



# Cosmetics in the Asia-Pacific region

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COSMETICS IN THE ASIA-PACIFIC REGION

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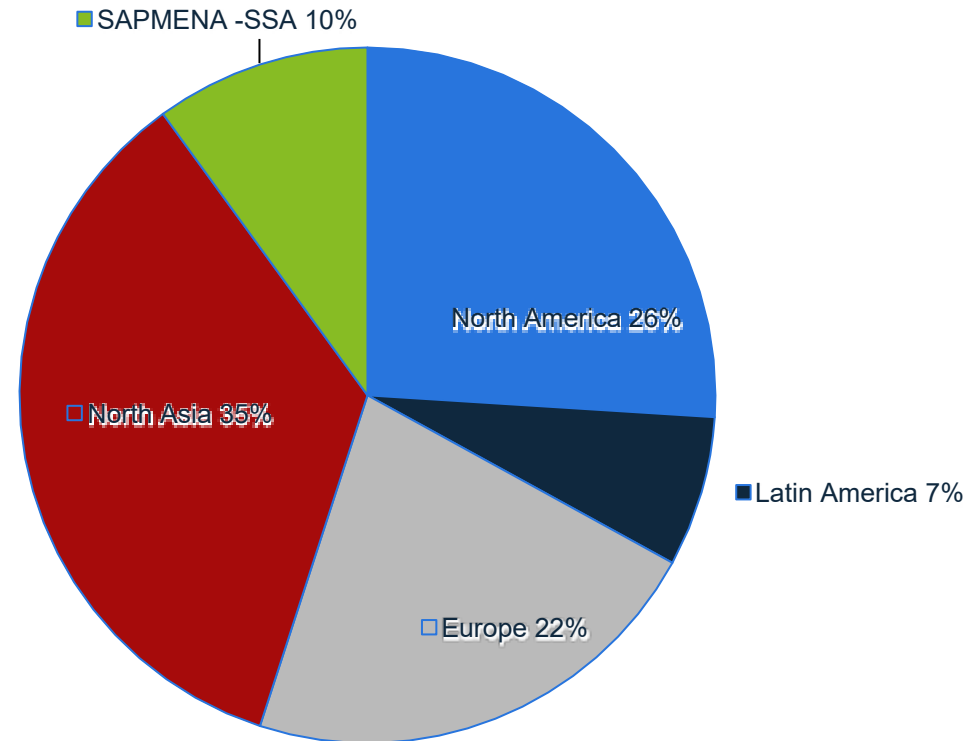
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COSMETICS IN THE ASIA-PACIFIC REGION

# Overview

# Breakdown of the cosmetic market worldwide in 2021, by geographic zone

Breakdown of the cosmetic market worldwide 2021, by geographic zone



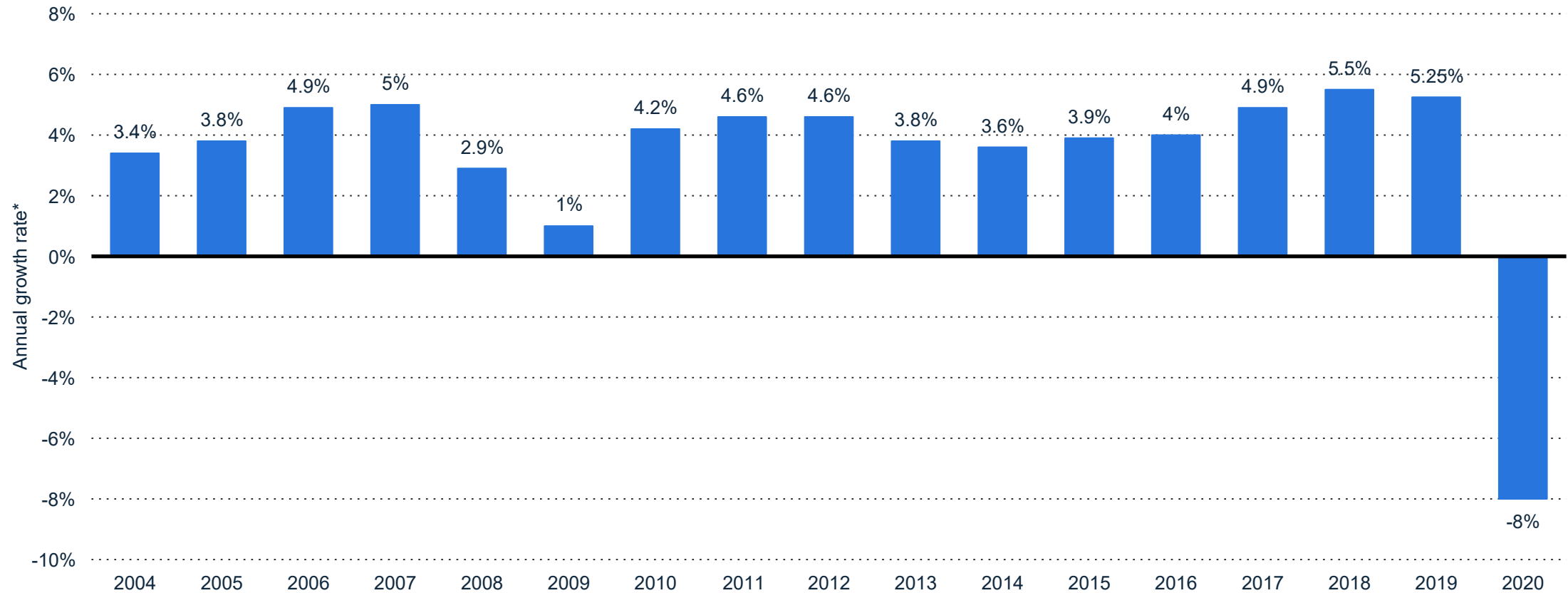
Note(s): Worldwide; 2021

Further information regarding this statistic can be found on [page 37](#).

Source(s): L'Oréal; [ID 243959](#)

# Annual growth of the global cosmetics market from 2004 to 2020

Growth rate of the global cosmetics market 2004-2020



Note(s): Worldwide

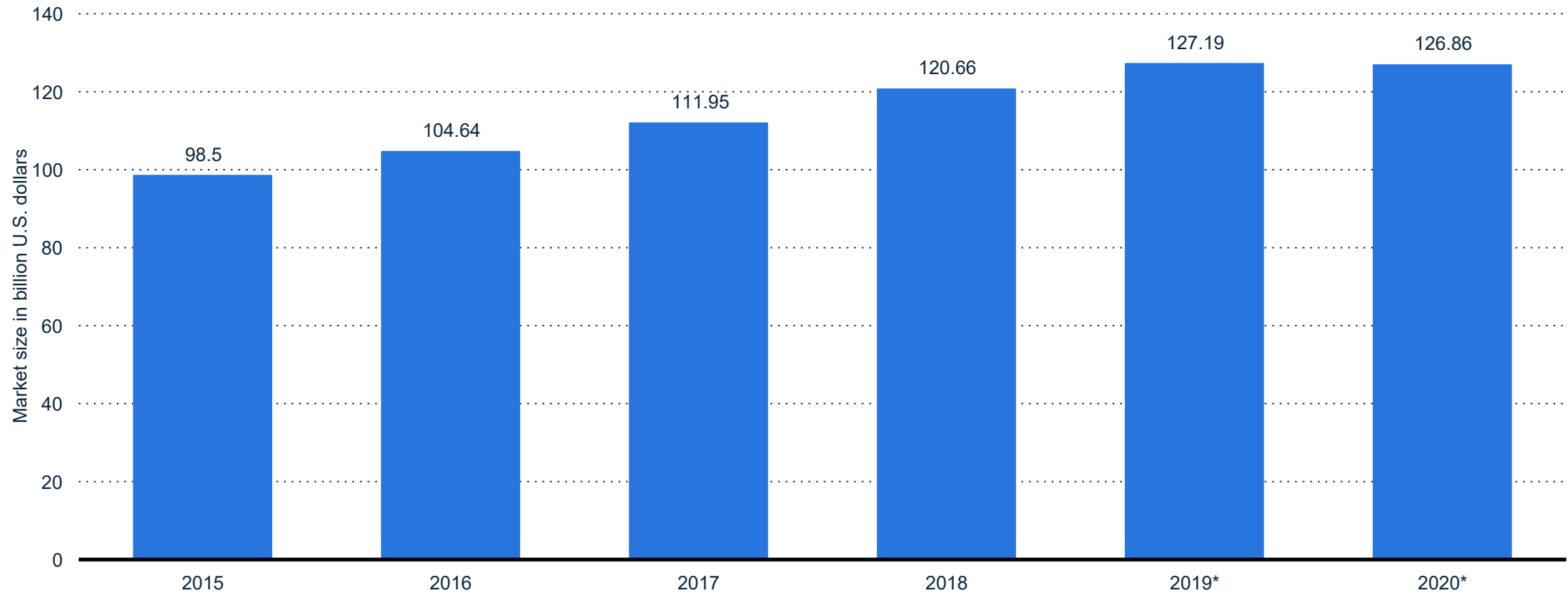
Further information regarding this statistic can be found on [page 38](#).

Source(s): L'Oréal; ID 297070



# Size of the cosmetics market in the Asia Pacific region from 2015 to 2020 (in billion U.S. dollars)

Cosmetics market size APAC 2015-2020



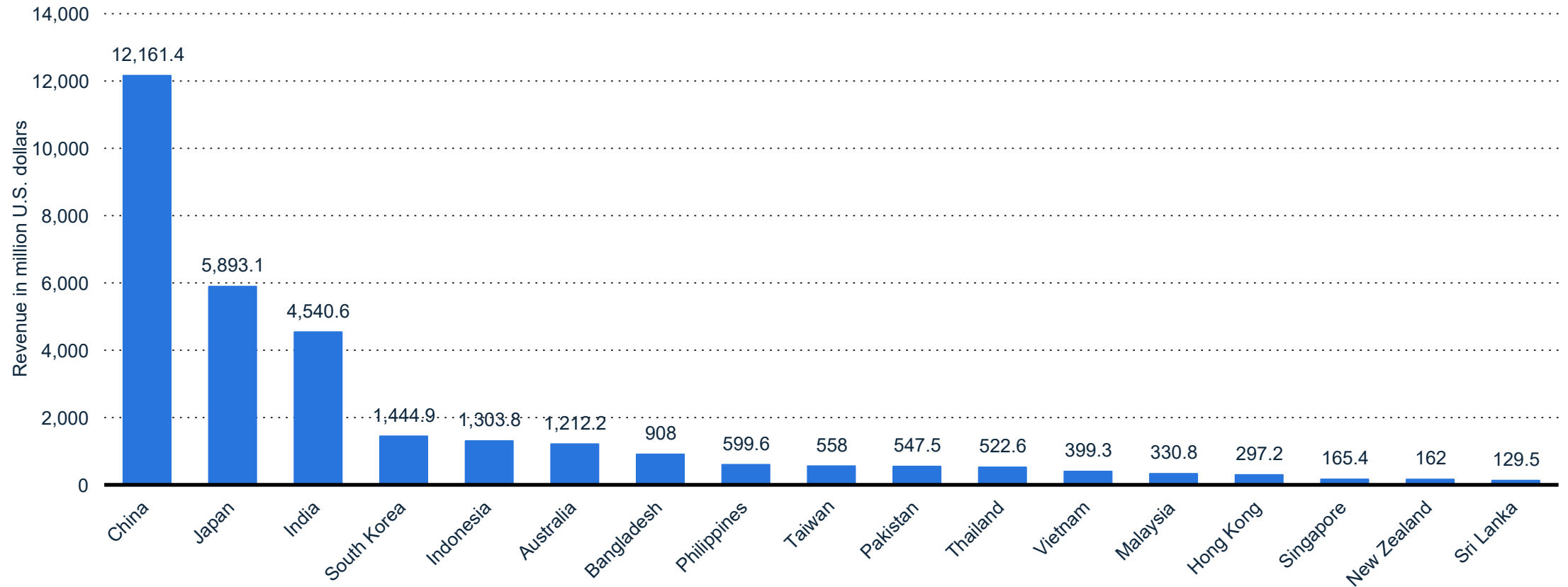
Note(s): APAC; 2015 to 2017

Further information regarding this statistic can be found on [page 39](#).

Source(s): Knowledge Sourcing Intelligence; [ID 550547](#)

# Revenue of the cosmetics market in the Asia-Pacific region in 2021, by country (in million U.S. dollars)

Cosmetics market revenue in the Asia-Pacific region 2021, by country



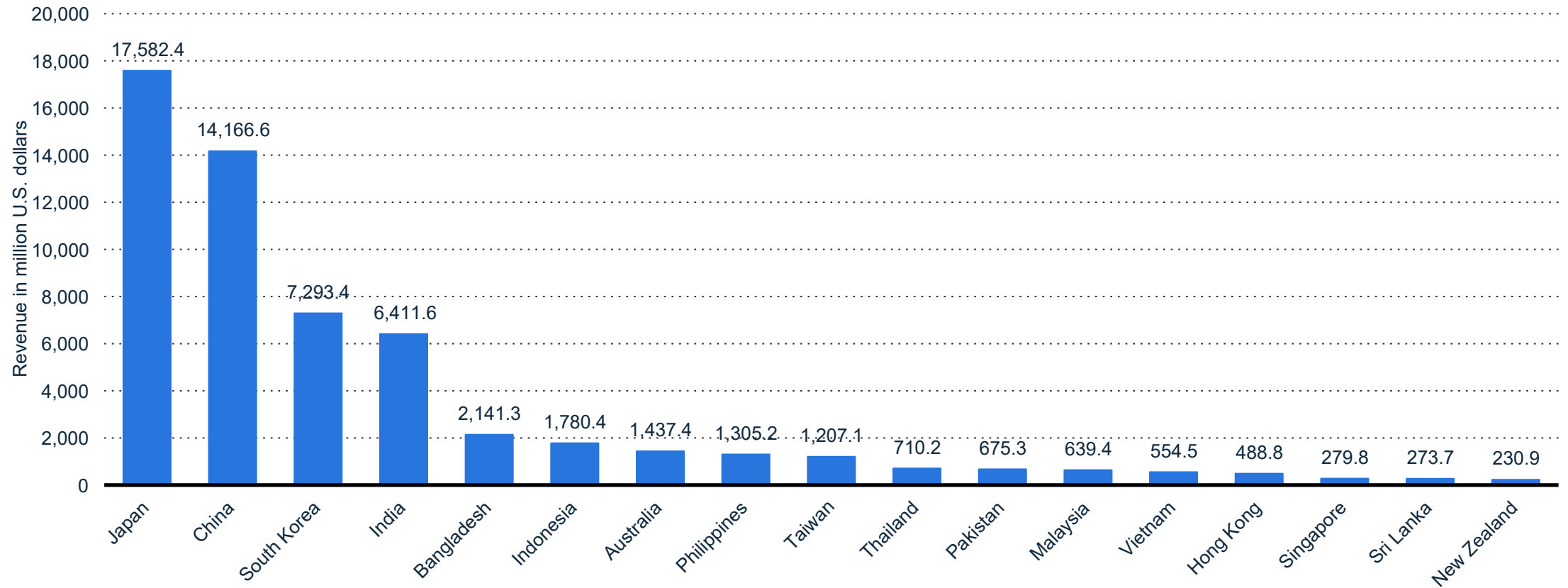
Note(s): APAC

Further information regarding this statistic can be found on [page 40](#).

