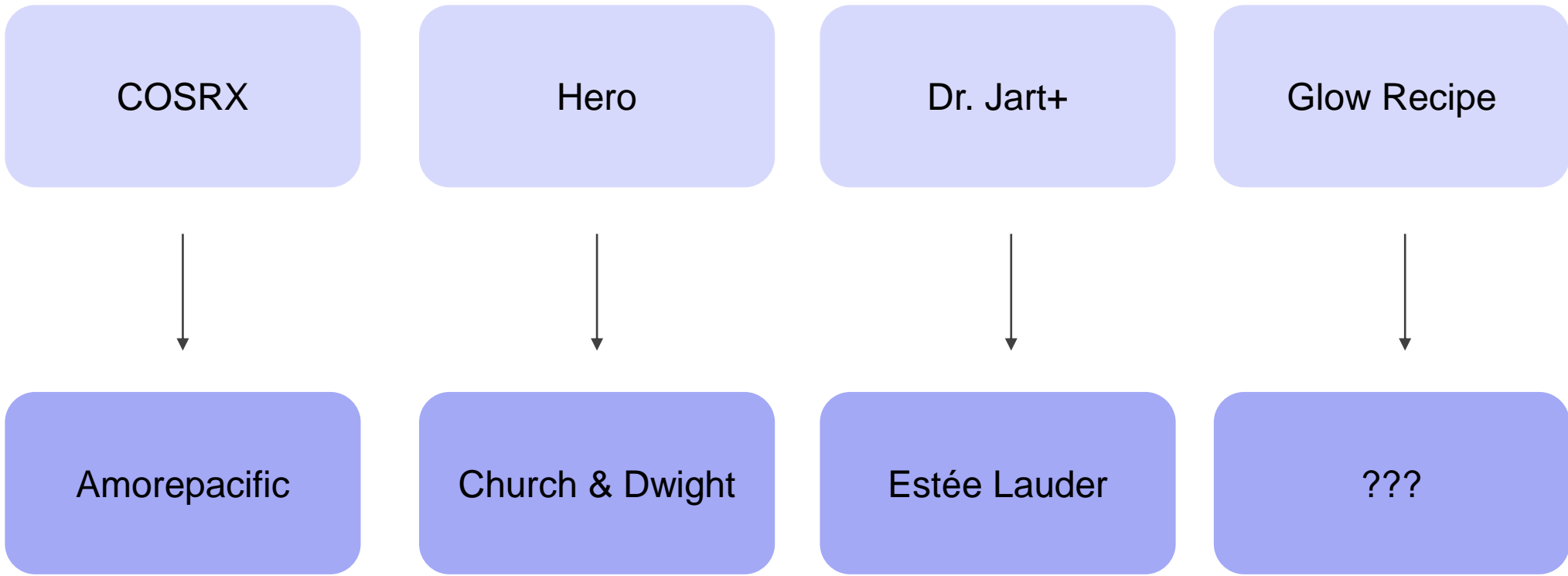
**+27.6%**  
 Centella Asiatica



**+16.7%**  
 Rice

Source: NIQ RMS Total US xAOC Latest 52 weeks ending 4/20/2024 Facial Skin Care category

**The M&A space is an opportunity to play in the K-Beauty space. Glow Recipe is a highly speculated brand for acquisition**



