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**HONG KONG**

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**11 – 13 NOVEMBER 2025**

ASIAWORLD-EXPO

COSMOPACK ASIA OEM/ODM&  
RAW MATERIALS

COSMOPACK ASIA PACKAGING&  
MACHINERY

•

**12 – 14 NOVEMBER 2025**

HONG KONG CONVENTION & EXHIBITION CENTRE

COSMOPROF ASIA PERFUMERY&  
COSMETICS&NAIL

COSMOPROF ASIA HAIR&BEAUTY  
SALON



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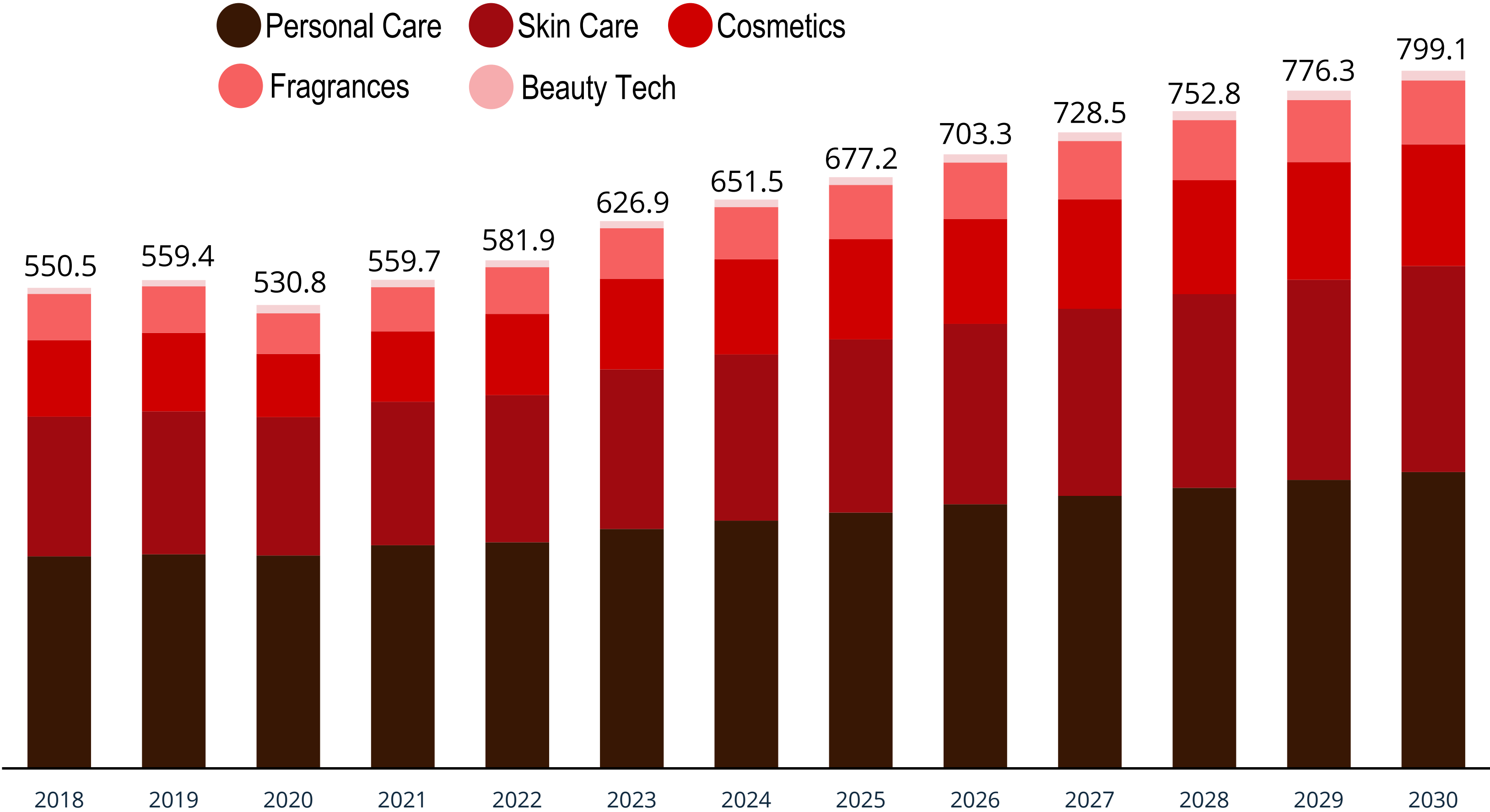
THE RISING C-BEAUTY, J-BEAUTY, AND K-BEAUTY MARKETS

In Collaboration with Statista

**GLOBAL REVENUE**  
FORECAST OF THE BEAUTY  
AND PERSONAL CARE  
INDUSTRY 2018-2030  
(IN BILLION USD)

The global beauty & personal care market is projected to generate a revenue of 677 billion U.S. dollars in 2025, with the largest segment in the market being personal care.

Statista forecasts show that this value is expected to add up to nearly 800 billion U.S. dollars by 2030.