Source(s): Statista Consumer Market Outlook; Statista; [ID 1276190](#)

# Revenue of the skincare market in the Asia-Pacific region in 2021, by country (in million U.S. dollars)

Skincare market revenue in the Asia-Pacific region 2021, by country



Note(s): APAC

Further information regarding this statistic can be found on [page 41](#).

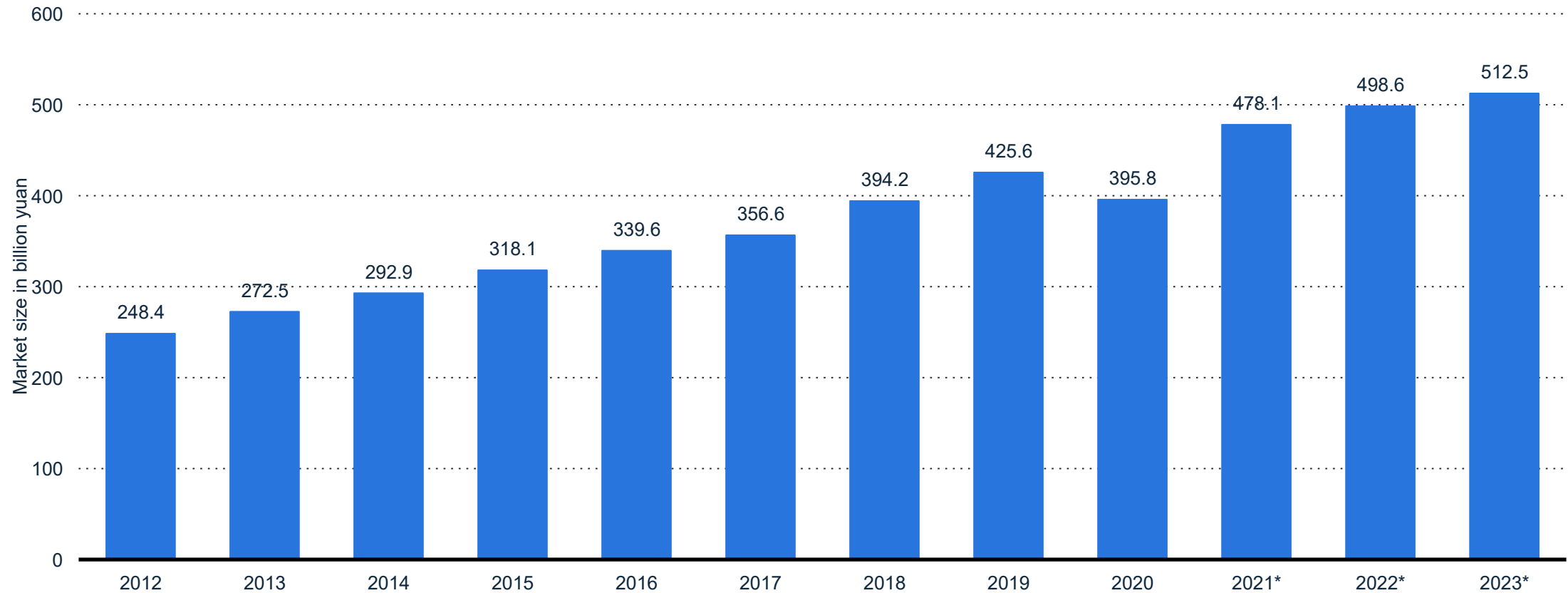
Source(s): Statista Consumer Market Outlook; Statista; [ID 1276200](#)

COSMETICS IN THE ASIA-PACIFIC REGION

# Leading markets

# Cosmetics market size in China from 2012 to 2020 with forecasts until 2023 (in billion yuan)

Cosmetics market value in China 2012-2023



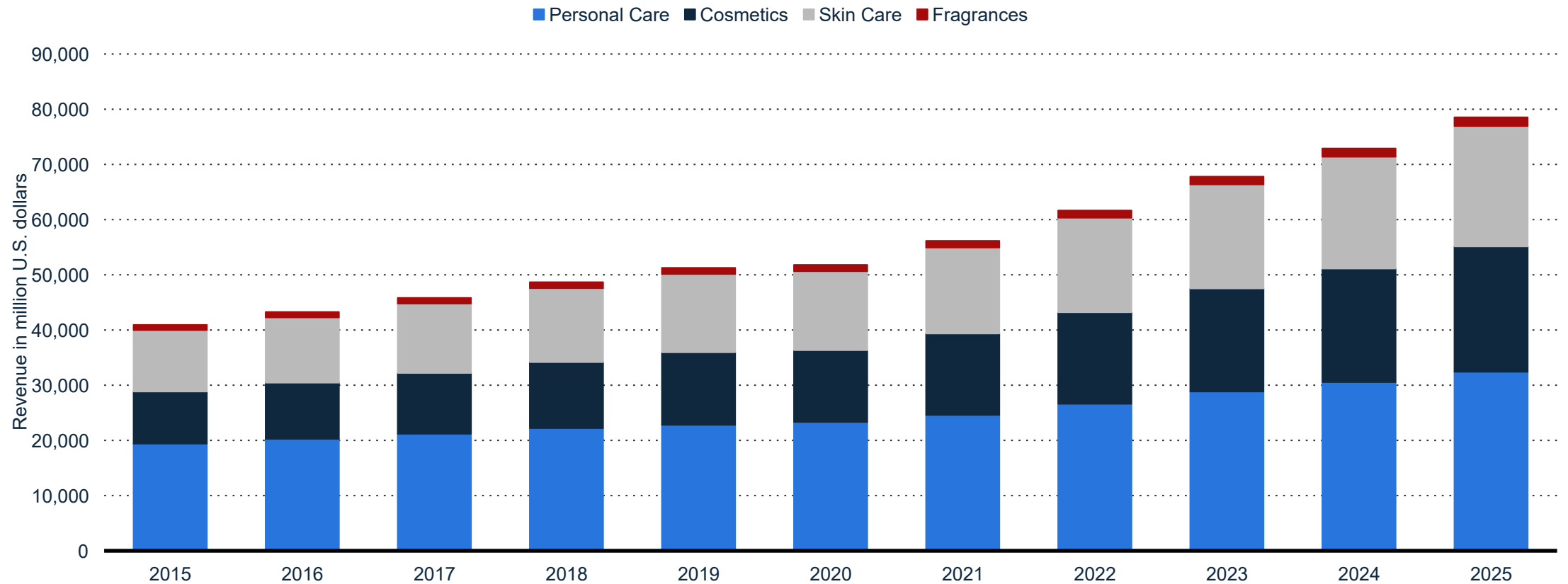
Note(s): China; 2012 to 2020

Further information regarding this statistic can be found on [page 42](#).

Source(s): iiMedia Research; [ID 875794](#)

# Revenue of the beauty & personal care market in China from 2015 to 2025, by segment (in million U.S. dollars)

Turnover of the beauty & personal care market in China by segment 2015-2025



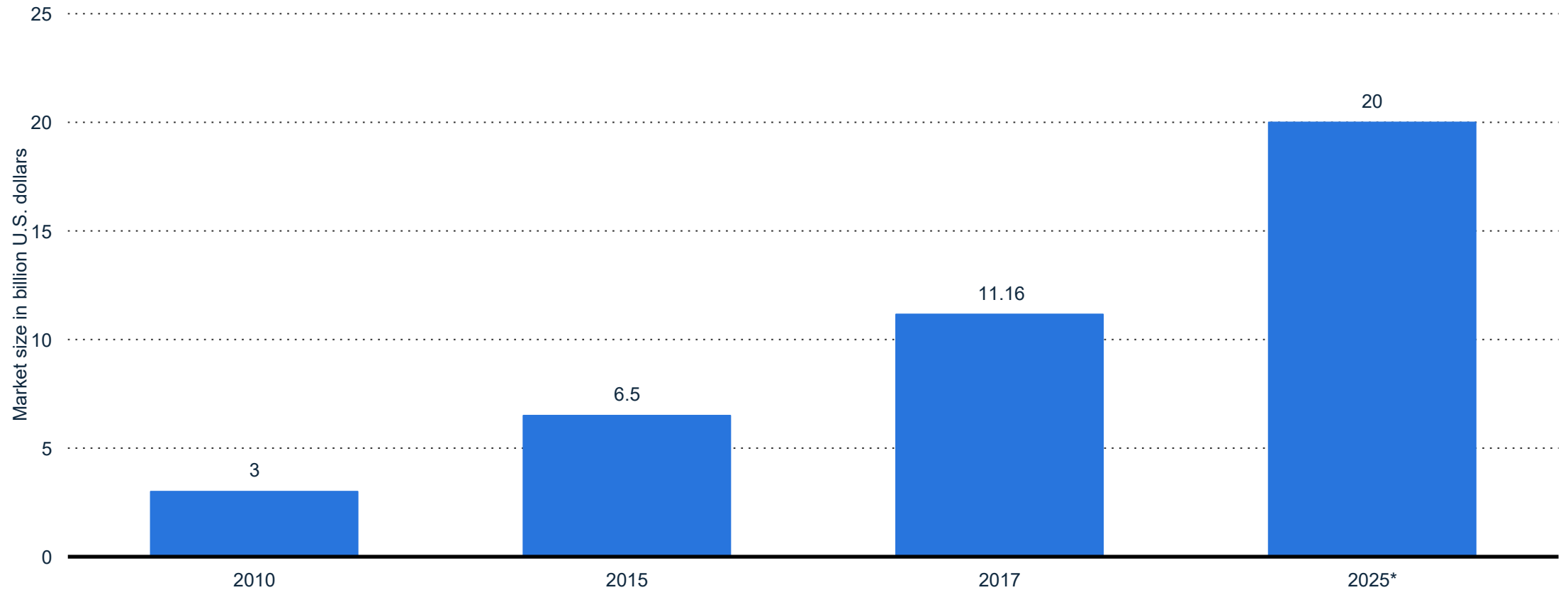
Note(s): China

Further information regarding this statistic can be found on [page 43](#).

Source(s): Statista Consumer Market Outlook; Statista; [ID 1238769](#)

# Market size of the cosmetics industry across India from 2010 to 2025 (in billion U.S. dollars)

Market size of the cosmetics industry across India 2010-2025



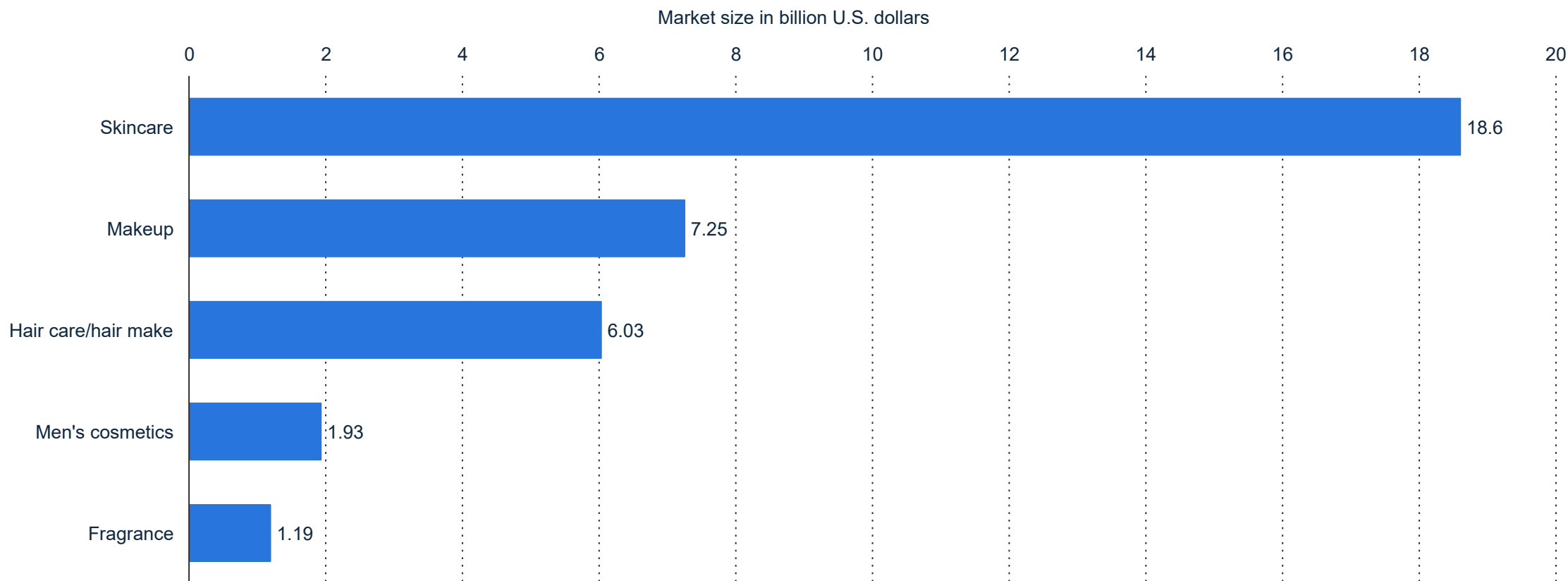
**Note(s):** India; 2010 to 2025

Further information regarding this statistic can be found on [page 44](#).

