

The K-Beauty Comeback: A Resurgence in the U.S. Beauty market



K-Beauty, short for Korean Beauty, refers to skincare and cosmetic products originating from South Korea. K-Beauty products are known for their innovative formulations, gentle ingredients, and multi-step routines.

\$2B

K-Beauty is worth \$2B in the US and is up +37.2% vs year ago



Facial Skin Care dominates K-beauty, but hair care is up and coming

Top K-beauty Categories

1. Facial Skin Care
2. Cosmetics & Nail
3. Sun Care
4. Hand Body Lotion
5. Hair Care



K-beauty buyers are beauty enthusiasts

K-beauty buyers are spending \$1,228 per year on total beauty and personal care, \$287 more than the average buyer

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Amazon is the top ranked retailer for K-beauty sales while Club and TikTok Shop are seeing the fastest growth rates



Amazon



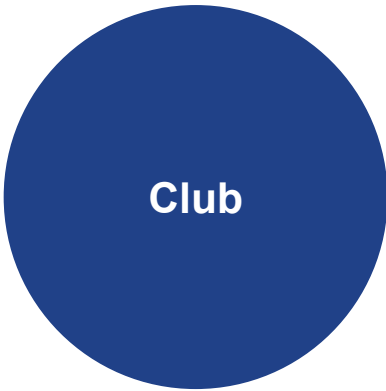
Mass Market



Beauty
Specialty



TikTok Shop

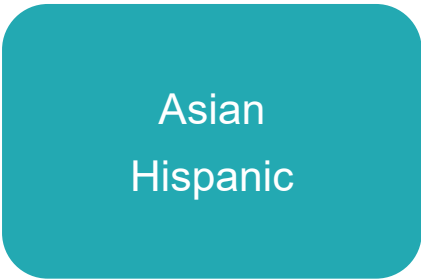


Club

The K-beauty buyer skews younger, more diverse, and affluent



Household Income
\$100K+



Asian
Hispanic



Gen Z
Millennials