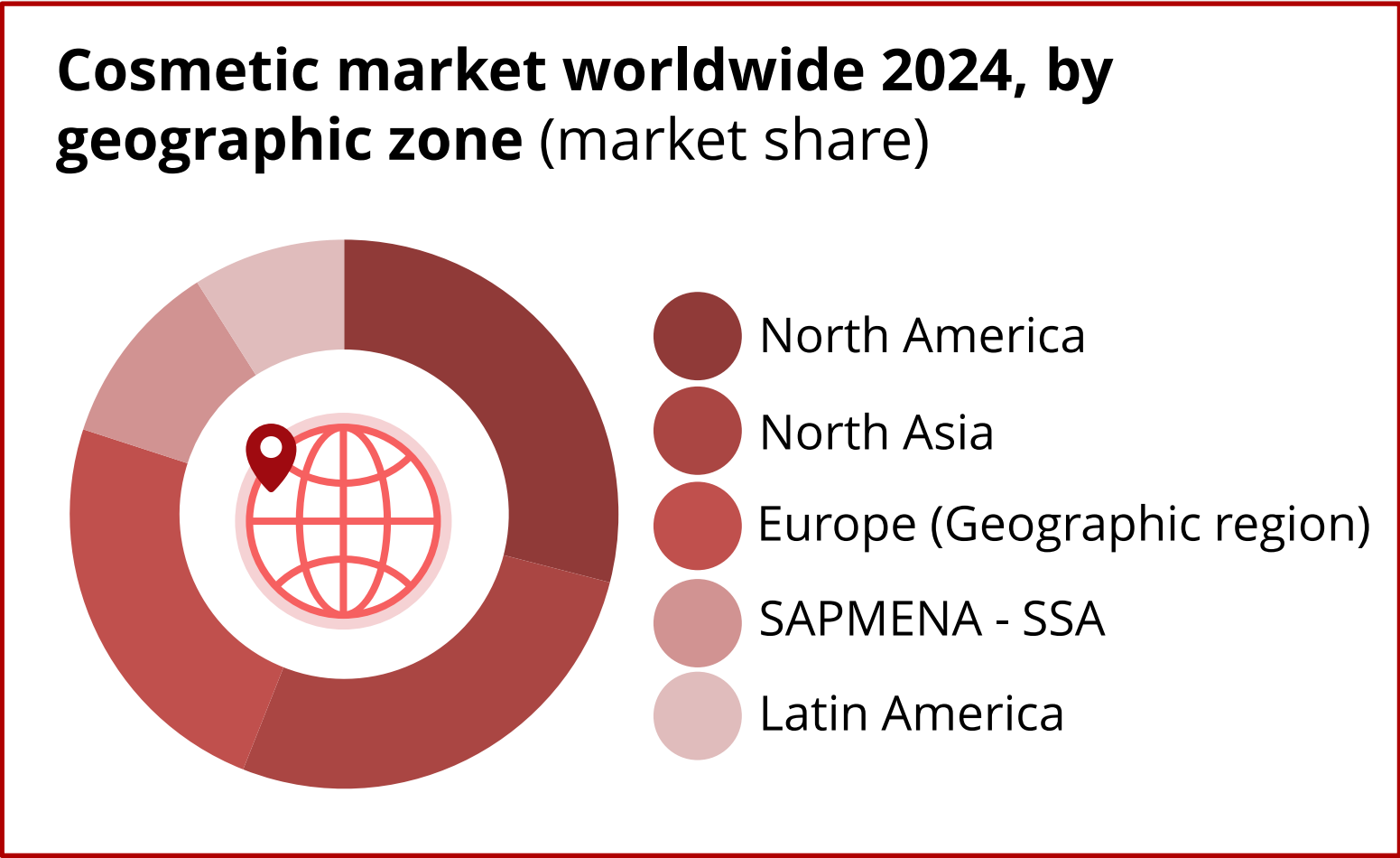
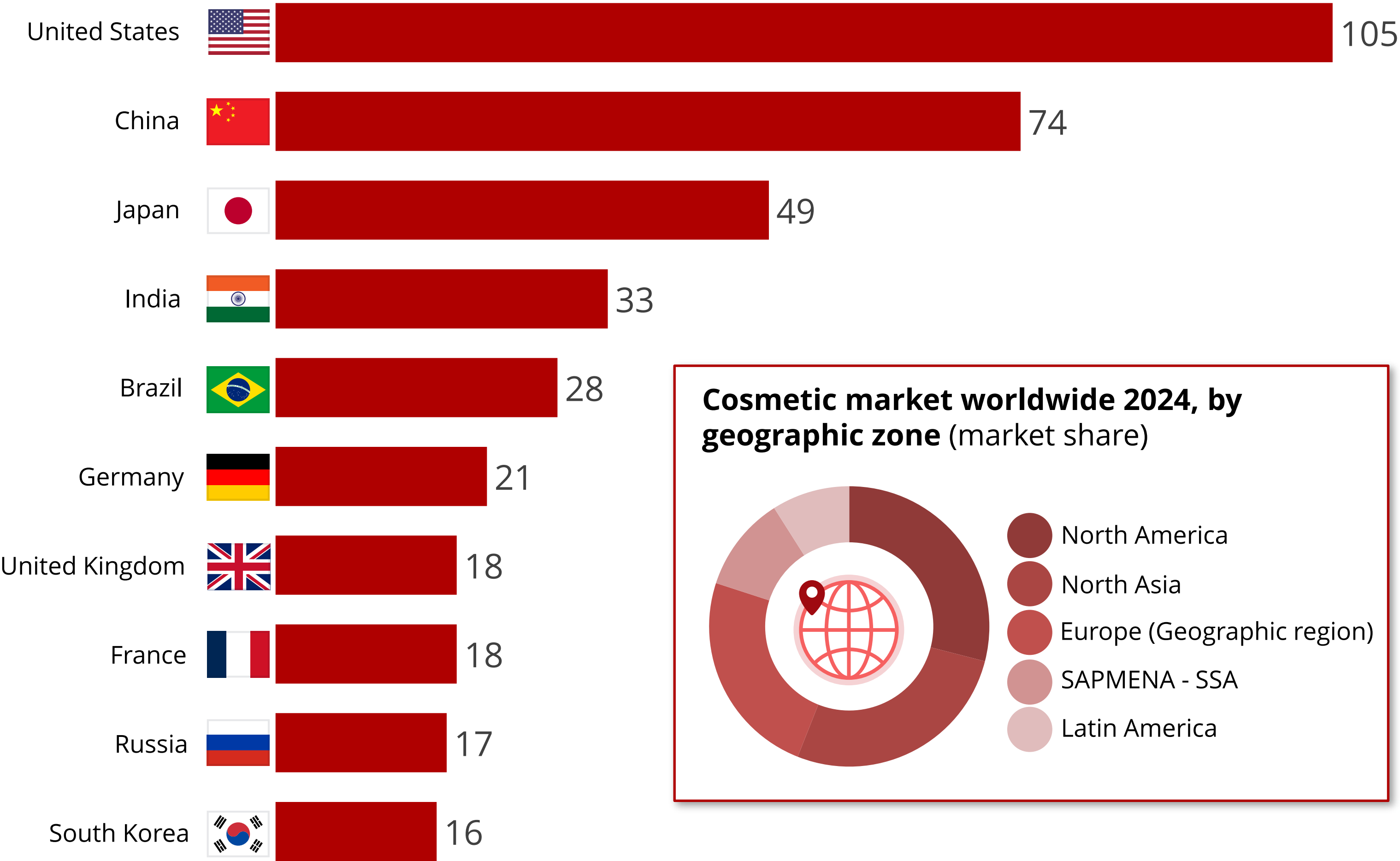
**Note(s):** Worldwide; February 2025  
**Source(s):** Statista Market Insights; [Link](#)

**LEADING COUNTRIES BY REVENUE IN THE BEAUTY AND PERSONAL CARE INDUSTRY 2025**  
(IN BILLION USD)

When comparing the global market, the United States leads in revenue generation with over 100 billion U.S. dollars.

China, Japan, and South Korea all appear in the Top 10 ranking of the leading countries in the global beauty and personal care market, all with revenues exceeding 10 billion U.S. dollars.

In 2024, North America and North Asia held the largest share of the beauty and personal care market worldwide.

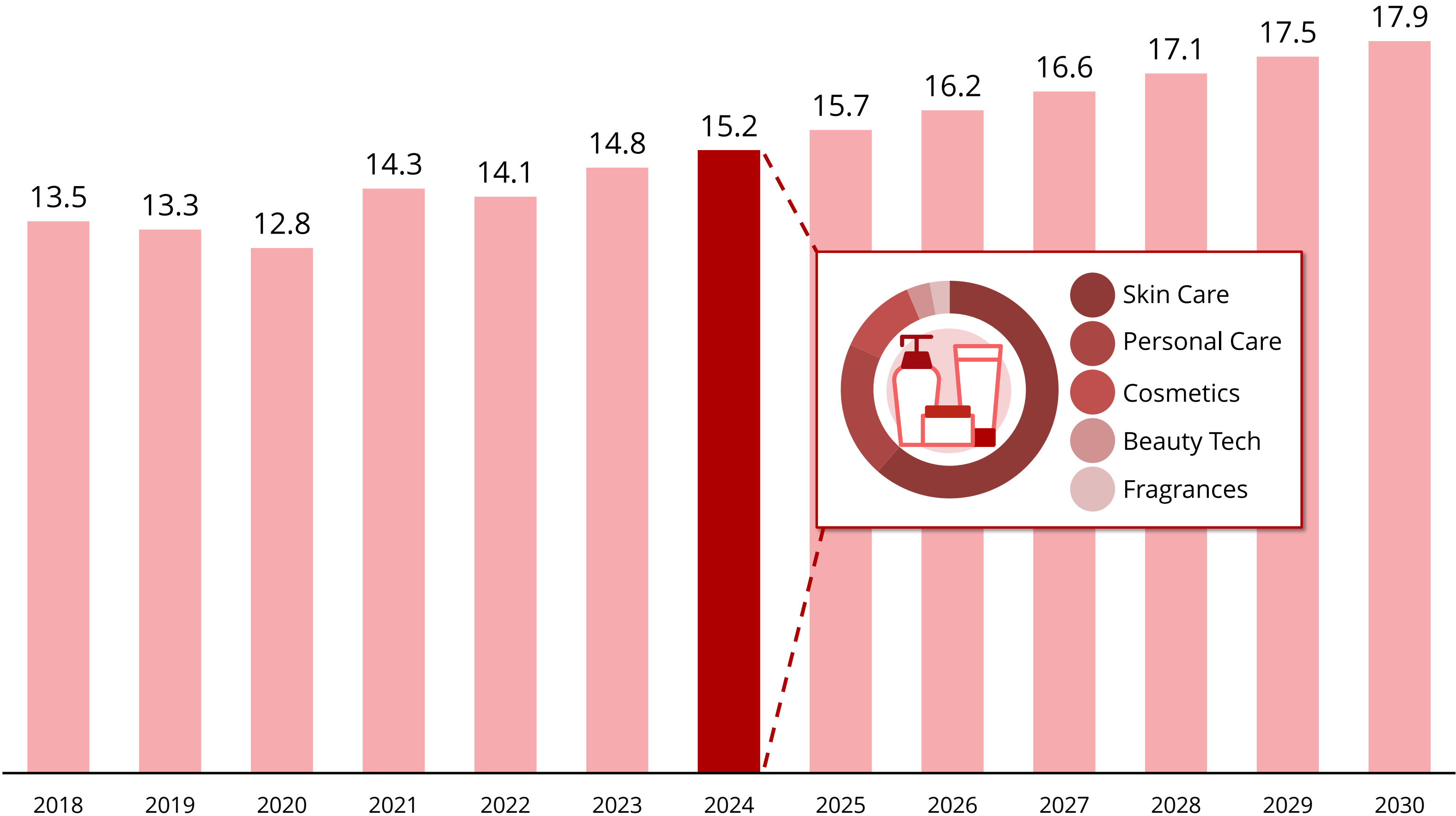


**Note(s):** (1) Worldwide; February 2025; (2) Worldwide; 2025;  
**Source(s):** (1) Statista Market Insights; (2) L'Oreal; [Link](#)

# THE SOUTH KOREAN BEAUTY & PERSONAL CARE MARKET

2018-2030  
(IN BILLION USD)