**Source(s):** Redseer; [ID 876609](#)

# Cosmetic market size in Japan in 2019, by type (in billion U.S. dollars)

Cosmetics market value in Japan 2019, by type



**Note(s):** Japan; 2019

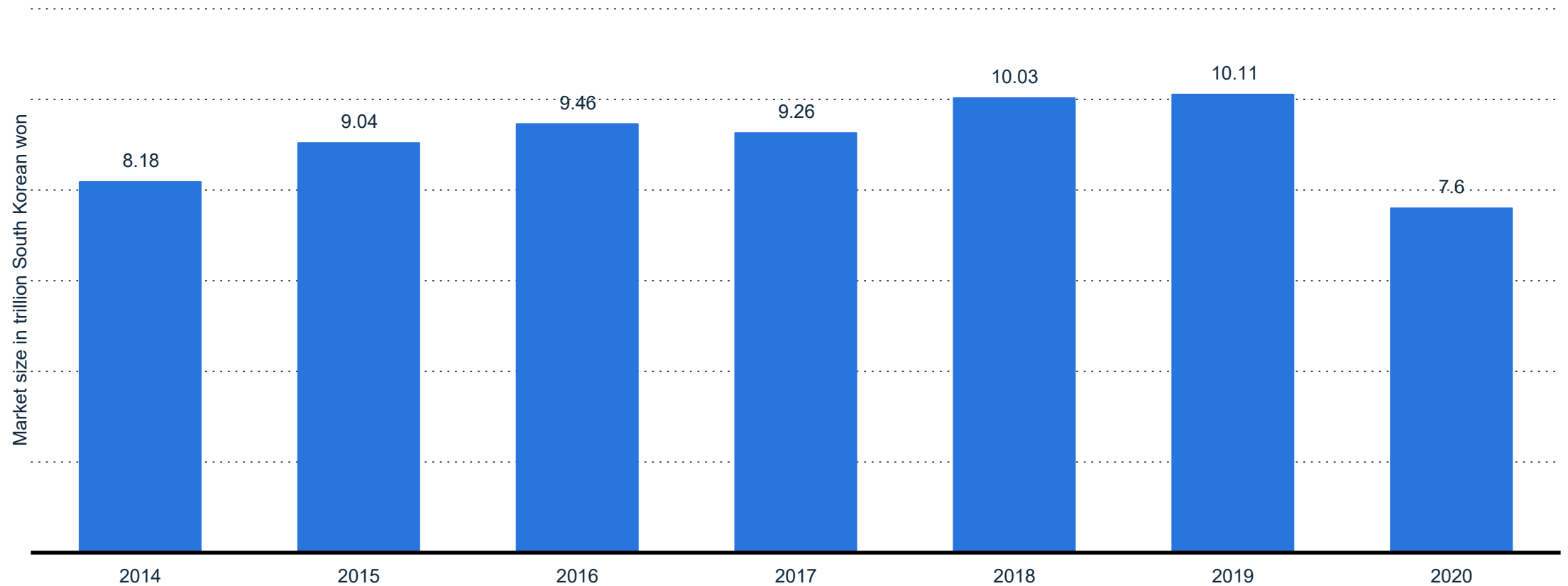
Further information regarding this statistic can be found on [page 45](#).

**Source(s):** NITE; Euromonitor; [ID 1225642](#)



# Market size of cosmetics industry in South Korea from 2014 to 2020 (in trillion South Korean won)

Cosmetics industry market size South Korea 2014-2020



**Note(s):** South Korea; 2014 to 2020

Further information regarding this statistic can be found on [page 46](#).

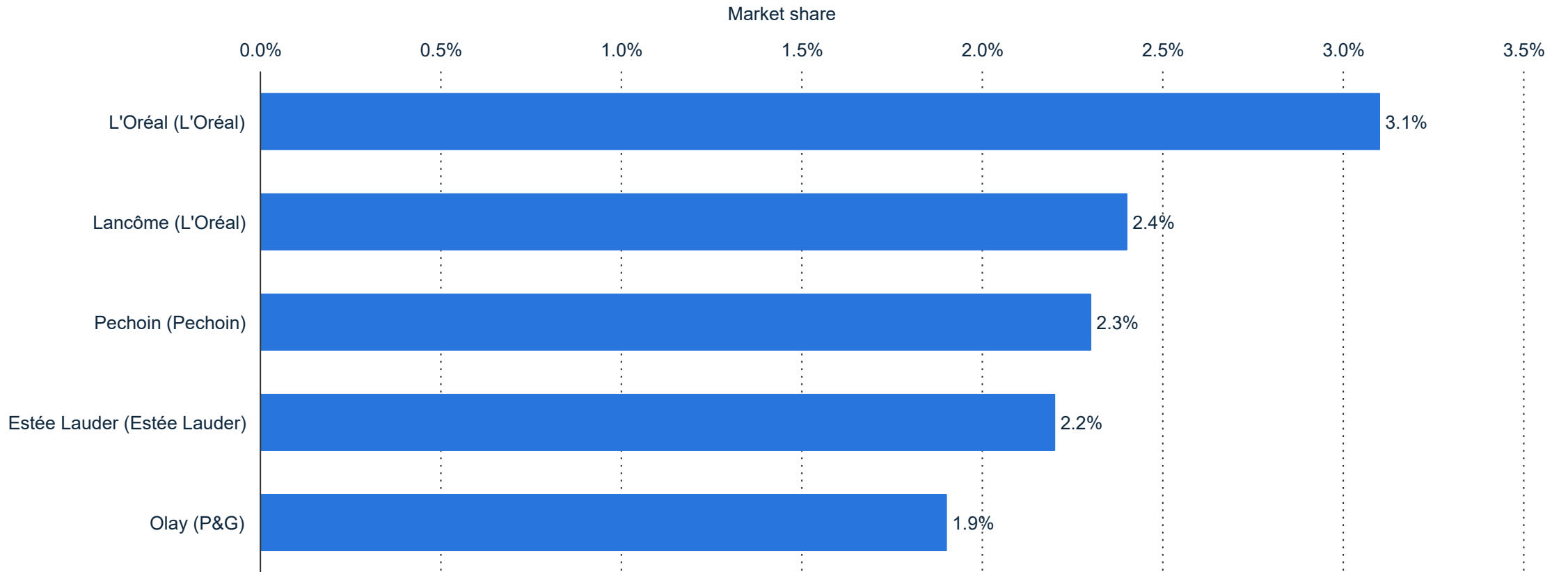
**Source(s):** MFDS (South Korea); [ID 709874](#)

COSMETICS IN THE ASIA-PACIFIC REGION

# Leading companies

# Leading cosmetics brands in China in 2019, based on market share

Market share of the leading cosmetics brands in China 2019



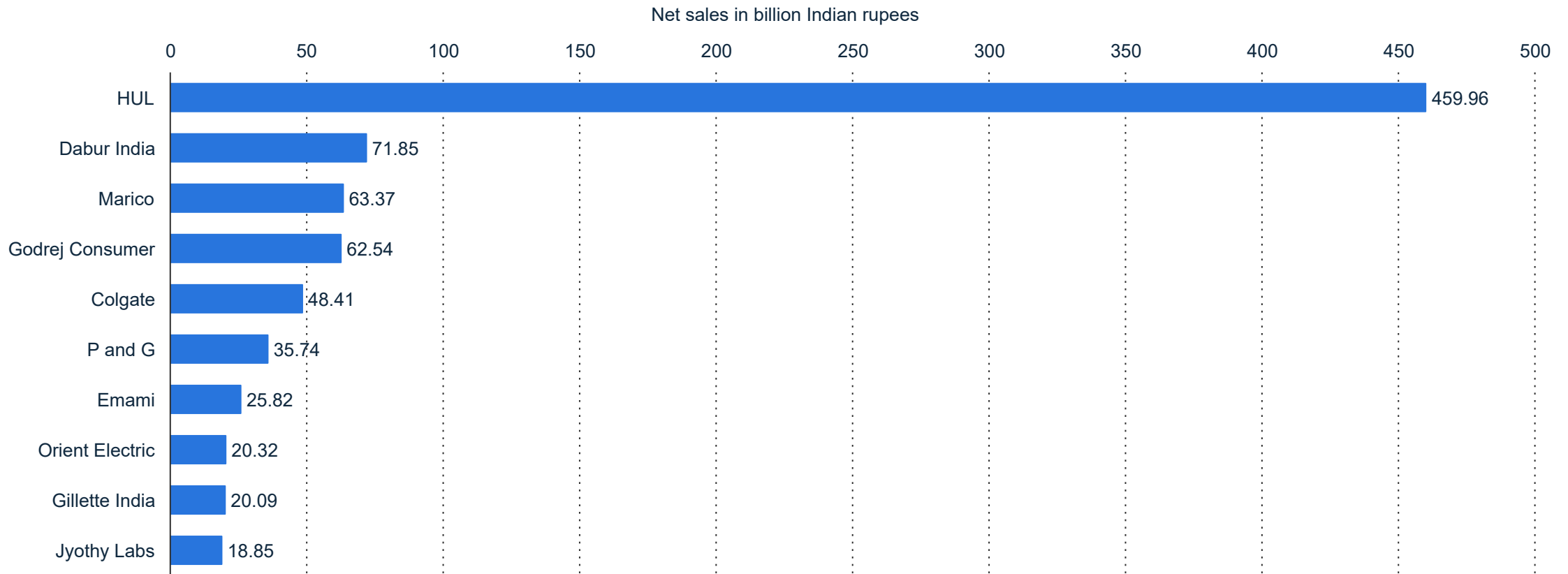
Note(s): China; 2019

Further information regarding this statistic can be found on [page 47](#).

Source(s): Euromonitor; Forward Intelligence (Qianzhan); [ID 298214](#)

# Leading household and personal care companies in India as of March 2022, based on net sales (in billion Indian rupees)

Leading household and personal care companies in India 2022, based on net sales



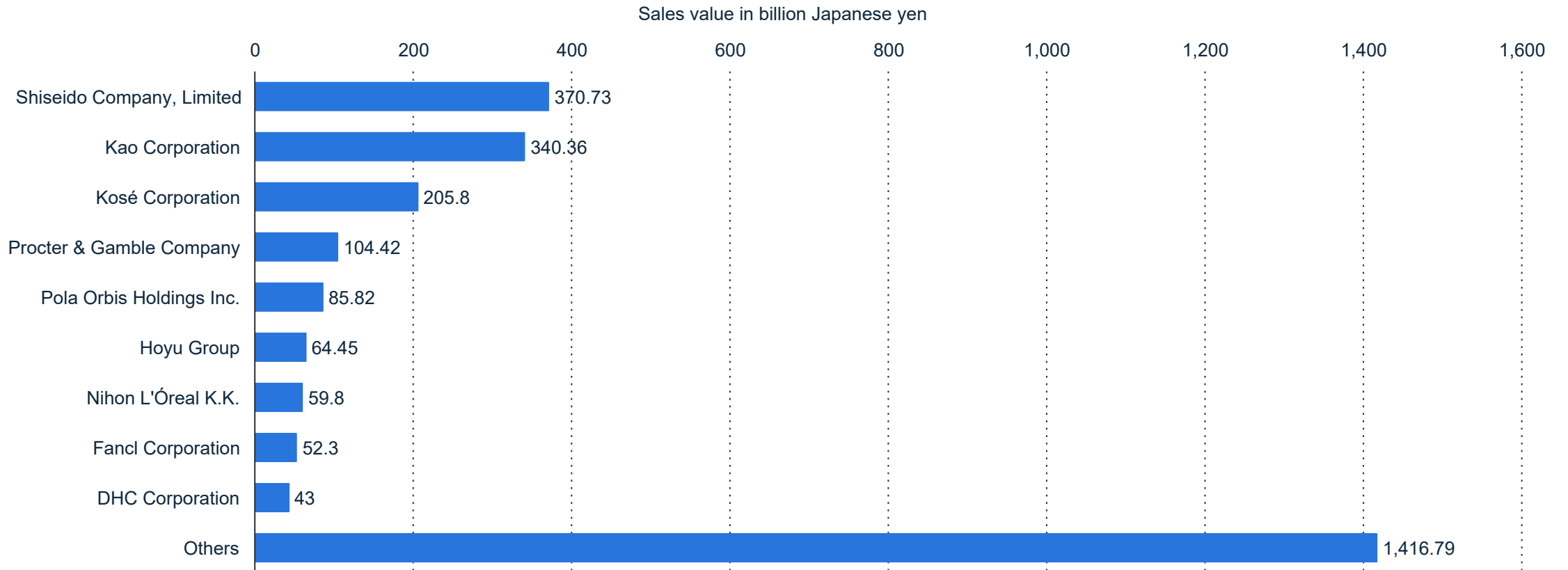
**Note(s):** India; as of March 2022; based on BSE standings.

Further information regarding this statistic can be found on [page 48](#).

**Source(s):** Moneycontrol; [ID 1200639](#)

# Leading cosmetics companies in Japan in 2019, by sales value (in billion Japanese yen)

Major Japanese cosmetics companies 2019, by sales



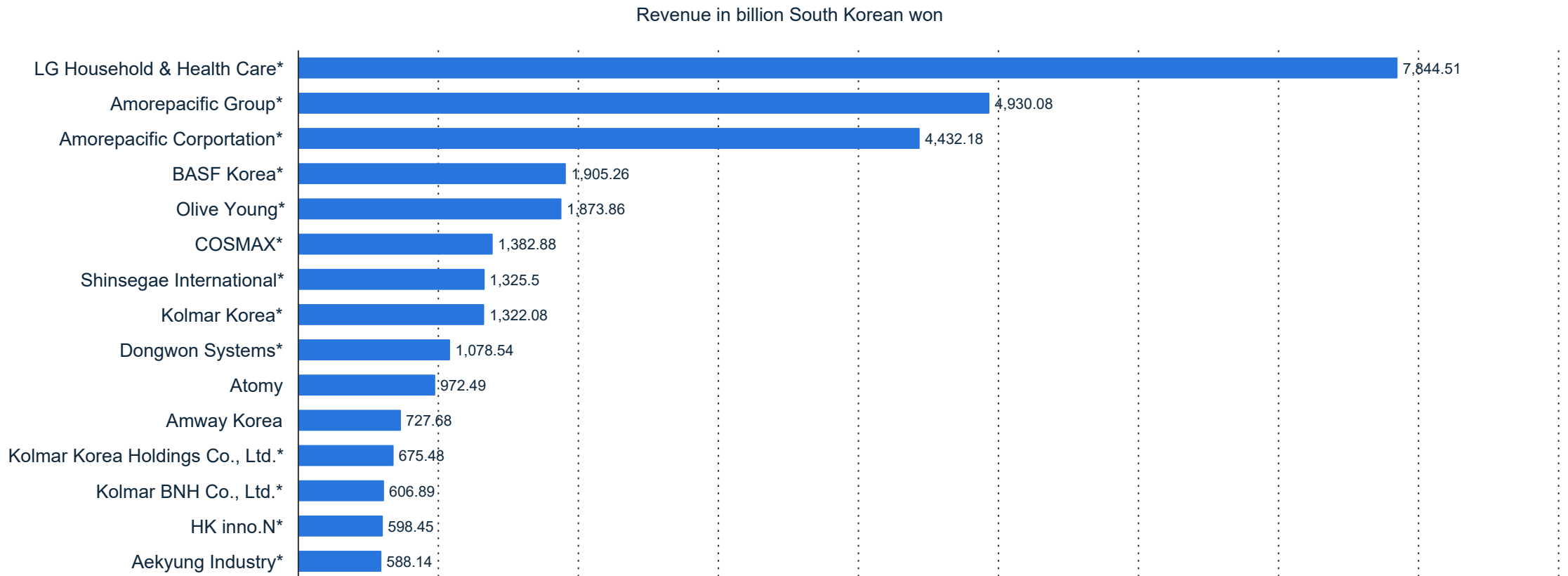
Note(s): Japan; 2019

Further information regarding this statistic can be found on [page 49](#).