**Social media is where consumers can discover K-Beauty brands**



**Trending TikTok Hashtag's**

#kbeauty | 614.2K posts

#koreanskincare | 431.1K posts

#koreanbeauty | 86.6K posts

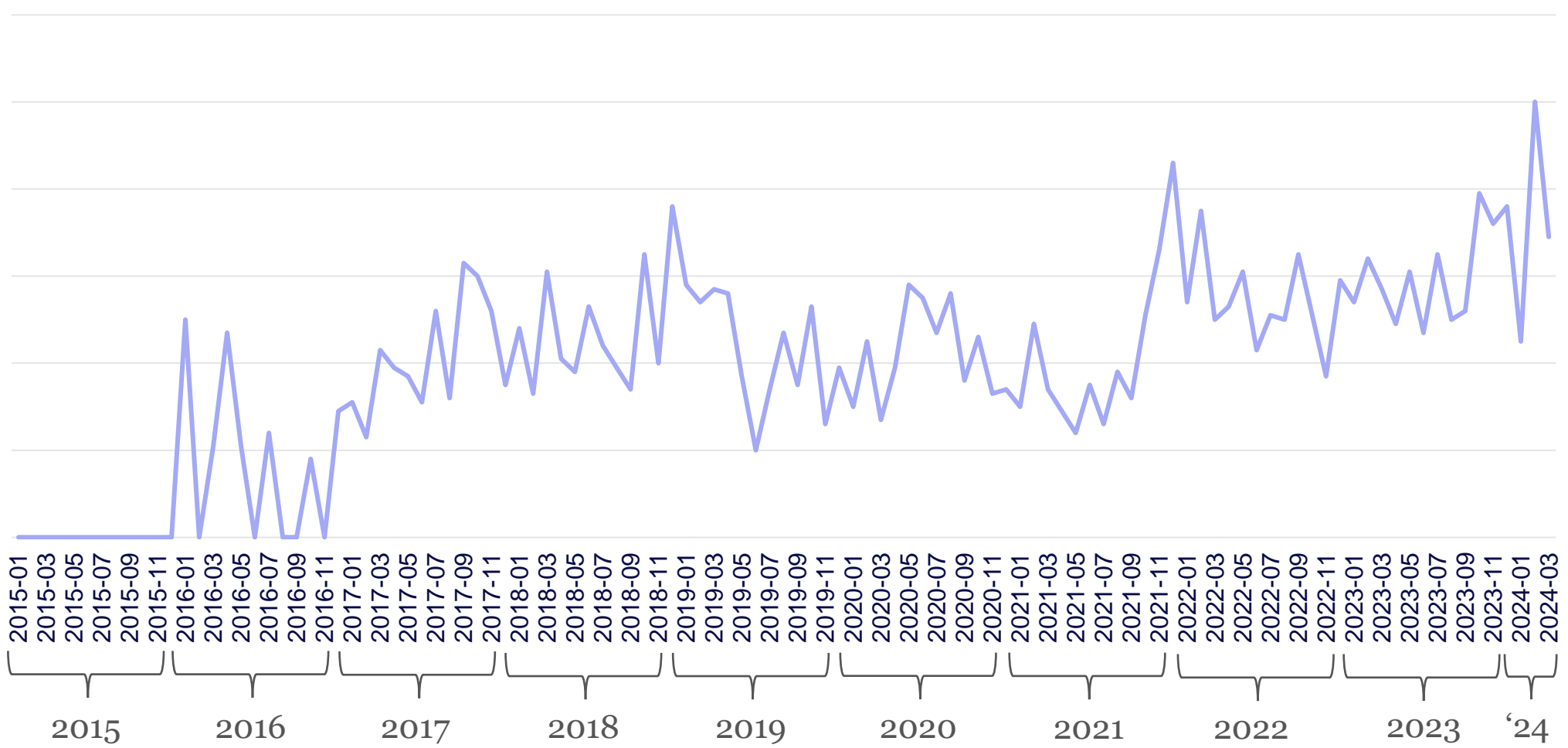
#kbeautyskincare | 68.6K posts

#Koreanskincareproducts | 60.5K posts

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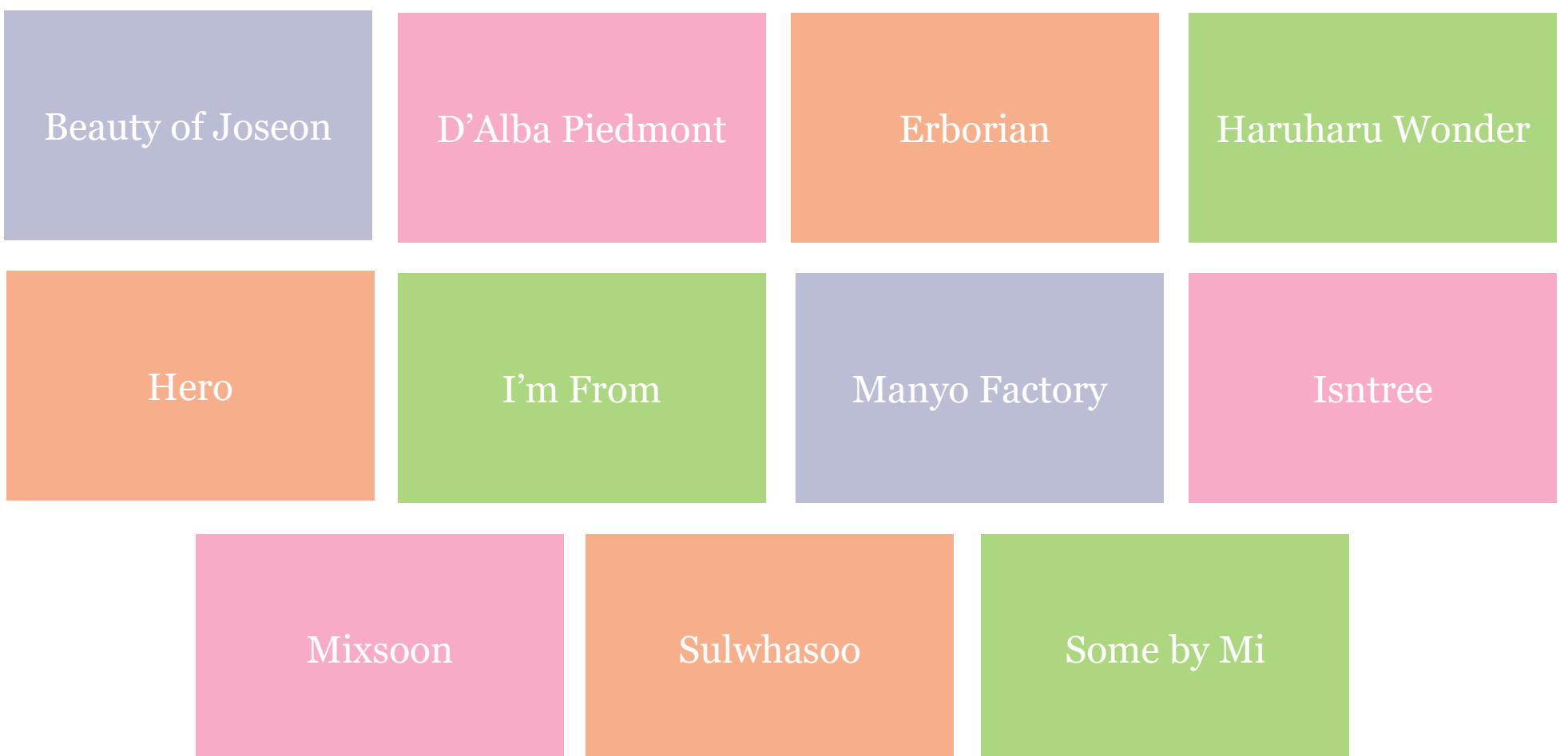
**There has been a resurgence of interest in the U.S. for K-Beauty**

K-Beauty Interest over time (United States)  
 Google Trends



Source: Google trends U.S. 1/1/2015-3/29/2024

**Newer brands to U.S. consumers are gaining popularity**



➔ Consumer can explore brands on sites dedicated to K-Beauty such as **Stylevana**, **Soko Glam**, and **Olive Young**

Source: NIQ Omnishopper Panel Total US latest 52 weeks ending 2/24/2024. . K-Beauty is defined as a sum of 37 Korean founded brands