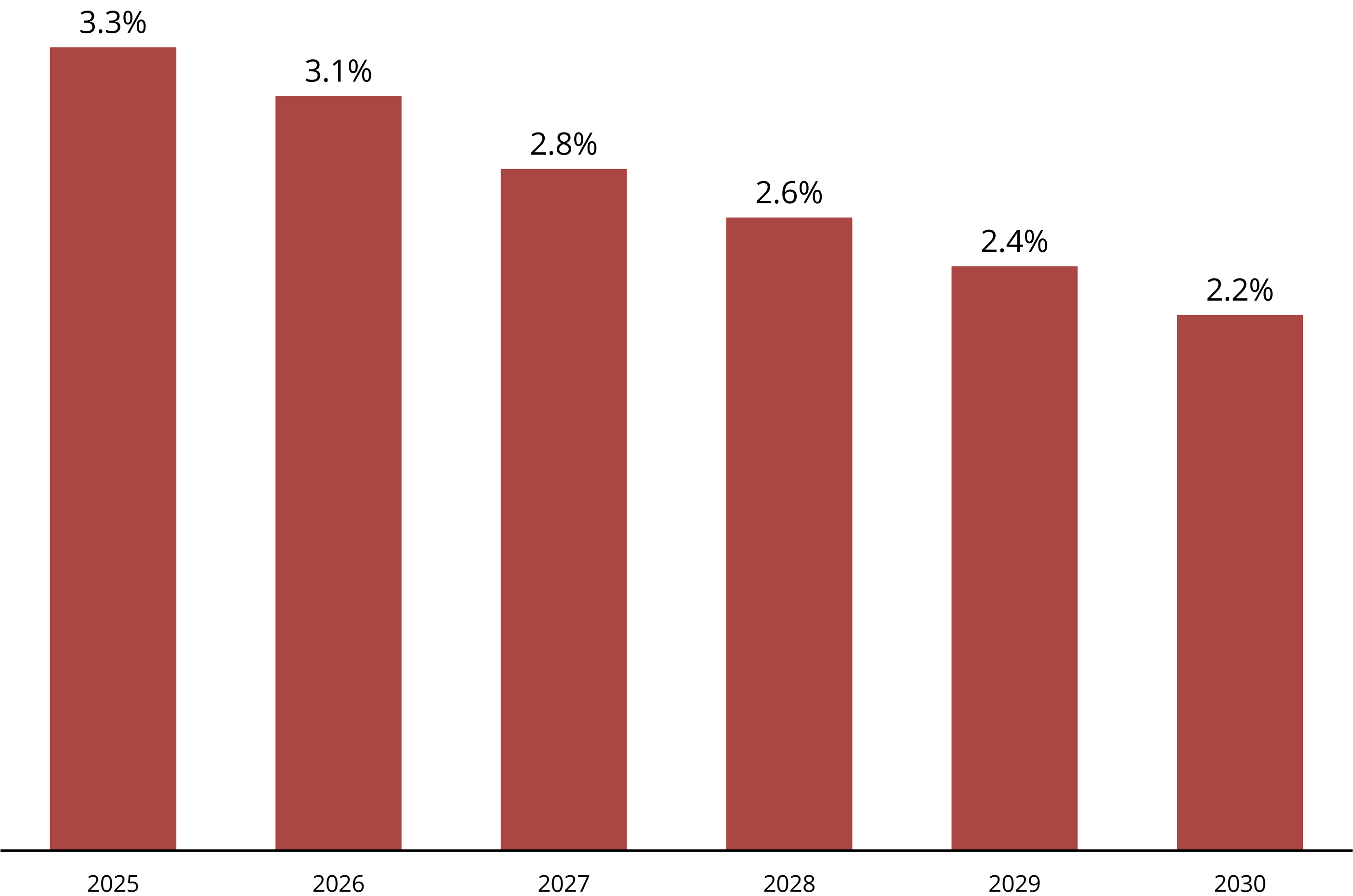
Forecasts show that the South Korean beauty and personal care market will keep on recording increasing revenues, reaching nearly 18 billion U.S. dollars in 2030. As of 2024, this value amounted to slightly over 15 billion U.S. dollars, with skin care and personal care being the leading segments.



**Note(s):** (1) South Korea; February 2025;  
**Source(s):** (1) Statista Market Insights; [Link](#)

# FORECAST GROWTH OF THE **SOUTH KOREAN BEAUTY & PERSONAL CARE MARKET** 2025-2030 (IN PERCENT)

Forecasts show that the South Korean beauty and personal care market will continue growing. In 2025, revenue growth will add up to around 3.3 percent, while by 2030, this value will amount to slightly over 2 percent.





BEAUTY EXPORTS  
FROM SOUTH KOREA  
2015-2024  
(IN BILLION USD)

In 2024, beauty export from South Korea amounted to nearly 9 billion U.S. dollars, up from 2023. China was the leading destination for such exports, followed by the United States, and Japan.

Leading destinations for beauty exports from South Korea 2024 (in million USD)

1# China

2,156.3

2# U.S.A

1,547.6

3# Japan

840.4

4# Hong Kong

511.1

5# Vietnam

466.1

6# Russia

322.4

7# Taiwan

218.8

8# Thailand

186.4

9# UAE

158.3

10# UK

133

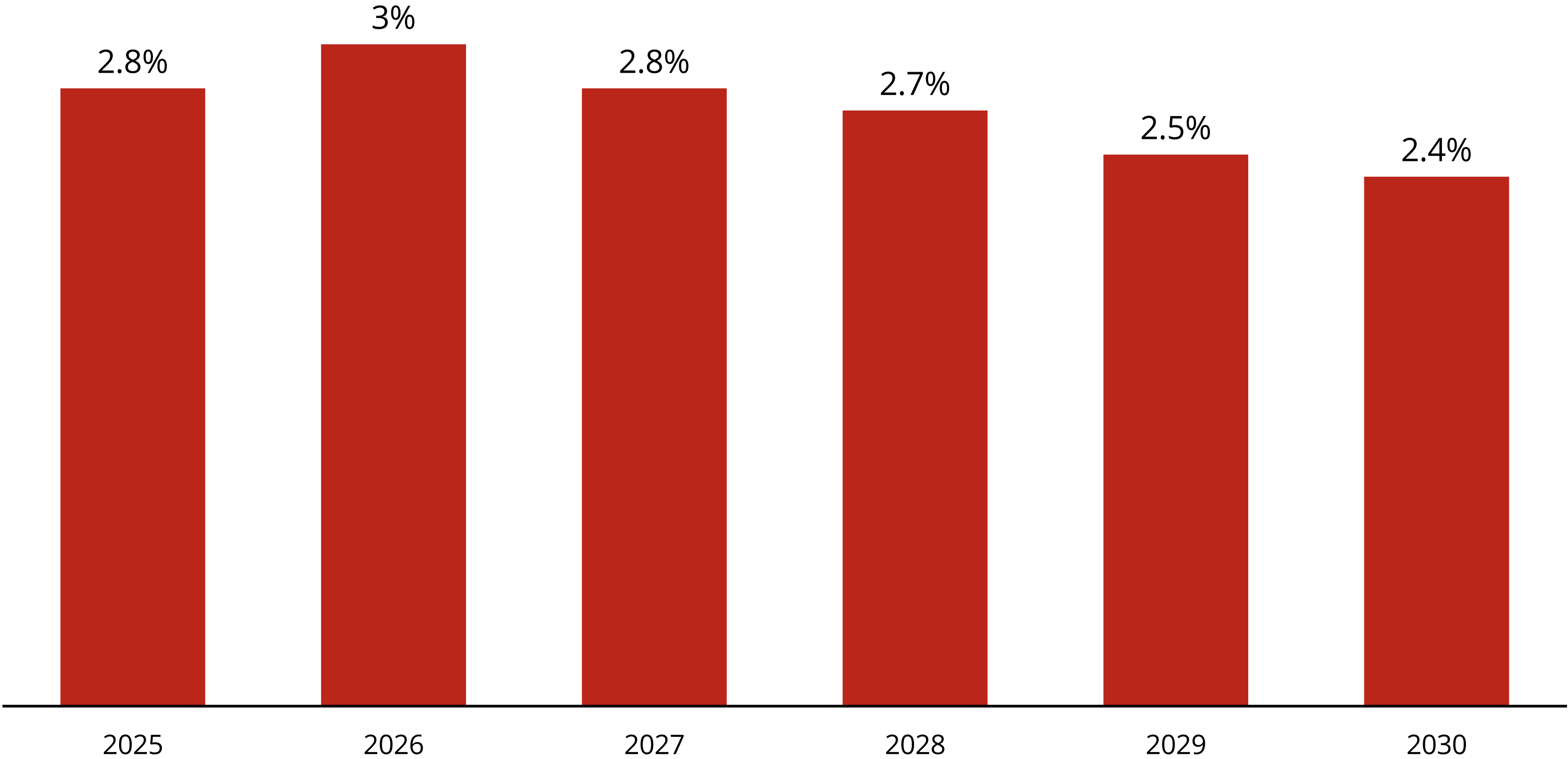
| Year | Exports (in billion USD) |
|------|--------------------------|
| 2015 | 2.4                      |
| 2016 | 3.4                      |
| 2017 | 3.9                      |
| 2018 | 4.9                      |
| 2019 | 5.3                      |
| 2020 | 6.1                      |
| 2021 | 7.7                      |
| 2022 | 6.7                      |
| 2023 | 7.2                      |
| 2024 | 8.6                      |

**Note(s):** (1) South Korea; 2024; HS Code: 3304; (2) South Korea; 2015 to 2024; HS Code: 3304;  
**Source(s):** (1) (2) Korea Customs Service;

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GROWTH OF THE  
JAPANESE BEAUTY &  
PERSONAL CARE  
MARKET 2025-2030  
(IN PERCENT)

Forecasts show that the Japanese beauty and personal care market will continue growing. In 2025, revenue growth will add up to around 2.8 percent, while by 2030, this value will amount to nearly 2.5 percent.