Source(s): NITE; Fuji Keizai Group; [ID 967425](#)

# Leading beauty and cosmetics conglomerates in South Korea in 2020, by revenue (in billion South Korean won)

Leading cosmetics conglomerates South Korea 2020, by revenue



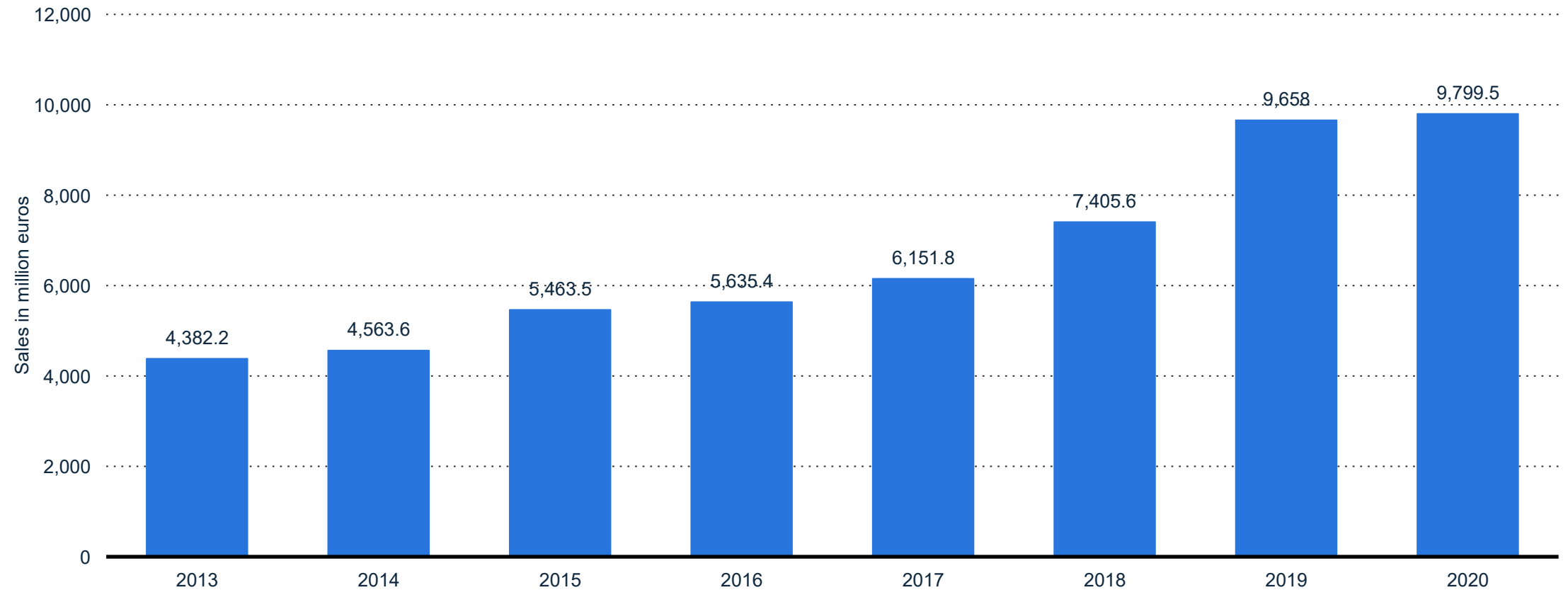
Note(s): South Korea; 2020

Further information regarding this statistic can be found on [page 50](#).

Source(s): DART; Cosmoring; [ID 1169730](#)

# Value of total sales of L'Oréal cosmetics in Asia Pacific from 2013 to 2020 (in million euros)

L'Oréal sales APAC 2013-2020



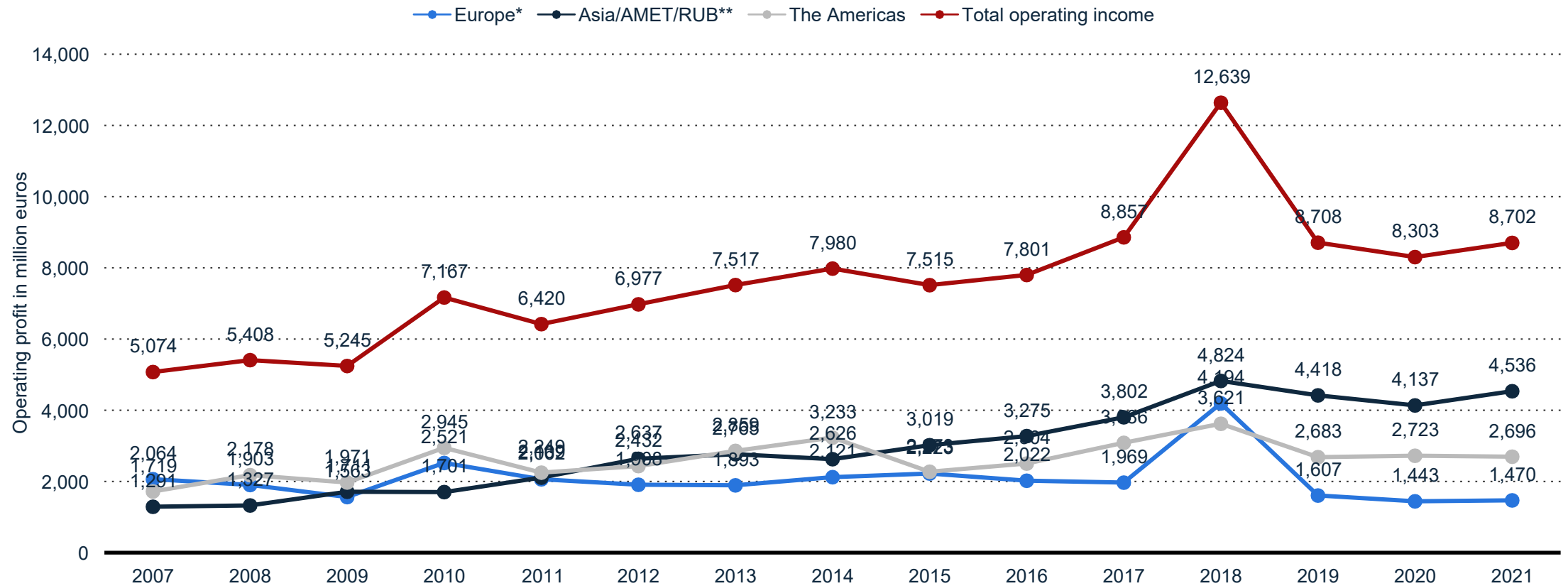
Note(s): APAC; 2013 to 2020

Further information regarding this statistic can be found on [page 51](#).

Source(s): L'Oréal; [ID\\_1173769](#)

# Operating profit of Unilever Group from 2007 to 2021, by region (in million euros)

Unilever: operating profit 2007-2021, by region



Note(s): Worldwide; 2007 to 2021

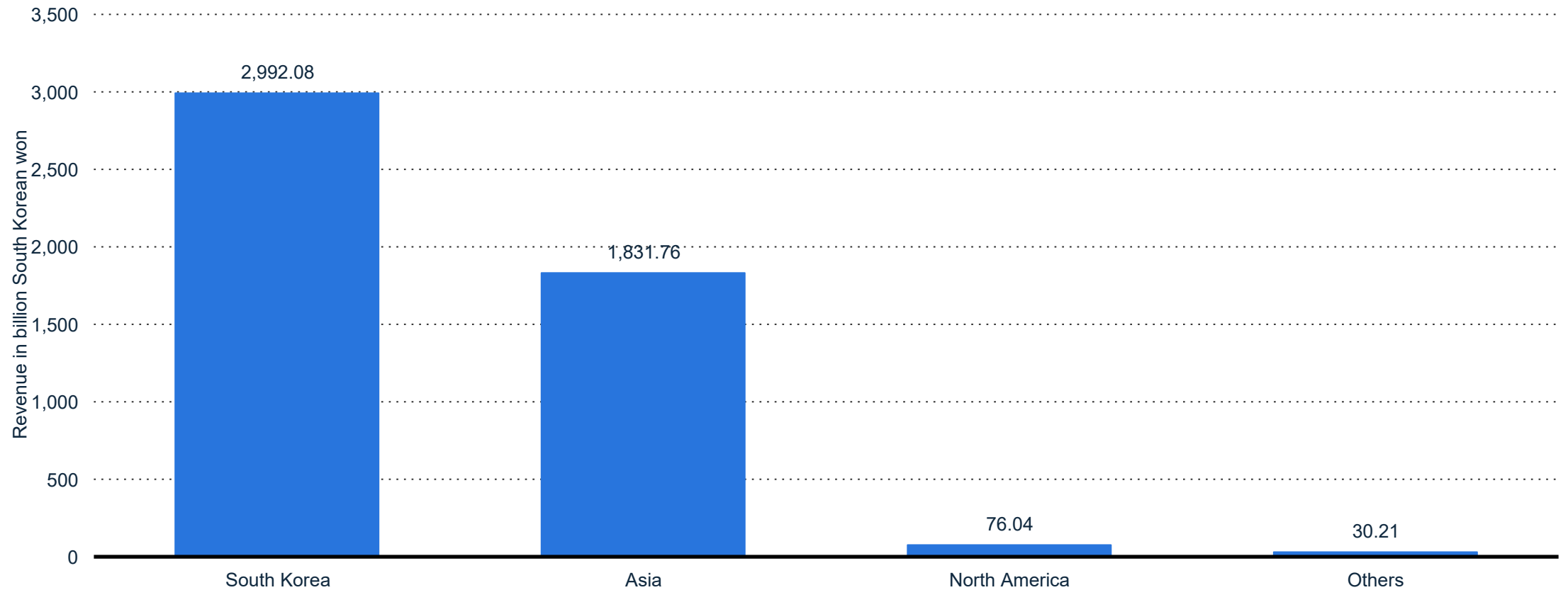
Further information regarding this statistic can be found on [page 52](#).

Source(s): Unilever; [ID 269197](#)



# Amorepacific Group's worldwide sales revenue in 2020, by region (in billion South Korean won)

Amorepacific Group's worldwide sales revenue 2020, by region



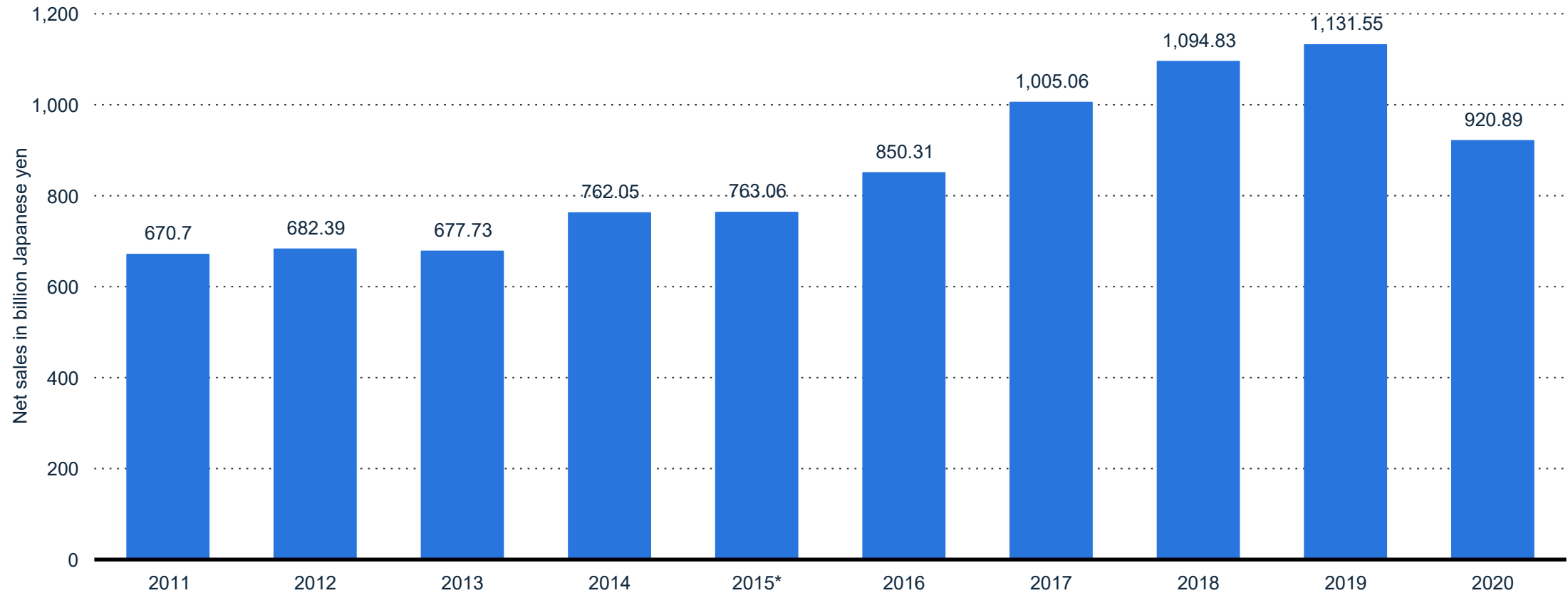
**Note(s):** Worldwide, South Korea; 2020; consolidated

Further information regarding this statistic can be found on [page 53](#).

**Source(s):** Amorepacific ; [ID 686883](#)

# Net sales of Shiseido Company, Limited from fiscal year 2011 to 2020 (in billion Japanese yen)

Shiseido's net sales FY 2011-2020



**Note(s):** Japan; fiscal year 2011 to 2020; the company's fiscal years ended December 31 of each stated year

Further information regarding this statistic can be found on [page 54](#).

