

K-Beauty Goes Global

Global Beauty Report by NielsenIQ



How Korean Beauty Moved from Local Leadership to Global Influence

In 2025, many global culture trends flowed decisively from east to west, from the rise of TikTok Shop and the continued popularity of K-pop and K-dramas, to the viral popularity of Labubu’s and matcha.

Beauty follows this same pathway moving from culture into conversion as a scalable, exportable system, and few markets have shaped it as profoundly as South Korea. K-beauty has left a lasting imprint on the industry, originating or popularising some of the most influential routines and innovations of the past decade, from sheet masks and acne patches to ampoules and PDRN.

Today, its impact is unmistakably global, setting new standards for innovation and performance across markets in all corners of the globe, and setting its sights on further expansion in the years ahead.

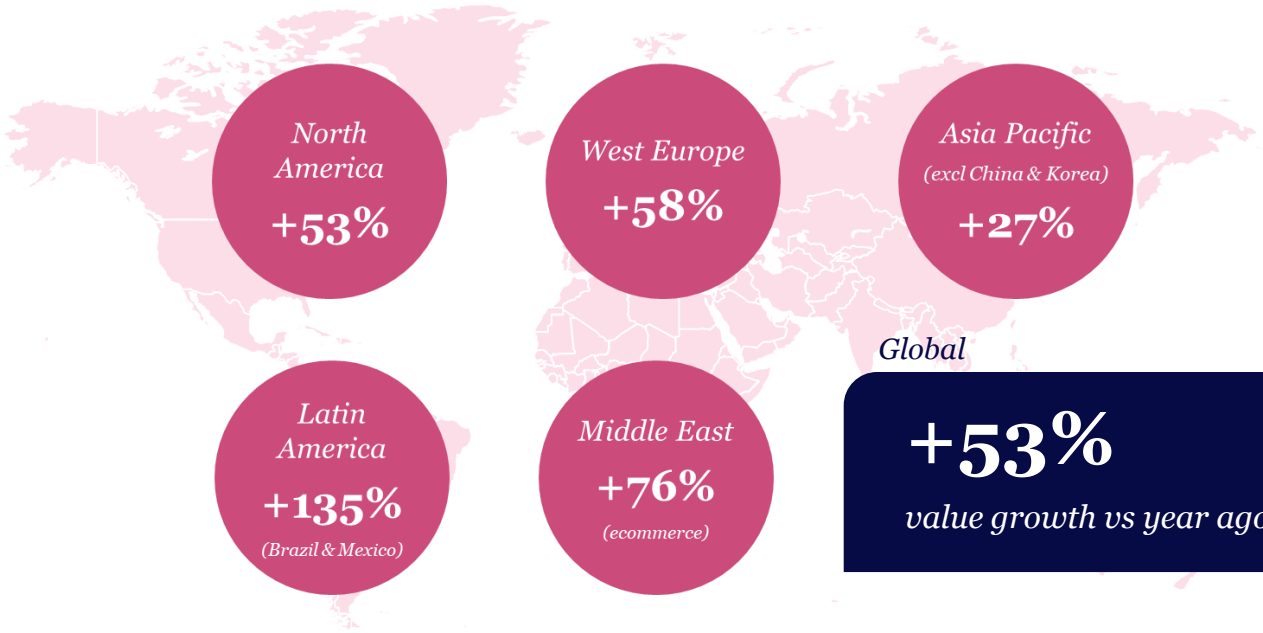


South Korea as a Beauty Trend Launch Pad

Acne Patches – Global Innovation Pipeline



K-Beauty’s Surge on the Global Stage



Source: NielsenIQ – Omnishopper Panel (MAT 24th Jan 2026), Omnisales (MAT 22nd Feb 2026), Retail Measurement (MAT 25th Jan 2026), SPG Monthly – 37 markets (US, CA, AU, IN, GB, FR, DE, ES, IT, AT, CH, BE, MX, BR, UAE, KSA, TR, TW, NZ, LV, KZ, EE, PH, ID, MY, TH, HK, SG, CZ, HU, UA, VN, MM, PE, RO, PL, SI)

Discover the full 61 slide report

From Korea to the World
How Korean beauty moved from local leadership to global cultural influence

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K-Beauty’s Global Growth Impact
The scale, speed and structural impact of K-Beauty’s global expansion

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The Brands Powering K-Beauty’s Global Rise
Different brand generations, shared playbooks, and multiple paths to international success

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From Discovery to Distribution
How digital platforms, specialists and mass channels are accelerating K-Beauty adoption

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Navigating the Rise of K-Beauty
How brands & manufacturers can respond to the growing influence of K-Beauty

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Signals from Korea for the Future of K-Beauty
Innovation, formats and behaviours shaping the next chapter of K-Beauty

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The Business of K-Beauty
How exports, regulation and regional opportunity are reshaping K-Beauty’s growth map

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What Global Brands Can Learn from K-Beauty’s Success

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