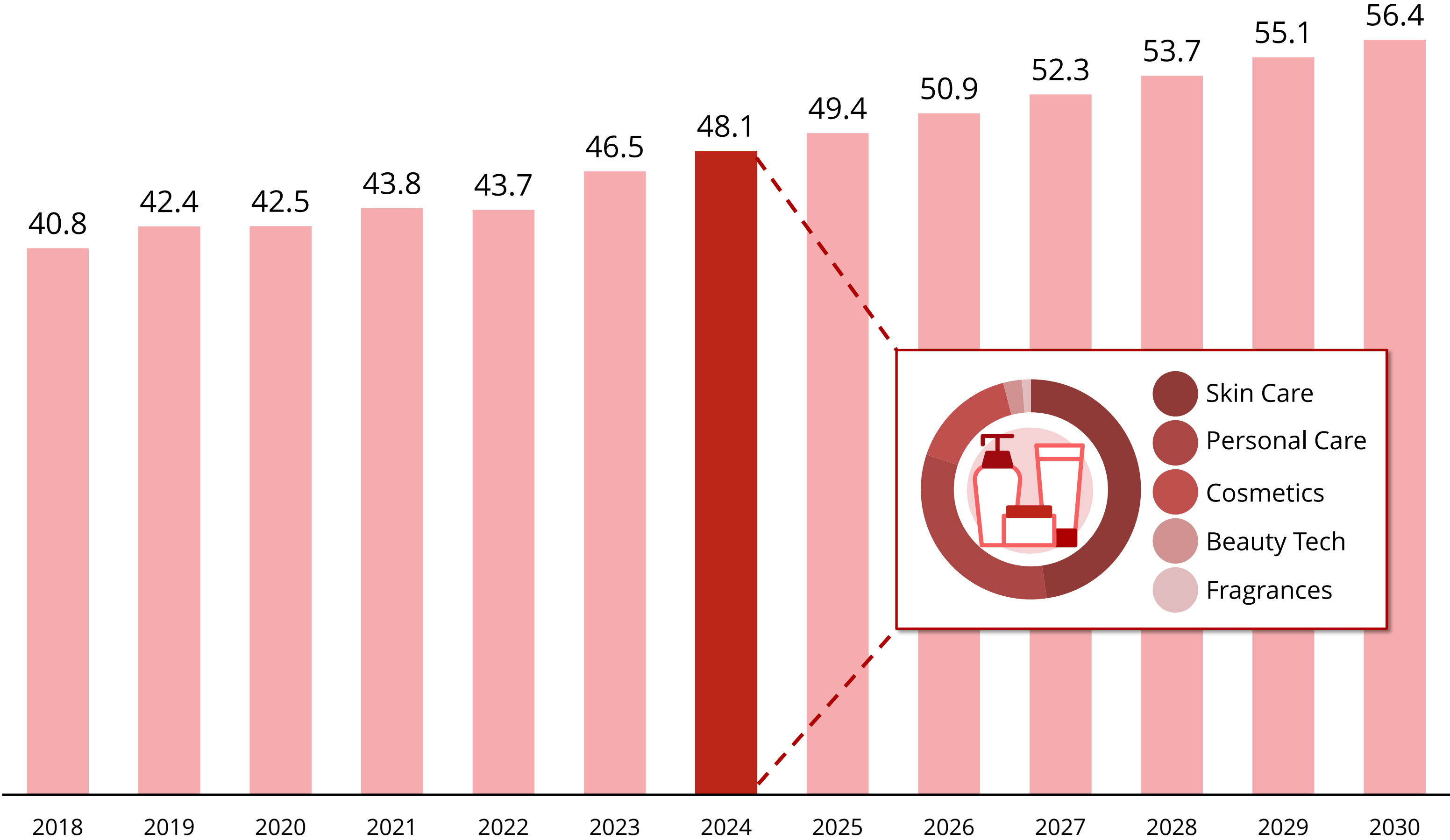


**Note(s):** (1) Japan; February 2025;  
**Source(s):** (1) Statista Market Insights;



THE JAPANESE BEAUTY  
& PERSONAL CARE  
MARKET  
2018-2030  
(IN BILLION USD)

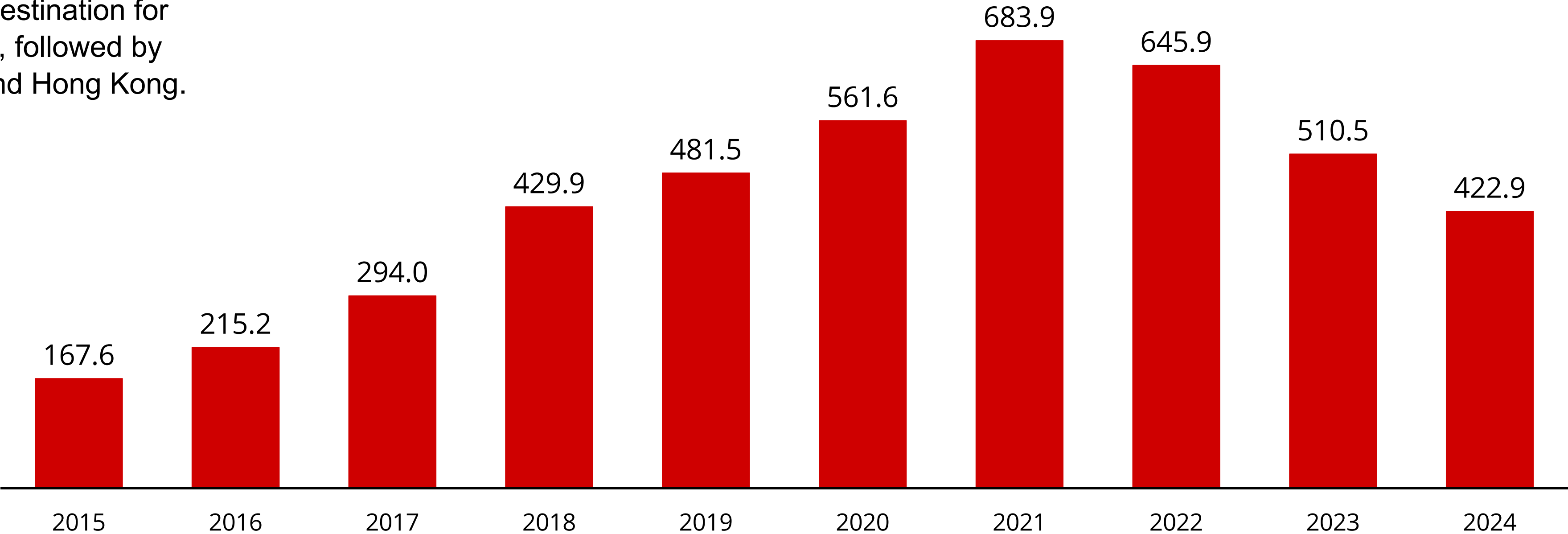
Forecasts show that the Japanese beauty and personal care market will keep on recording increasing revenues, reaching about 56 billion U.S. dollars in 2030. As of 2024, this value amounted to slightly over 48 billion U.S. dollars, with skin care and personal care being the leading segments.



**Note(s):** (1) Japan; February 2025;  
**Source(s):** (1) Statista Market Insights;

**BEAUTY EXPORTS  
FROM JAPAN**  
2015-2024  
(IN BILLION JAPANESE  
YEN)

In 2024, beauty export from Japan amounted to over 422 billion Japanese yen. The prior year, China was the leading destination for such exports, followed by Singapore and Hong Kong.