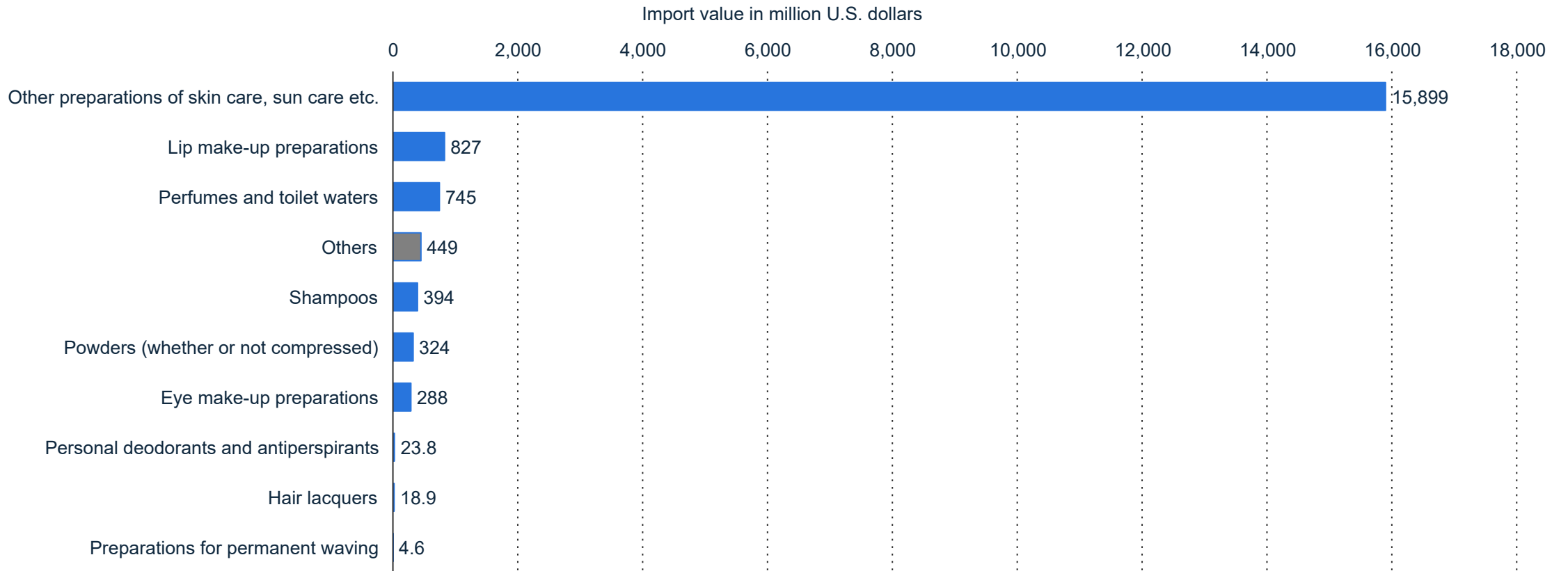
**Source(s):** Shiseido; [ID 739778](#)

COSMETICS IN THE ASIA-PACIFIC REGION

# International trade

# Import value of China's personal care and cosmetic products in 2020, by category (in million U.S. dollars)

Import value of China's personal care and cosmetics 2020, by category



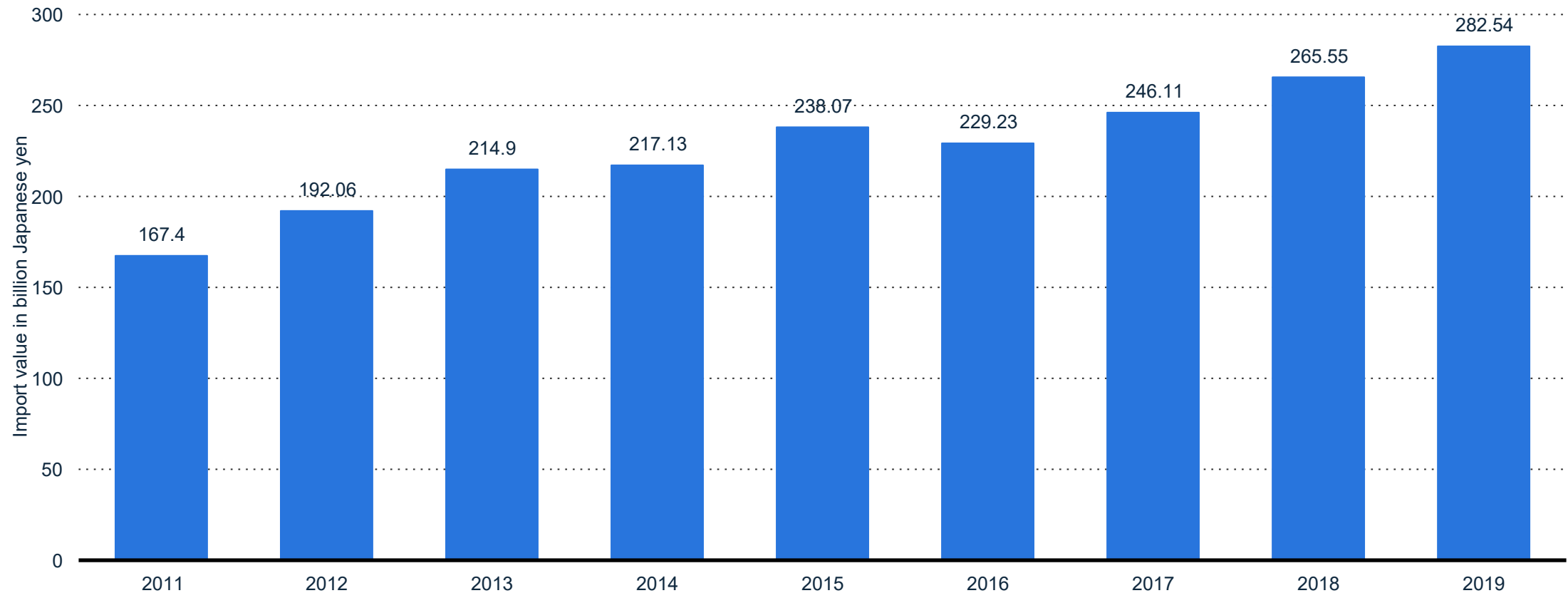
Note(s): China; 2020

Further information regarding this statistic can be found on [page 55](#).

Source(s): GTA; HKTDC; [ID 797120](#)

# Import value of domestic cosmetics in Japan from 2011 to 2019 (in billion Japanese yen)

Import value of Japanese cosmetics in 2011-2019



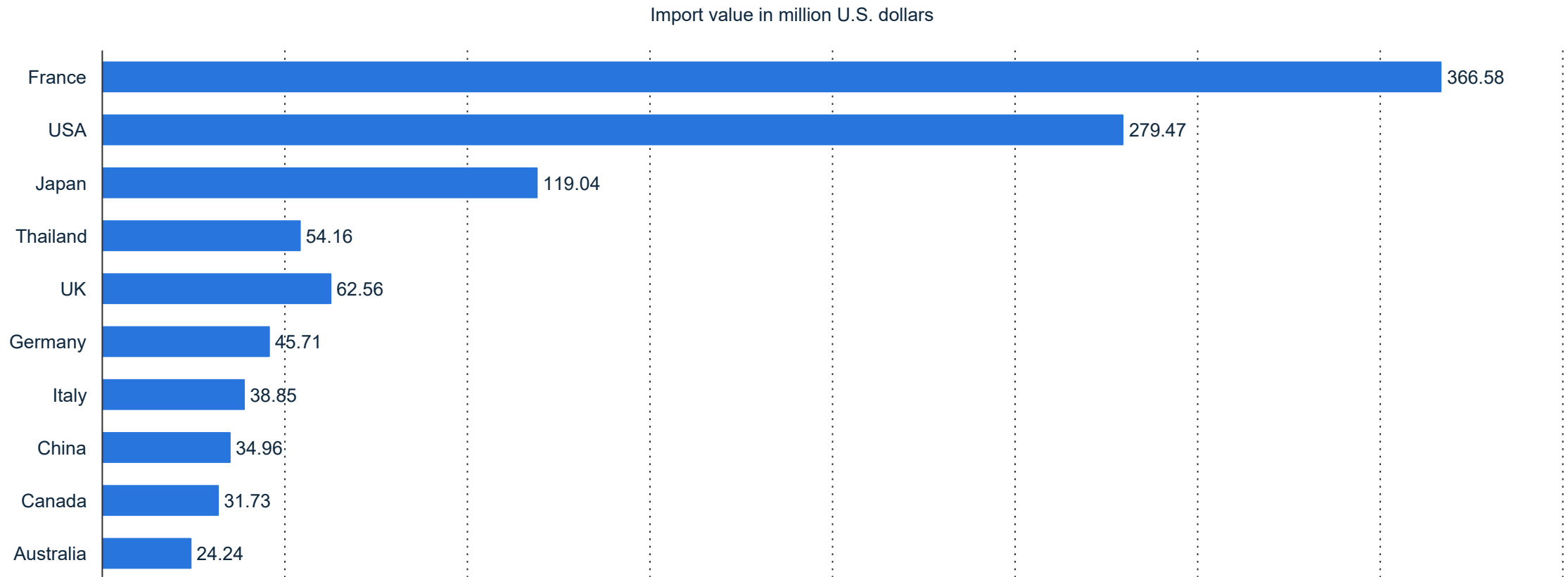
Note(s): Japan; 2011 to 2019

Further information regarding this statistic can be found on [page 56](#).

Source(s): NITE; Japan Customs; Fuji Keizai Group; [ID 653766](#)

# Value of cosmetics imported into South Korea in 2020, by country of origin (in million U.S. dollars)

Cosmetics import value in South Korea 2020, by origin



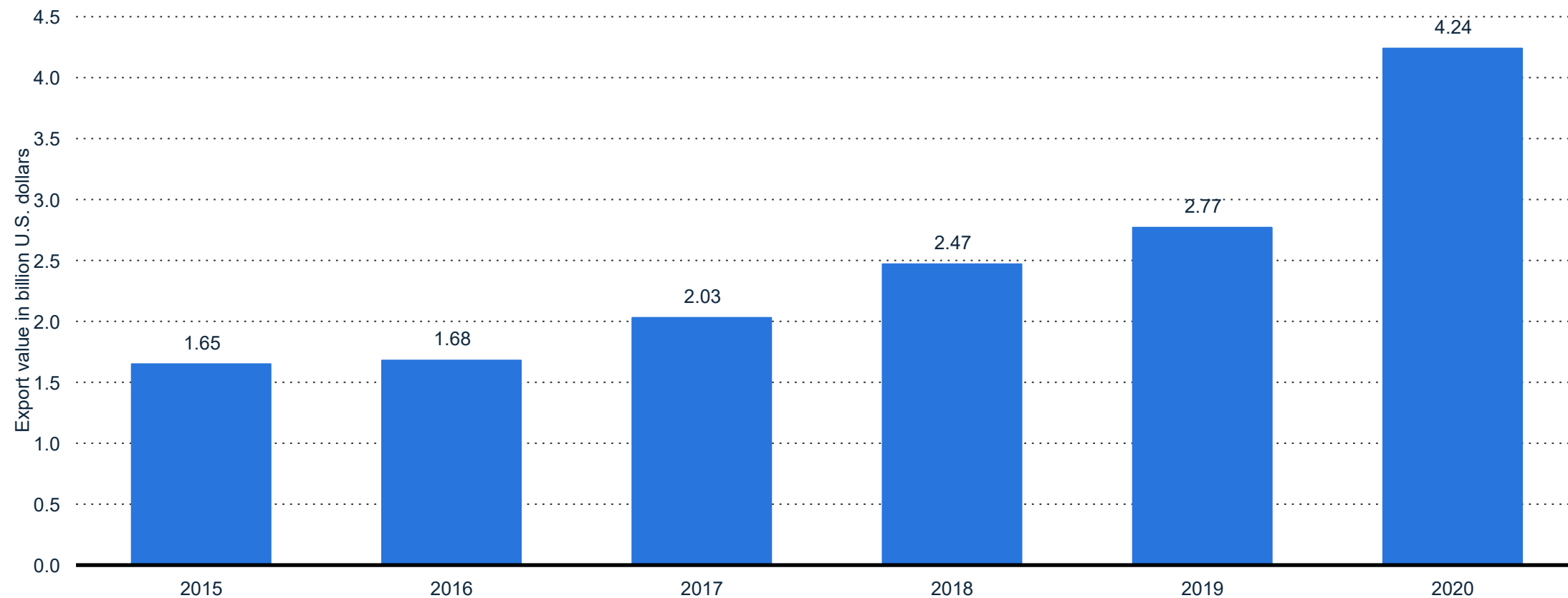
Note(s): South Korea; 2020

Further information regarding this statistic can be found on [page 57](#).

Source(s): Cosmoring; ID 830674

## Export value of personal care and cosmetics products from China from 2015 to 2020 (in billion U.S. dollars)

Export value of cosmetics, personal care, and cosmetics products from China 2015-2020



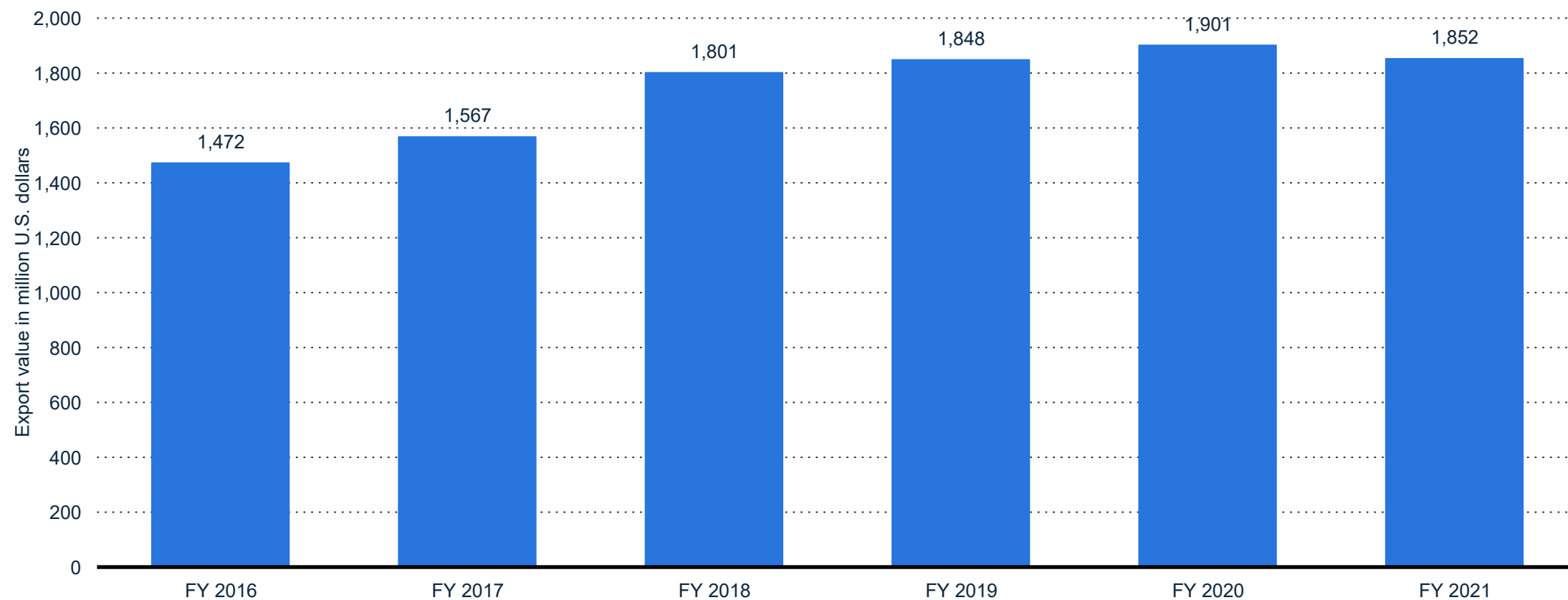
**Note(s):** China; 2015 to 2020

Further information regarding this statistic can be found on [page 58](#).