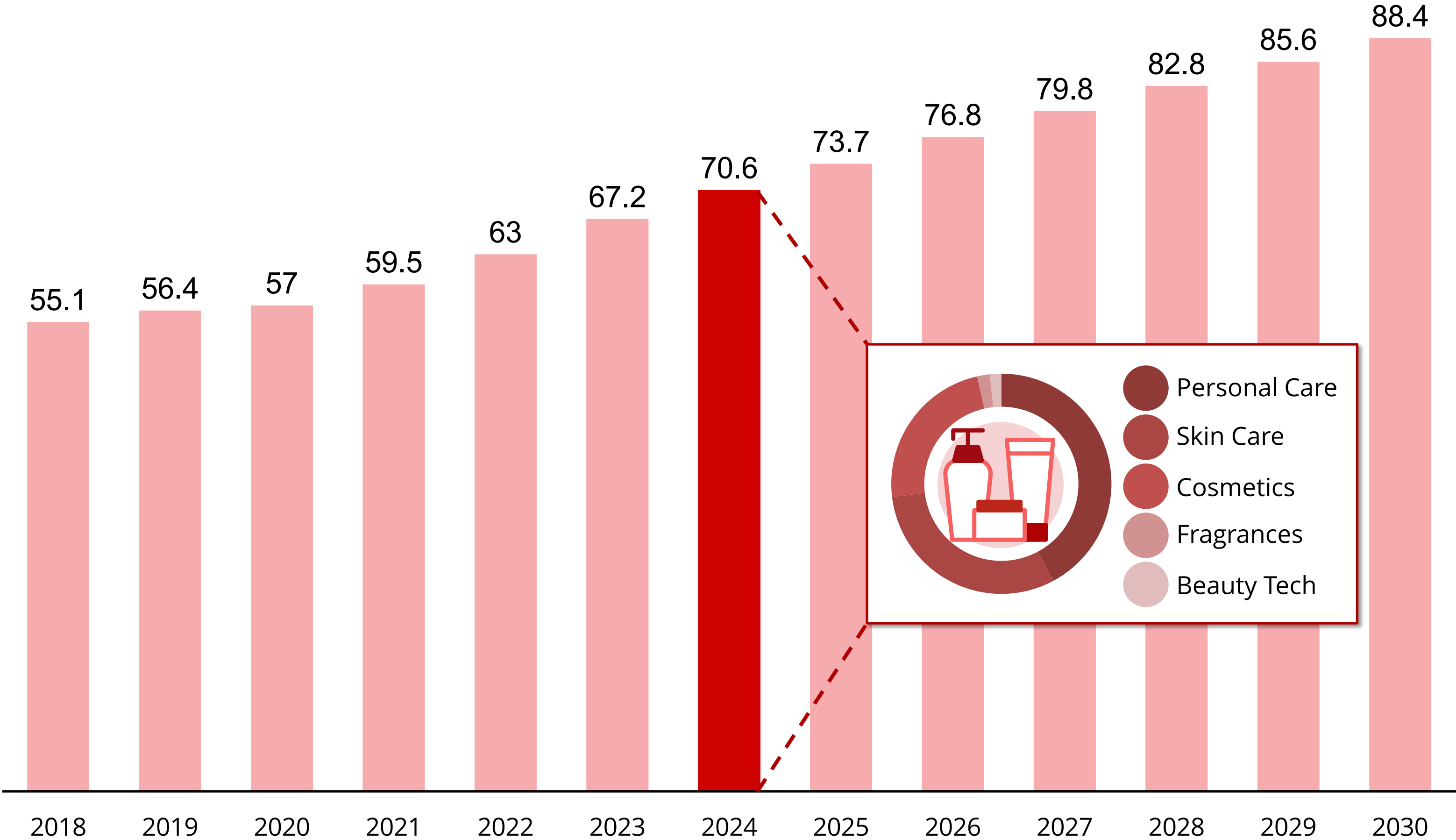


**Note(s):** (1) Japan; 2023; (2) Japan; 2015 to 2024;  
**Source(s):** (1) OEC; (2) Japan Customs;

# THE CHINESE BEAUTY & PERSONAL CARE MARKET

2018-2030  
(IN BILLION USD)

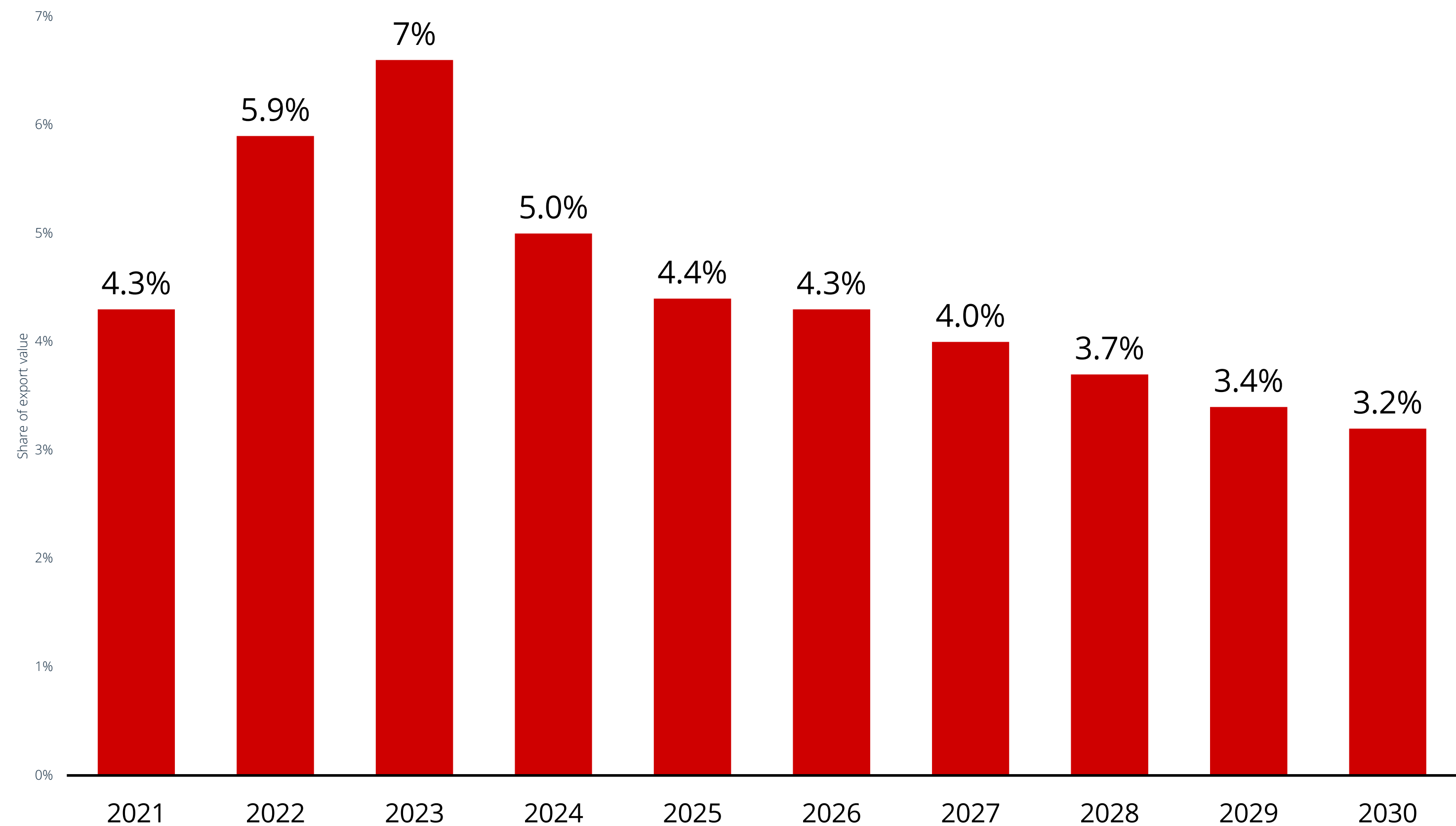
Forecasts show that the Chinese beauty and personal care market will keep on recording increasing revenues, reaching about 88 billion U.S. dollars in 2030. As of 2024, this value amounted to around 71 billion U.S. dollars, with skin care and personal care being the leading segments.



**Note(s):** (1) China; February 2025;  
**Source(s):** (1) Statista Market Insights;

GROWTH OF THE  
**CHINESE BEAUTY &  
PERSONAL CARE  
MARKET**  
2025-2030  
(IN PERCENT)

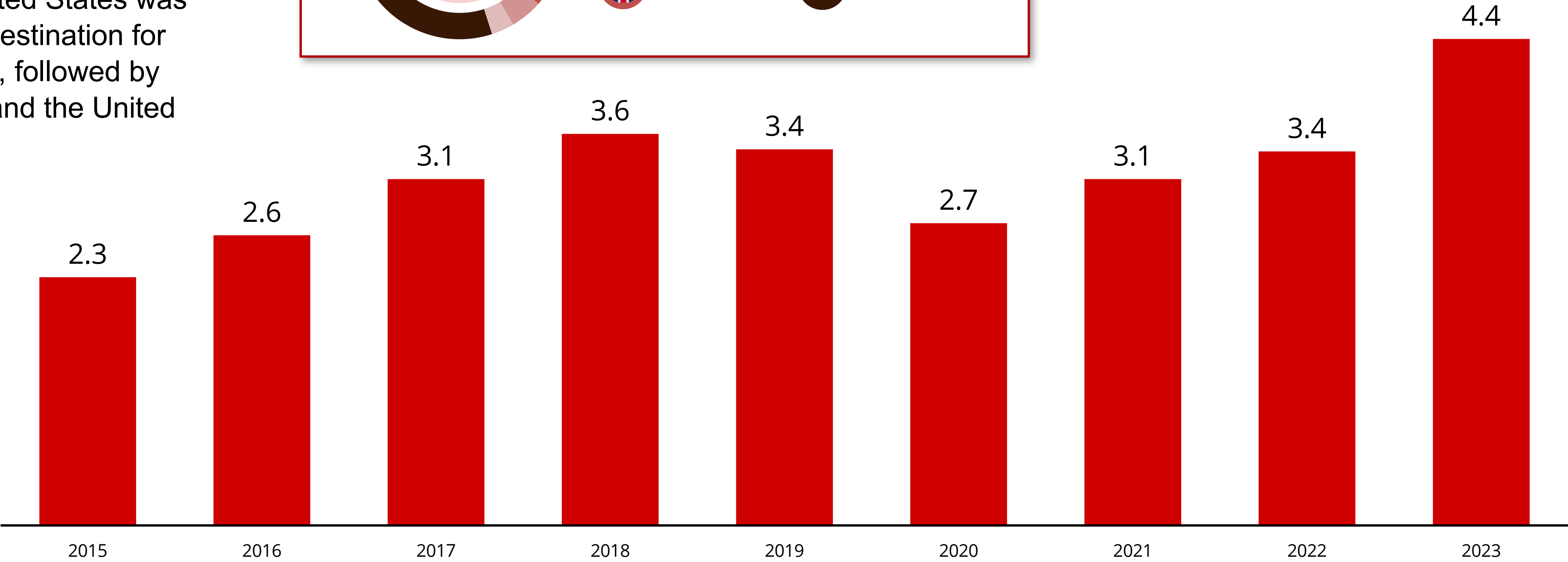
Forecasts show that the Chinese beauty and personal care market will continue growing. In 2025, revenue growth will add up to around 4.4 percent, while by 2030, this value will amount to slightly over 3 percent.



**Note(s):** (1) China; February 2025;  
**Source(s):** (1) Statista Market Insights;

BEAUTY EXPORTS  
FROM CHINA  
2015-2023  
(IN BILLION USD)

In 2023, beauty export from China amounted to over 4.4 billion U.S. dollars. That year, the United States was the leading destination for such exports, followed by Hong Kong and the United Kingdom.

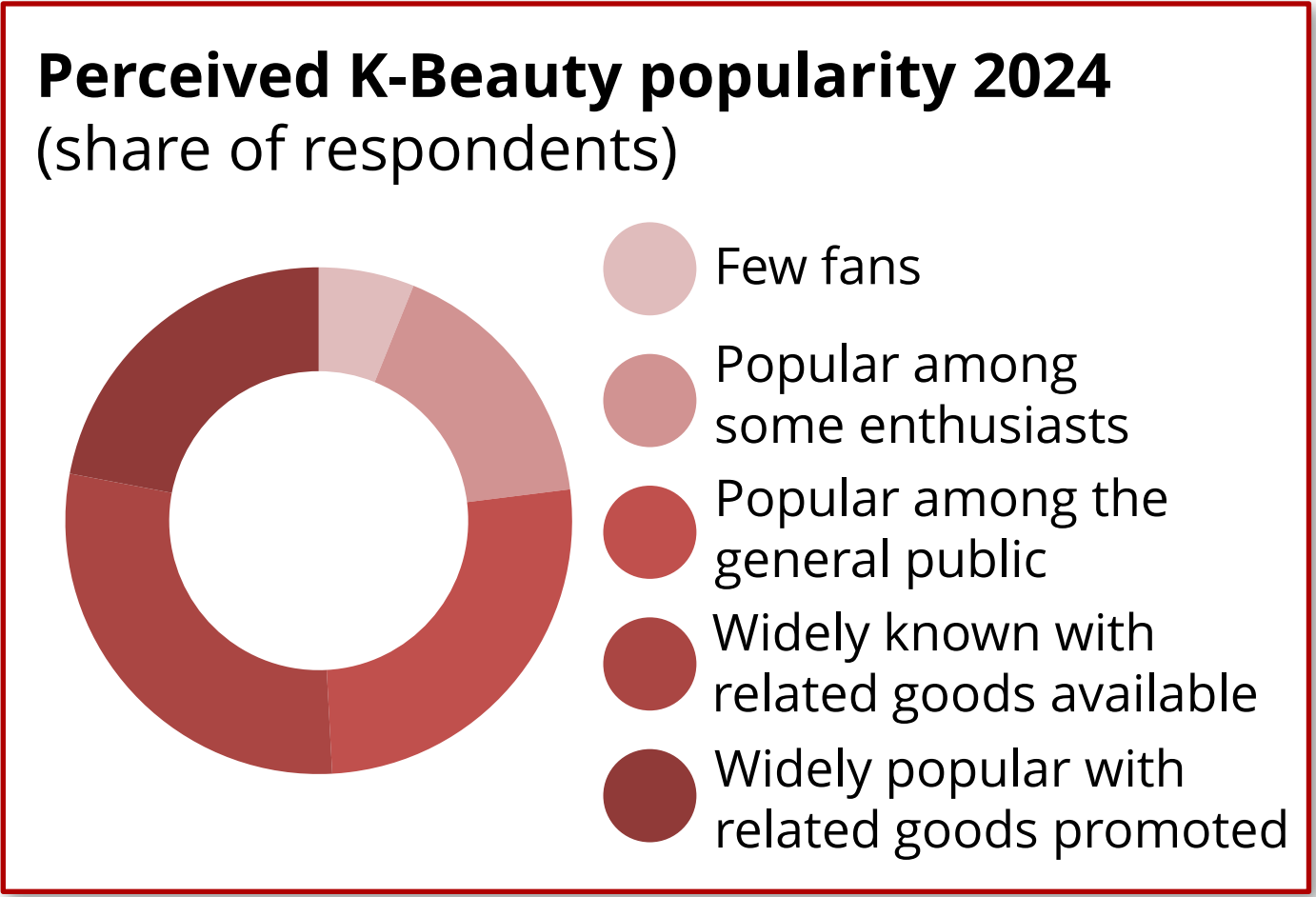
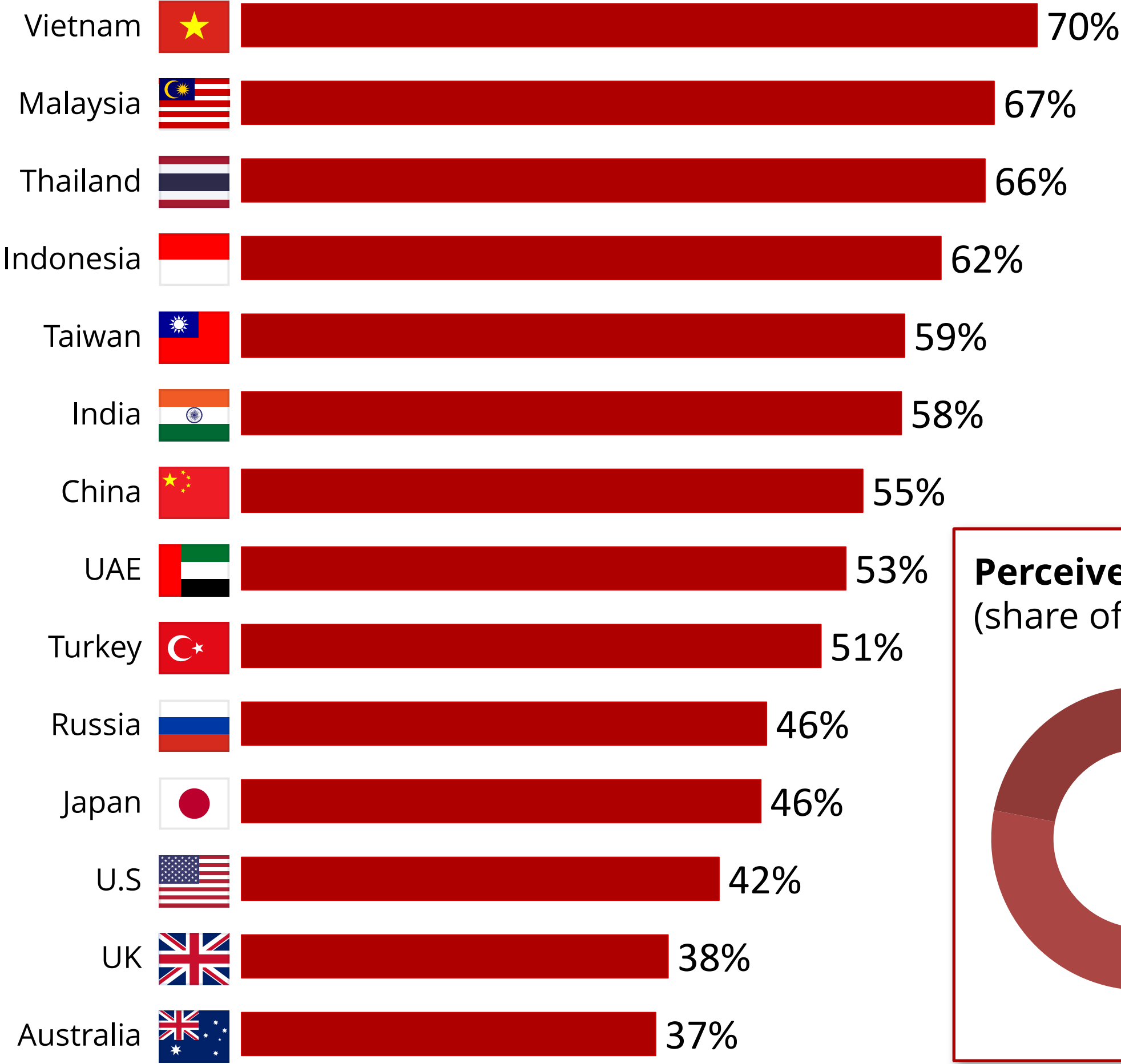