**Source(s):** chyxx.com; China Customs; [ID 1238937](#)

## Export value of cosmetics, toiletries, and essential oils from India from financial year 2016 to 2020, with an estimate for 2021 (in million U.S. dollars)

Export value of cosmetics, toiletries, and essential oils India 2016-2021



**Note(s):** India; FY 2015 to FY 2020

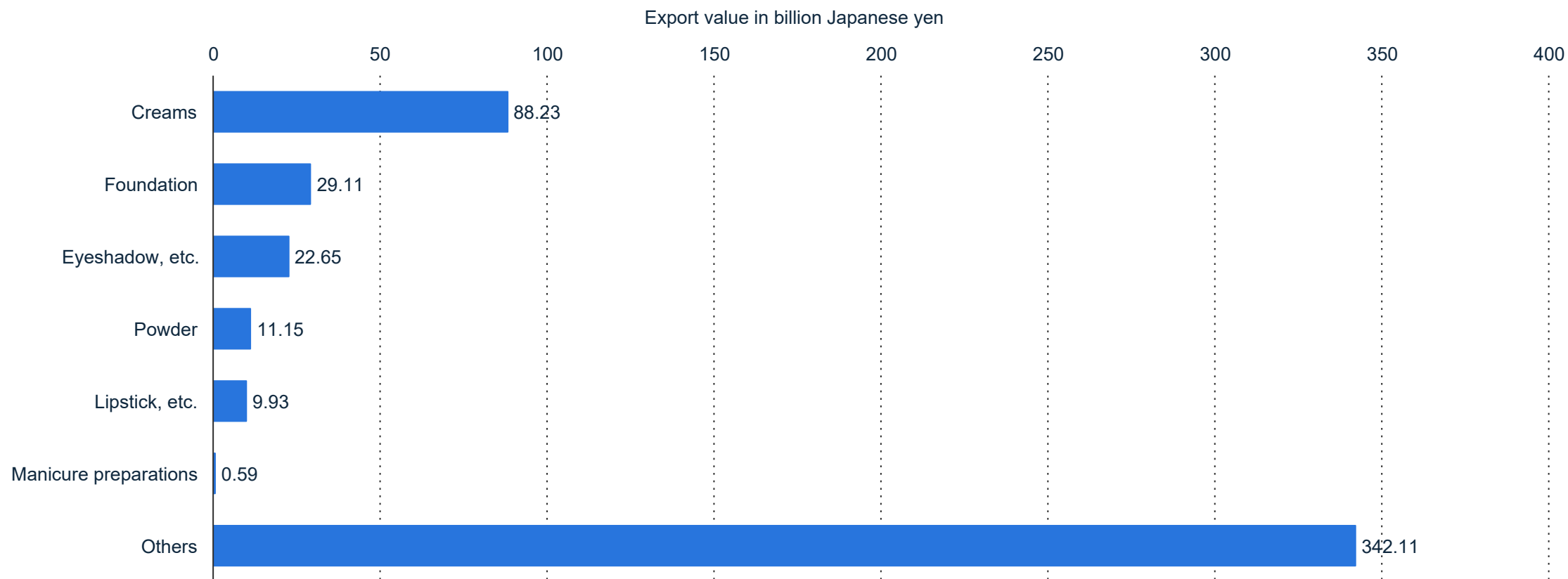
Further information regarding this statistic can be found on [page 59](#).

**Source(s):** DGCI&S (CHEMEXCIL); [ID 652439](#)



# Export value of cosmetics from Japan in 2020, by product type (in billion Japanese yen)

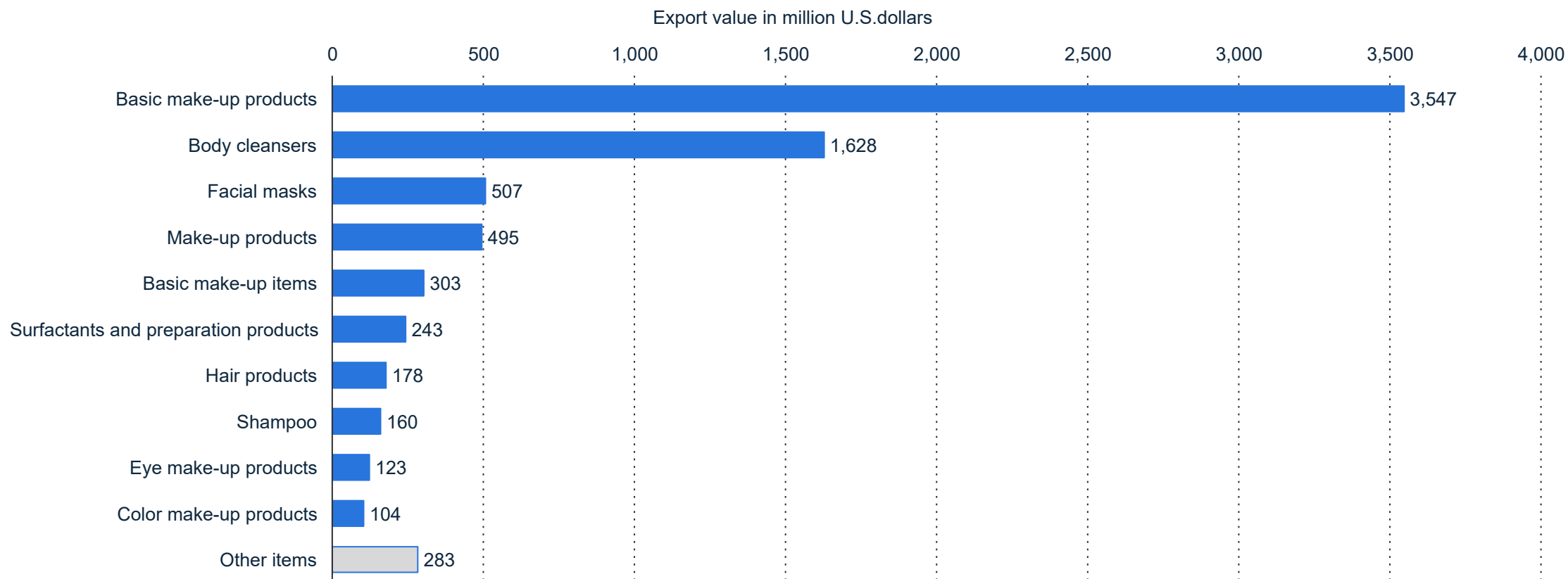
Cosmetics export value in Japan 2020, by product



**Note(s):** Japan; 2020; figures for January to November  
Further information regarding this statistic can be found on [page 60](#).  
**Source(s):** Japan Customs; [ID\\_1242888](#)

## Value of cosmetic product exports from South Korea in 2020, by product type (in million U.S. dollars)

Cosmetic products export value South Korea 2020, by product type



**Note(s):** Worldwide, South Korea; 2020

Further information regarding this statistic can be found on [page 61](#).

**Source(s):** The Korea Economic Magazine; KHIDI; Foundation of Korea Cosmetic Industry Institute; [ID 1274291](#)


COSMETICS IN THE ASIA-PACIFIC REGION

# Consumer preference

# Usage of personal care products in the Asia-Pacific region in 2021, by country and type

Usage of personal care products APAC 2021, by country and type

|             | Decorative cosmetics<br>(makeup, lipsticks, nail polish,<br>etc.) | Hair care and hair styling<br>products | Oral and dental care<br>(toothpaste, mouthwash, etc.) | Perfume, fragrances |
|-------------|---|--|---|---------------------|
| Australia   | 34%   | 54%                                    | 80%   | 48%                 |
| China       | 34%   | 59%                                    | 74%   | 28%                 |
| Hong Kong   | 37%   | 66%                                    | 85%   | 37%                 |
| India       | 32%   | 56%                                    | 71%   | 60%                 |
| Indonesia   | 37%   | 44%                                    | 76%   | 71%                 |
| Japan       | 34%   | 46%                                    | 67%   | 16%                 |
| Malaysia    | 27%   | 61%                                    | 78%   | 58%                 |
| New Zealand | 32%   | 55%                                    | 80%   | 53%                 |
| Pakistan    | 22%   | 47%                                    | 68%   | 75%                 |
| Philippines | 26%   | 59%                                    | 84%   | 69%                 |
| Singapore   | 23%   | 56%                                    | 80%   | 45%                 |
| South Korea | 26%   | 38%                                    | 59%   | 24%                 |
| Taiwan      | 24%   | 40%                                    | 8   |                     |

 **Cropped Version**  
Double click to open excel file with complete data

**Note(s):** Asia, APAC; 2021; 18-64 years; 80,130 respondents; Residential online population

Further information regarding this statistic can be found on [page 62](#).

**Source(s):** Statista Global Consumer Survey (GCS); [ID 1272495](#)

# Criteria for selecting body care and cosmetic products in selected Asia-Pacific countries in 2021

Criteria for selecting personal care products APAC 2021, by country

|   | China | Australia | South Korea | India |
|---|-------|-----------|-------------|-------|
| Brand                                   | 49%   | 41%       | 27%         | 61%   |
| Habit                                   | 31%   | 20%       | 12%         | 22%   |
| Ingredients                             | 44%   | 29%       | 22%         | 35%   |
| Low price                               | 15%   | 45%       | 35%         | 30%   |
| Organic/natural cosmetics               | 40%   | 23%       | 15%         | 46%   |
| Packaging                               | 16%   | 14%       | 5%          | 25%   |
| Promised effects                        | 24%   | 21%       | 19%         | 27%   |
| Quality                                 | 51%   | 54%       | 42%         | 70%   |
| Recommendation of friends/acquaintances | 31%   | 23%       | 16%         | 28%   |
| Reviews                                 | 23%   | 25%       | 23%         | 41%   |
| Scent                                   | 25%   | 32%       | 27%         | 29%   |
| Skin compatibility                      | 35%   | 38%       | 53%         | 55%   |
| Sustainability/eco-friendliness         | 27%   | 20%       | 17%         | 30%   |
| Other                                   | 2%    | 3%        | 1%          | 2%    |
| Don't know                              | 3%    | 4%        | 5%          | 3%    |

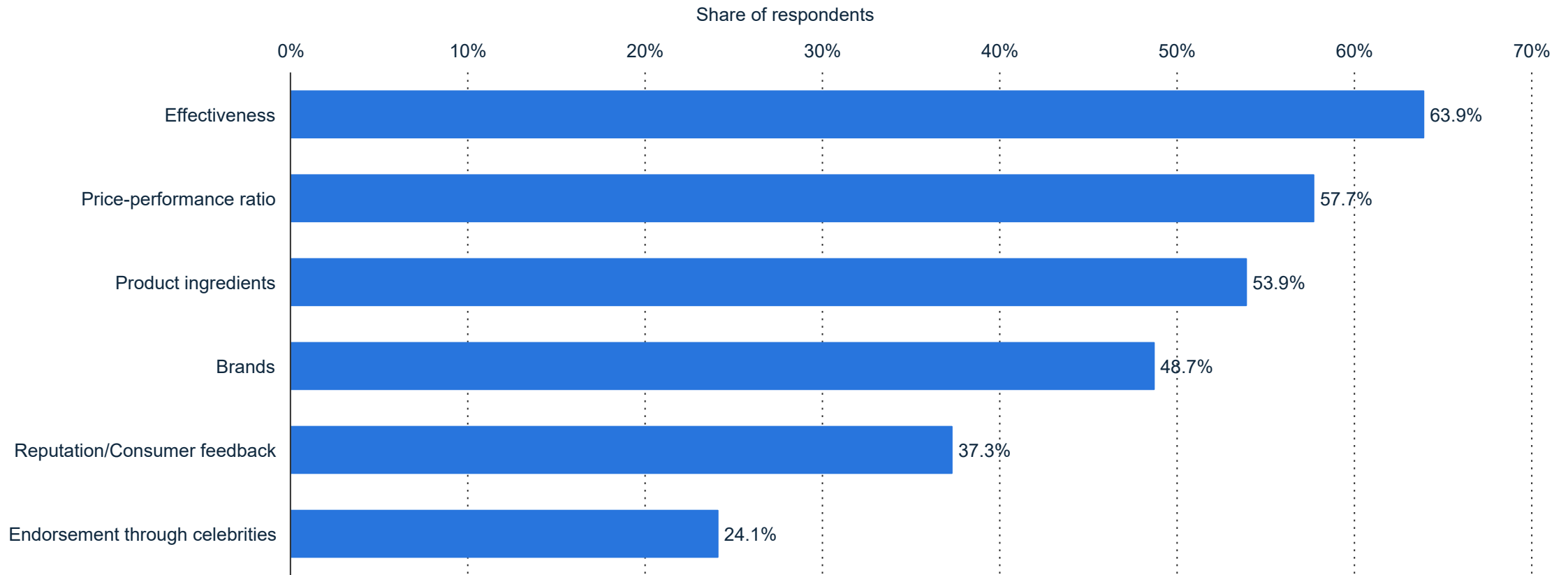
**Note(s):** Asia, APAC; 2021; 18-64 years; 68,274 respondents; Residential online population

Further information regarding this statistic can be found on [page 63](#).

**Source(s):** Statista Global Consumer Survey (GCS); [ID 1272512](#)

# Leading factors influencing consumers' cosmetic products purchasing decisions in China as of April 2021

Most important factors in cosmetic products purchasing decisions in China 2021



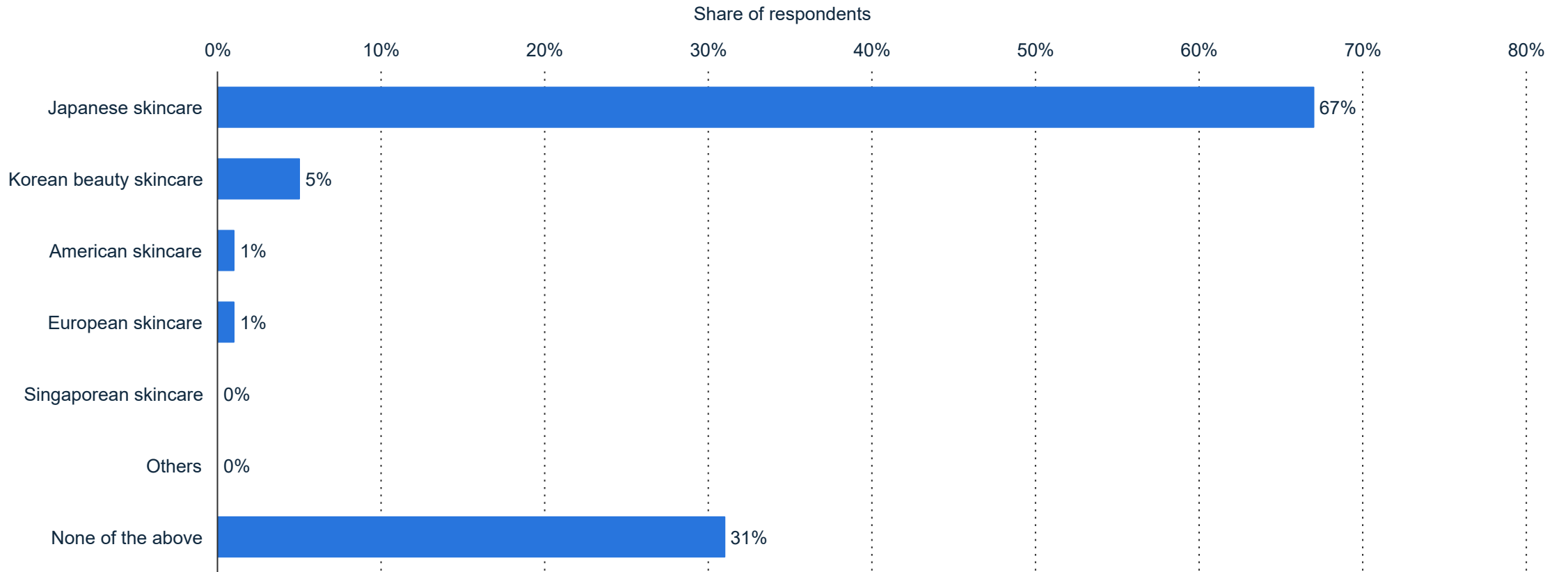
Note(s): China; April 2021; 2,484 respondents

Further information regarding this statistic can be found on [page 64](#).

Source(s): iiMedia Research; ID 1238848

# Most popular skincare products in Japan as of July 2021, by region of origin

Popular skincare products in Japan 2021, by region of origin



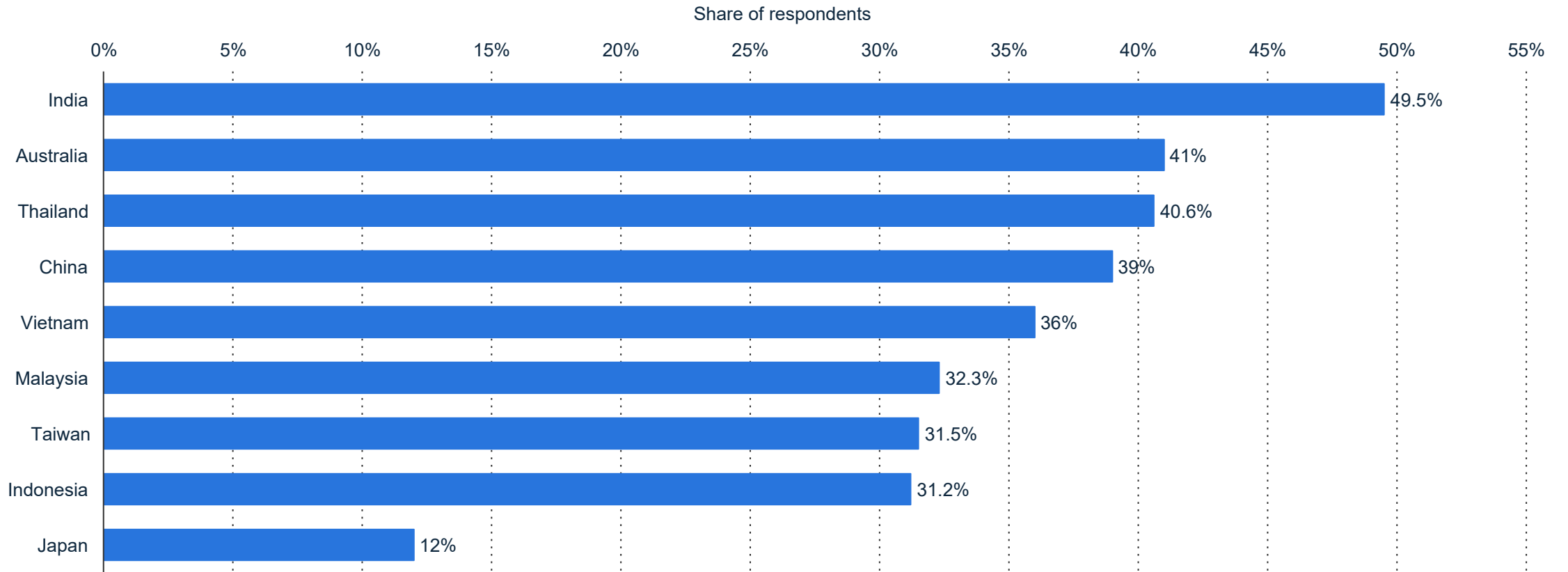
**Note(s):** Japan; July 8 to 30, 2021; 16 years and older; 810 respondents; multiple answers allowed

Further information regarding this statistic can be found on [page 65](#).

**Source(s):** Rakuten Insight; [ID\\_1243152](#)

# Popularity of South Korean beauty products (K-beauty) in Asia and Oceania in 2021, by selected country

K-beauty popularity in Asia and Oceania 2021, by country



**Note(s):** Worldwide, South Korea; November 1, 2020 to October 31, 2021; 15-59 years old; 4,400 respondents

Further information regarding this statistic can be found on [page 66](#).

**Source(s):** Korean Foundation for International Cultural Exchange; MCST (South Korea); [ID 1274774](#)



COSMETICS IN THE ASIA-PACIFIC REGION

# References

# Breakdown of the cosmetic market worldwide in 2021, by geographic zone

## Breakdown of the cosmetic market worldwide 2021, by geographic zone

### Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | L'Oréal   |
| Conducted by            | L'Oréal   |
| Survey period           | 2021  |
| Region(s)               | Worldwide   |
| Number of respondents   | <i>n.a.</i>   |
| Age group               | <i>n.a.</i>   |
| Special characteristics | <i>n.a.</i>   |
| Published by            | L'Oréal   |
| Publication date        | March 2022  |
| Original source         | L'Oréal - Universal Registration Document 2021, page 23   |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>* Estimates based on net manufacturer prices excluding soap, toothpaste, razors and blades. Excluding currency fluctuations.</i> |

### Description

This statistic depicts the breakdown of the cosmetic market worldwide in 2021, by geographic zone. In 2021, North America made up 26 percent of the global cosmetic market.

#### Global Cosmetic Market

Societies throughout history have employed various forms of cosmetics and toiletries to improve appearance, scent and health. Ancient civilizations used cosmetics for various purposes such as religious rituals and class demarcation. Though used for different purposes, cosmetics have remained a historical constant from the Ancient Egyptians to modern-day society.

Non-western beauty cultures are becoming more influential as new countries dominate rankings; consumers beyond North America and Europe are remaking the beauty market in their own image and likeness. As a result of this shift to new regions, beauty cultures which are quite different from the mature European and North American markets will play an even more influential role in the future. As a matter of fact, North Asia is currently the leading cosmetic market worldwide, with a market share of 35 percent. The rising popularity of K-Beauty worldwide in recent years bears witness to this success and to the shift in consumers' beauty rituals and product priorities. Likewise, diversity and variety have become the norm within the global cosmetics market.

With the cosmetics industry earning record revenues, with niche sectors, such as men's grooming and natural/organic cosmetics rapidly gaining market share, and with social media, eco-consciousness and cause-based consumerism greatly impacting product purchasing decisions, the cosmetics industry is an ever-changing behemoth that's become integral to the global economy.

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# Annual growth of the global cosmetics market from 2004 to 2020

Growth rate of the global cosmetics market 2004-2020

## Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | L'Oréal   |
| Conducted by            | L'Oréal   |
| Survey period           | 2004 to 2020  |
| Region(s)               | Worldwide   |
| Number of respondents   | <i>n.a.</i>   |
| Age group               | <i>n.a.</i>   |
| Special characteristics | <i>n.a.</i>   |
| Published by            | L'Oréal   |
| Publication date        | March 2021  |
| Original source         | L'Oréal - Annual Report 2020, page 18   |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>* L'Oréal estimates of worldwide cosmetics market based on net manufacturer prices excluding soap, toothpaste, razors and blades. Excluding currency fluctuations.</i> |

## Description

This statistic shows the annual growth rate of the global cosmetics market from 2004 to 2020. In 2020, the global cosmetics market shrank by an estimated 8 percent compared to the previous sales year.

### Global Cosmetics Market

Since the early twentieth century, the production of cosmetics has been controlled by a handful of multi-national corporations. The global cosmetics industry is broken down into six main categories; skin care being the largest one out of them all, accounting for 36.4 percent of the global market in 2016.

In recent years, consumers have been spending higher levels of disposable income on cosmetics than they had in the past. Unfortunately, the global financial crisis has put a damper on the market and during those years, more affordably priced merchandise and do it yourself at home products were key in the beauty market. However, in recent years as Generation Y has really entered the job market, they have become a big driver of the cosmetics market; especially in the United States. The United States is the biggest cosmetic market in the world, with an estimated total revenue of about 62.46 billion U.S. dollars and employing about 63,816 people by 2016.

In the coming years, global cosmetic companies will continue to focus their efforts on product innovation in order to attract new consumers and keep existing consumers loyal to specific brands .

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# Size of the cosmetics market in the Asia Pacific region from 2015 to 2020 (in billion U.S. dollars)

## Cosmetics market size APAC 2015-2020

### Source and methodology information

|                         |                                   |
|-------------------------|-----------------------------------|
| Source(s)               | Knowledge Sourcing Intelligence   |
| Conducted by            | Knowledge Sourcing Intelligence   |
| Survey period           | 2015 to 2017                      |
| Region(s)               | APAC                              |
| Number of respondents   | <i>n.a.</i>                       |
| Age group               | <i>n.a.</i>                       |
| Special characteristics | <i>n.a.</i>                       |
| Published by            | Knowledge Sourcing Intelligence   |
| Publication date        | May 2019                          |
| Original source         | knowledge-sourcing.com            |
| Website URL             | <a href="#">visit the website</a> |
| Notes:                  | * <i>Forecast.</i>                |

### Description

In 2018, the size of the cosmetics market in Asia Pacific amounted to approximately 120 billion U.S. dollars. This figure was forecasted to reach around 129 billion U.S. dollars by 2020. Globally, Asia Pacific made up the largest share of the cosmetic market, accounting for around 41 percent worldwide in 2019 . Within the region, China, Japan, and South Korea were the leading markets for beauty and cosmetics, with Vietnam catching up rapidly.

#### Cosmetics consumption in Asia Pacific

There are several factors that have led to the rising cosmetics market in the Asia Pacific region, such as the growing middle class in countries like China, Indonesia, and Vietnam, as well as the increasing awareness for health, wellness and beauty. In 2017, skin care and hair care made up the largest shares in the market revenue of cosmetics in the Asia Pacific region. Foundation and lip products were the leading types of color cosmetics in Asia in 2017 . Beauty products were bought at an equally high rate in both online and offline stores. However, increasing digitalization and popularity of e-commerce has facilitated the launch of numerous new brands.

#### Spotlight on Korean beauty

In the last few years, Korean beauty, also called K-beauty, has become very popular worldwide thanks to the focus on functionality rather than brand awareness. A survey on K-Beauty revealed that Asian consumers liked K-Beauty products due to their positive effects and quality of products .

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# Revenue of the cosmetics market in the Asia-Pacific region in 2021, by country (in million U.S. dollars)

## Cosmetics market revenue in the Asia-Pacific region 2021, by country

### Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Statista Consumer Market Outlook; Statista   |
| Conducted by            | Statista Consumer Market Outlook   |
| Survey period           | n.a.   |
| Region(s)               | APAC   |
| Number of respondents   | n.a.   |
| Age group               | n.a.   |
| Special characteristics | n.a.   |
| Published by            | Statista   |
| Publication date        | November 2021  |
| Original source         | Statista Consumer Market Outlook   |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>Data provided by Statista Market Outlooks are estimates The Cosmetics segment covers decorative cosmetics for the face, lips, eyes, nails and natural cosmetics. Excluded are products applied to the skin for cleansing and care. Cosmetics includes products such as makeup, lipsticks, mascara and nail p [...] For more information visit our Website</i> |

### Description

The Statista Consumer Market Outlook estimates China to have the biggest cosmetics market in the Asia-Pacific region. With over 1.2 billion U.S dollars in revenue, it is double the size of the second ranked Japanese market, and almost three times bigger than the Indian market. Singapore, New Zealand, and Sri Lanka are the three countries with the lowest revenue, all estimated to generate less than 200 million U.S dollars in 2021.

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# Revenue of the skincare market in the Asia-Pacific region in 2021, by country (in million U.S. dollars)

## Skincare market revenue in the Asia-Pacific region 2021, by country

### Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Statista Consumer Market Outlook; Statista   |
| Conducted by            | Statista Consumer Market Outlook   |
| Survey period           | n.a.   |
| Region(s)               | APAC   |
| Number of respondents   | n.a.   |
| Age group               | n.a.   |
| Special characteristics | n.a.   |
| Published by            | Statista   |
| Publication date        | November 2021  |
| Original source         | Statista Consumer Market Outlook   |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>Data provided by Statista Market Outlooks are estimates The Cosmetics segment covers decorative cosmetics for the face, lips, eyes, nails and natural cosmetics. Excluded are products applied to the skin for cleansing and care. Cosmetics includes products such as makeup, lipsticks, mascara and nail p [...] For more information visit our Website</i> |

### Description

The Statista Consumer Market Outlook estimates that the Japanese skin care market, with over 1.7 billion U.S. dollars in revenue, to be the biggest market in the Asia-Pacific region. The Chinese and South Korean markets are ranked second and third when ranked according to revenue. Singapore, Sri Lanka, and New Zealand are the skin care markets with the lowest revenue in 2021, all three creating less than 300 million U.S. dollars.

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# Cosmetics market size in China from 2012 to 2020 with forecasts until 2023 (in billion yuan)

## Cosmetics market value in China 2012-2023

### Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | iiMedia Research  |
| Conducted by            | iiMedia Research  |
| Survey period           | 2012 to 2020  |
| Region(s)               | China   |
| Number of respondents   | <i>n.a.</i>   |
| Age group               | <i>n.a.</i>   |
| Special characteristics | <i>n.a.</i>   |
| Published by            | iiMedia Research  |
| Publication date        | June 2021   |
| Original source         | iimedia.cn  |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>*Estimate. One yuan equals approximately 0.16 U.S. dollars and 0.14 euros (as of February 2022).</i> |

### Description

In 2020, the cosmetics market size in China totaled 395.8 billion yuan, shrinking from around 425.6 billion yuan in the previous year. Impacted by the coronavirus pandemic, the cosmetics market in China dropped for the first time since 2012. However, China's cosmetics market is expected to revive in the coming years and reach 512.5 billion yuan by 2023.