**Note(s):** (1) China; 2023; (2) China; 2015 to 2023;  
**Source(s):** (1) The Observatory of Economic Complexity; (2) OEC;

# K-BEAUTY PERCEIVED POPULARITY WORLDWIDE 2024 (SHARE OF RESPONDENTS)

In 2024, popularity of K-Beauty was quite high worldwide, with 26 percent of respondents stating that Korean beauty products were popular among the general public.

K-beauty products were most popular in several Asian countries. For example, among Vietnamese respondents, over 70 percent indicated that K-Beauty was widely popular in their country. K-Beauty is a rising phenomenon that keeps on expanding globally.



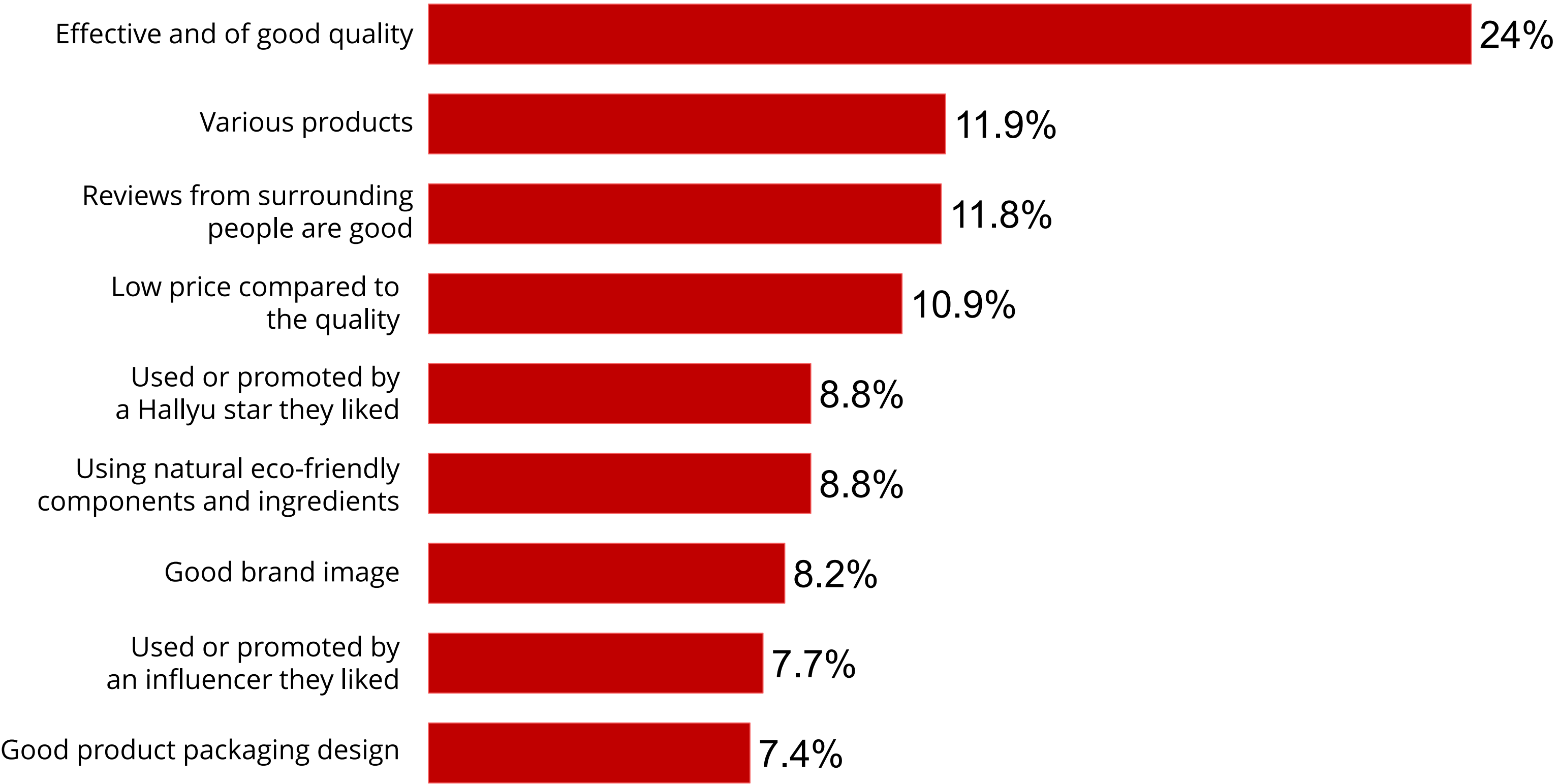
**Note(s):** (1)(2) Worldwide, South Korea; November 29 to December 27, 2024; 15-59 years old; (1) 25,000 respondents; (2) 26,400 respondents;  
**Source(s):** (1) (2) Korean Foundation for International Cultural Exchange; Research Lab;



**KEY POSITIVE FACTORS  
ABOUT K-BEAUTY  
ACCORDING TO  
CONSUMERS  
WORLDWIDE 2024  
(SHARE OF  
RESPONDENTS)**




Efficacy and high quality  
are behind the growing  
success of K-beauty,  
according to consumer  
themselves.

The variety of products and  
positive reviews also help  
drive the sector.






**Note(s):** (1) North America, South Korea, Central and South America; November 29 to December 27, 2024; 15-59 years old; 12,155 worldwide; people who experienced South Korean beauty content  
**Source(s):** (1) Korean Foundation for International Cultural Exchange; K-stat;

CROSS-MARKET  
COMPARISON

|                        |  K-BEAUTY |  J-BEAUTY |  C-BEAUTY |
|------------------------|--|--|--|
| HERO PRODUCTS          | Sheet masks, essences, serums, cushion compacts – <i>glass skin</i>                        | Essences, lotions, cleansing oils, sunscreens – <i>mochi skin</i>                            | Lip tints, color cosmetics, dupes – <i>dramatic makeup</i>                                   |
| EXPORT/GLOBAL TRACTION | Global trendsetter, US & EU mainstream - <i>viral exports</i>                              | Luxury positioning, impact on APAC & US - <i>steady exports</i>                              | Rapid growth in SEA, early traction in EU/US - <i>price appeal</i>                           |
| INGREDIENTS            | Centella Asiatica (Cica), Snail mucin, Fermented extracts, Propolis & honey                | Rice, Green tea, Seaweed & marine minerals, Collagen, Ceramides                              | Traditional Chinese Medicine, Mineral and pearl powders, Local botanicals                    |
| SELECT KEY BRANDS      | Laneige<br>Cosrx<br>Innisfree<br>Etude House<br>Dr.Jart+                                   | Shiseido<br>SK-II<br>Hada Labo<br>DHC<br>Anessa  | Florasis<br>Perfect Diary<br>Judydoll<br>Herborist<br>Chando                                 |

Note(s):  
Source(s): CosmeticsDesign; Euromonitor;

CROSS-MARKET  
COMPARISON

|                                    |  K-BEAUTY |  J-BEAUTY |  C-BEAUTY |
|------------------------------------|--|--|--|
| DISCOVERY<br>AND SALES<br>CHANNELS | Global impact of TikTok<br>and Influencer marketing  | Impact of D-T-C<br>E-commerce and AR/VR  | Impact of Live-Commerce<br>and Douyin  |
| POSITIONING                        | Innovation, efficacy   | Heritage, luxury, high-<br>quality   | Accessible, fast-scaling,<br>innovating  |
| INNOVATION<br>DRIVERS              | Trends, textures,<br>formats, routines   | Science-backed,<br>dermatology, longevity  | Speed-to-market,<br>packaging, digital impact  |
| PRICE POINT                        | Medium   | Medium - Premium   | Affordable but shifting to<br>premium  |

THE SHIFT IN C-BEAUTY: FROM LOW COST TO PREMIUM

In recent years, C-beauty brands have undergone a transformation from being perceived as low-cost alternatives to becoming premium contenders in the global beauty market. This shift is largely driven by **changing consumer behaviors**, both domestically and internationally. Chinese consumers are increasingly favoring local brands, while, internationally, C-beauty brands are gaining traction by emphasizing product efficacy and leveraging social media platforms. Furthermore, many brands have invested heavily in **R&D**, with advanced formulations and innovative packaging, and C-beauty’s global impact is evident in its **export growth**. Today, C-beauty stands out not just for its price, but for its innovative, creative, and high-performing products.

# Contact



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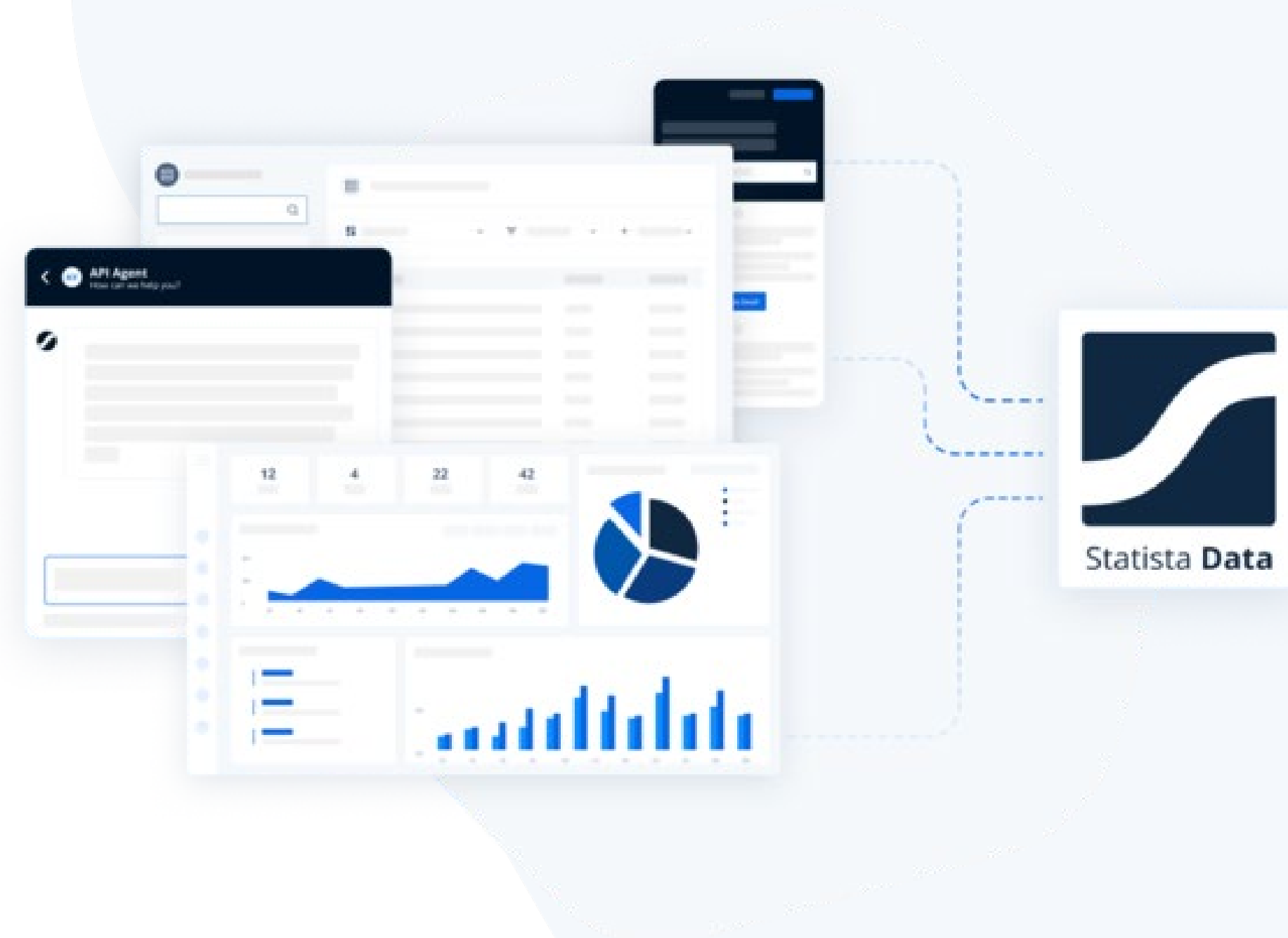
[Dominique.Petruzzi@statista.com](mailto:Dominique.Petruzzi@statista.com)

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-  30,000 **Infographics**
-  2,000,000 **Consumer Interviews**
-  65,000 **External Studies**
-  110,000,000 **Company Profiles**
-  10,000 **Topic Pages**
-  60,000 **Reports**
-  2,000,000 **Market Models**



# MARKET DEFINITION

## BEAUTY & PERSONAL CARE

The data encompasses B2C enterprises. As a basis for evaluating markets, we use resources from the Statista platform as well as in-house market research, national statistical offices, international institutions, trade associations, companies, the trade press, and the experience of our analysts. In addition, we use relevant key market indicators and data from country-specific associations such as population, GDP per capita, and Human Development Index.

This data helps us estimate the market size for each country individually.

The Beauty & Personal Care market refers to consumer goods for cosmetics and body care. This market includes various categories such as cosmetics, skin care, personal care, fragrances and beauty tech. Excluded categories are beauty services, such as hairdressers, and professional products. Products that primarily serve medical purposes are also excluded here but are shown as part of the OTC Pharmaceuticals market. All shown sales values refer to the retail value and include sales taxes.

### IN-SCOPE

- Decorative cosmetics
- Skin care
- Personal care
- Hair care and styling products
- Perfume and eaux de toilette

### OUT-OF-SCOPE

- Professional products & services
- Electronic personal care products (hair dryer, shavers)

## COSMETICS

The Cosmetics covers decorative cosmetics used for beautification and enhancing appearance. The segment includes for the face, lips, eyes, nails and natural cosmetics. Excluded are products applied to the skin for cleansing and care. Cosmetics include products such as makeup, lipsticks, mascara, and nail polishes.

### IN-SCOPE

- Facial make up
- Lipsticks
- Eye make up
- Nail Care & Color
- Natural cosmetics

### OUT-OF-SCOPE

- Skin care
- Facial cleansing products
- Professional products & services

For full methodology please see [here](#)

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# MARKET DEFINITION

## SKIN CARE

Skin Care includes cosmetic products designed for care and protection of the skin. These cover all types of creams and lotions for face, hand and foot care as well as sunscreen. The products are not used for decorative purposes. Excluded are skin treatment products with a health focus, e.g. acne treatments, which are shown in the Consumer Market Outlook as part of OTC Pharmaceuticals.

### IN-SCOPE

- Creams & lotions
- Sunscreen
- Eye & hand cream
- Baby & child skin care

### OUT-OF-SCOPE

- Decorative cosmetics
- Professional products & services
- Skin treatment products (e.g. acne treatment)

## PERSONAL CARE

The Personal Care segment covers all products intended for personal cleansing such as shampoo, shower gels, bathing products, deodorants, oral care and shaving products. Skin care cosmetics such as lotions, facial cleansing products and body care services are not included.

### IN-SCOPE

- Hair care
- Bathing products
- Deodorants
- Oral care
- Shaving products

### OUT-OF-SCOPE

- Decorative cosmetics
- Facial cleansing products
- Professional products & services

For full methodology please see [here](#)

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