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# Revenue of the beauty & personal care market in China from 2015 to 2025, by segment (in million U.S. dollars)

Turnover of the beauty & personal care market in China by segment 2015-2025

## Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Statista Consumer Market Outlook; Statista   |
| Conducted by            | Statista Consumer Market Outlook   |
| Survey period           | n.a.   |
| Region(s)               | China  |
| Number of respondents   | n.a.   |
| Age group               | n.a.   |
| Special characteristics | n.a.   |
| Published by            | Statista   |
| Publication date        | May 2021   |
| Original source         | Statista Consumer Market Outlook   |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>The Beauty &amp; Personal Care market is defined here as consumer goods for cosmetics and body care. Included are beauty cosmetics for the face, lips, skin care products, fragrances and personal care products such as hair care, deodorants and shaving products. Excluded are beauty services, such as haird [...] For more information visit our Website</i> |

## Description

The revenue of beauty and personal care products on the Chinese market reached a new record high of over 56 billion U.S. dollars in 2021. Personal care products made up the biggest share of this revenue with over 24 billion U.S. dollars, followed by skin care products generating a revenue of over 15 billion U.S. dollars. According to the estimate of the Statista Consumer Market Outlook the revenue of beauty and personal care products in China will continue to grow and reach a value of over 78 billion U.S. dollars by 2025.

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# Market size of the cosmetics industry across India from 2010 to 2025 (in billion U.S. dollars)

## Market size of the cosmetics industry across India 2010-2025

### Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Redseer  |
| Conducted by            | Redseer  |
| Survey period           | 2010 to 2025   |
| Region(s)               | India  |
| Number of respondents   | <i>n.a.</i>  |
| Age group               | <i>n.a.</i>  |
| Special characteristics | <i>n.a.</i>  |
| Published by            | Redseer  |
| Publication date        | September 2020   |
| Original source         | India Cosmetics Industry Analysis: By Product(Fragrances, Skin Care, Make-Up, Hair Care, Hygiene, Oral Cosmetics), By Pricing, By Gender, By Distribution Channel With COVID-19 Impact   Forecast Period 2017-2030 |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>*Forecast.</i>  |

### Description

As of 2017, the market size of the cosmetic industry across India had a value approximately eleven billion U.S. dollars. The market size of the cosmetic industry recorded a year on year growth and was forecast to reach a value of 20 billion U.S. dollars in 2025.

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# Cosmetic market size in Japan in 2019, by type (in billion U.S. dollars)

Cosmetics market value in Japan 2019, by type

## Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | NITE; Euromonitor  |
| Conducted by            | Euromonitor  |
| Survey period           | 2019   |
| Region(s)               | Japan  |
| Number of respondents   | <i>n.a.</i>  |
| Age group               | <i>n.a.</i>  |
| Special characteristics | <i>n.a.</i>  |
| Published by            | NITE   |
| Publication date        | April 2021   |
| Original source         | Cosmetic industry trend survey FY 2020, page 140   |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>1 U.S. dollar equal 114.02 Japanese yen or 0.86 euros as of October 2021. Values have been rounded.</i> |

## Description

In 2019, skincare accounted for the largest segment of the cosmetics market in Japan, valued at almost 19 billion U.S. dollars. Makeup followed as the second largest segment with around seven billion dollars.

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# Market size of cosmetics industry in South Korea from 2014 to 2020 (in trillion South Korean won)

## Cosmetics industry market size South Korea 2014-2020

### Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | MFDS (South Korea)  |
| Conducted by            | MFDS (South Korea)  |
| Survey period           | 2014 to 2020  |
| Region(s)               | South Korea   |
| Number of respondents   | <i>n.a.</i>   |
| Age group               | <i>n.a.</i>   |
| Special characteristics | <i>n.a.</i>   |
| Published by            | MFDS (South Korea)  |
| Publication date        | December 2021   |
| Original source         | 2021 Food and Drug Statistical Yearbook, page 48  |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>Note: 1,000 South Korean won equals 0.84 U.S. dollars or 0.74 euros as of January 2022. Figures have been rounded.</i> |

### Description

In 2020, the market size of the cosmetics industry in South Korea amounted to around 7.6 trillion South Korean won. Figures saw a marked drop from the previous year. As K-beauty products gained global popularity, the production and exports of Korean cosmetic products had significantly grown from 2014 to 2019.

#### Key players

The South Korean cosmetics industry has been dominated by local products. Based on sales revenue, the leading domestic companies were G Household & Health Care and the Amorepacific Group. Both have a number of sub-brands, for instance, the Face Shop, O Hui, Sum, and Belif under the former; Sulwhasoo, Laneige, Innisfree, IOPE, Hera, Etude House, and Mamonde belong to the latter. Another key player, Orea Kolmar, is mainly engaged in the original development and design manufacturing (ODM) and original equipment manufacturing (OEM) of cosmetics.

#### Korean cosmetics in the global market

Global companies are increasingly interested in the Korean cosmetics market. L'Oreal, the world's largest cosmetics company, has acquired a Korean cosmetics company "Style Nanda". Style Nanda originally started with an online fashion mall and now it is more well-known for its cosmetics brand 3CE. In addition, AHC, which is famous for its eye cream, was acquired by Unilever, and Have&Be, which owns the Dr.Jart brand, was acquired by Estee Lauder.

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# Leading cosmetics brands in China in 2019, based on market share

Market share of the leading cosmetics brands in China 2019

## Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Euromonitor; Forward Intelligence (Qianzhan) |
| Conducted by            | Euromonitor; Forward Intelligence (Qianzhan) |
| Survey period           | 2019   |
| Region(s)               | China  |
| Number of respondents   | <i>n.a.</i>                                  |
| Age group               | <i>n.a.</i>                                  |
| Special characteristics | <i>n.a.</i>                                  |
| Published by            | Forward Intelligence (Qianzhan)              |
| Publication date        | November 2020                                |
| Original source         | qianzhan.com                                 |
| Website URL             | <a href="#">visit the website</a>            |
| Notes:                  | <i>n.a.</i>                                  |

## Description

This statistic displays the leading beauty and personal care brands in China in 2019, ranked based on market share. That year, cosmetic products of the French brand L'Oréal Paris covered around 3.1 percent of the cosmetics market in China.

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# Leading household and personal care companies in India as of March 2022, based on net sales (in billion Indian rupees)

Leading household and personal care companies in India 2022, based on net sales

## Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Moneycontrol   |
| Conducted by            | Moneycontrol   |
| Survey period           | as of March 2022   |
| Region(s)               | India  |
| Number of respondents   | <i>n.a.</i>  |
| Age group               | <i>n.a.</i>  |
| Special characteristics | based on BSE standings.  |
| Published by            | Moneycontrol   |
| Publication date        | March 2022   |
| Original source         | moneycontrol.com   |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>One Indian rupee is equal to 0.012 euros and 0.013 U.S. dollars as of March 2022. Values have been rounded for clarity. Date of release corresponds to the date of access</i> |

## Description

As of March 2022, Hindustan Unilever was the leading company in the household and personal care segment with a net sales of approximately 459 billion Indian rupees. Dabur India came in second with a net sales of approximately 71 billion Indian rupees.

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# Leading cosmetics companies in Japan in 2019, by sales value (in billion Japanese yen)

## Major Japanese cosmetics companies 2019, by sales

### Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | NITE; Fuji Keizai Group  |
| Conducted by            | Fuji Keizai Group  |
| Survey period           | 2019   |
| Region(s)               | Japan  |
| Number of respondents   | <i>n.a.</i>  |
| Age group               | <i>n.a.</i>  |
| Special characteristics | <i>n.a.</i>  |
| Published by            | NITE   |
| Publication date        | April 2021   |
| Original source         | Cosmetic industry trend survey FY 2020, page 13  |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>1 Japanese yen equals 0.0090 U.S. dollars or 0.0078 euros as of October 2021. Values have been rounded.</i> |

### Description

In 2019, Shiseido Company, Limited was the leading cosmetics company in Japan, generating almost 371 billion Japanese yen in sales within the domestic cosmetic market. The Japanese market was lead predominantly by domestic brands, with Procter & Gamble Company representing the leading foreign cosmetic brand.

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# Leading beauty and cosmetics conglomerates in South Korea in 2020, by revenue (in billion South Korean won)

## Leading cosmetics conglomerates South Korea 2020, by revenue

### Source and methodology information

|                         |                                   |
|-------------------------|-----------------------------------|
| Source(s)               | DART; Cosmorning                  |
| Conducted by            | DART                              |
| Survey period           | 2020                              |
| Region(s)               | South Korea                       |
| Number of respondents   | <i>n.a.</i>                       |
| Age group               | <i>n.a.</i>                       |
| Special characteristics | <i>n.a.</i>                       |
| Published by            | Cosmorning                        |
| Publication date        | April 2021                        |
| Original source         | cosmorning.com                    |
| Website URL             | <a href="#">visit the website</a> |

Notes: *\*Consolidated. Note: 1,000 South Korean won equal 0.88 U.S. dollars and 0.75 euros as of April 2021. Figures have been rounded. Original source divided cosmetics companies into 7 categories including general cosmetics conglomerates, OEM/ODM companies, brand companies, packaging companies, raw materi [...] For more information visit our Website*

### Description

In 2020, LG Household & Health Care (LG H&H) was the largest beauty and cosmetics conglomerate in South Korea with its revenue of around 7.8 trillion South Korean won. LG H&H is a South Korean consumer goods company and its business sectors include cosmetics, household goods, and beverages. The main cosmetics brands of LG Household & Health Care are Whoo, O Hui, SU:M37, and THE FACE SHOP. In this statistic the cosmetics conglomerates refer to the companies that have their own production plants and brands and directly manage distribution.

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# Value of total sales of L'Oréal cosmetics in Asia Pacific from 2013 to 2020 (in million euros)

## L'Oréal sales APAC 2013-2020

### Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | L'Oréal                                |
| Conducted by            | L'Oréal                                |
| Survey period           | 2013 to 2020                           |
| Region(s)               | APAC                                   |
| Number of respondents   | <i>n.a.</i>                            |
| Age group               | <i>n.a.</i>                            |
| Special characteristics | <i>n.a.</i>                            |
| Published by            | L'Oréal                                |
| Publication date        | March 2021                             |
| Original source         | L'Oréal - Annual Report 2020, page 263 |
| Website URL             | <a href="#">visit the website</a>      |
| Notes:                  | <i>n.a.</i>                            |

### Description

In 2020, the total consolidated sales of L'Oréal in the Asia Pacific region amounted to approximately 9.8 billion euros. This was a dramatic increase from 2013, in which L'Oréal's consolidated sales reached just under 4.4 billion euros across the Asia Pacific region.

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# Operating profit of Unilever Group from 2007 to 2021, by region (in million euros)

Unilever: operating profit 2007-2021, by region

## Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | Unilever                                |
| Conducted by            | Unilever                                |
| Survey period           | 2007 to 2021                            |
| Region(s)               | Worldwide                               |
| Number of respondents   | <i>n.a.</i>                             |
| Age group               | <i>n.a.</i>                             |
| Special characteristics | <i>n.a.</i>                             |
| Published by            | Unilever                                |
| Publication date        | March 2022                              |
| Original source         | Unilever - Annual Report 2021, page 122 |
| Website URL             | <a href="#">visit the website</a>       |

Notes: *Data prior to 2019 were retrieved from earlier releases of the source. \* In previous reports, this region was "Western Europe". \*\* In previous reports, this region was referred to as: "Asia, Africa, Central, and Eastern Europe". Abbreviation refers to Asia, Africa, Middle East, Turkey, Russia, Ukrai [...]*  
*For more information visit our Website*

## Description

In 2021, the operating profit generated by Unilever in Europe amounted to about 1.47 billion euros, nearly 65 percent less than in 2018 where it reached over 4 billion euros. In the last year depicted, the best performing region was Asia/AMET/RUB, with operating profits of approximately 4.54 billion euros. Asia/AMET/RUB refers to Asia, Africa, Middle East, Turkey, Russia, Ukraine, and Belarus.

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# Amorepacific Group's worldwide sales revenue in 2020, by region (in billion South Korean won)

## Amorepacific Group's worldwide sales revenue 2020, by region

### Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Amorepacific   |
| Conducted by            | Amorepacific   |
| Survey period           | 2020   |
| Region(s)               | Worldwide, South Korea   |
| Number of respondents   | <i>n.a.</i>  |
| Age group               | <i>n.a.</i>  |
| Special characteristics | consolidated   |
| Published by            | Amorepacific   |
| Publication date        | May 2021   |
| Original source         | 2020 Amorepacific Group audit report, page 34  |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>Values have been rounded. 1,000 South Korean won equals 0.84 U.S. dollars or 0.73 euros as of October 2021.</i> |

### Description

In 2020, South Korean beauty and cosmetics conglomerate Amorepacific Group recorded revenue amounting to almost three trillion South Korean won for the domestic market in South Korea. Overall, worldwide sales totaled to approximately 4.93 trillion South Korean won.

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# Net sales of Shiseido Company, Limited from fiscal year 2011 to 2020 (in billion Japanese yen)

Shiseido's net sales FY 2011-2020

## Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Shiseido   |
| Conducted by            | Shiseido   |
| Survey period           | fiscal year 2011 to 2020; the company's fiscal years ended December 31 of each stated year |
| Region(s)               | Japan  |
| Number of respondents   | <i>n.a.</i>  |
| Age group               | <i>n.a.</i>  |
| Special characteristics | <i>n.a.</i>  |
| Published by            | Shiseido   |
| Publication date        | April 2021   |
| Original source         | corp.shiseido.com  |
| Website URL             | <a href="#">visit the website</a>  |

Notes: *\*Fiscal year 2015 in this statistic is the nine months from April 1, 2015 to December 31, 2015. Until March 2015, the fiscal year of Shiseido Company, Limited ran from April 1 of the year stated to March 31 of the following year. The source states, that effective from fiscal year 2015, Shiseido and [...] For more information visit our Website*

## Description

In fiscal year 2020, Shiseido Company, Limited generated close to 921 billion yen in net sales, a decrease from about 1.13 trillion yen in the previous fiscal year. Shiseido Company is a Japanese manufacturer of personal care products headquartered in Tokyo, Japan. The multinational company leads the domestic cosmetics market and owns brands in the fragrance, cosmetics, personal care, and luxury cosmetics segments, among others.

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# Import value of China's personal care and cosmetic products in 2020, by category (in million U.S. dollars)

## Import value of China's personal care and cosmetics 2020, by category

### Source and methodology information

|                         |                                   |
|-------------------------|-----------------------------------|
| Source(s)               | GTA; HKTDC                        |
| Conducted by            | GTA                               |
| Survey period           | 2020                              |
| Region(s)               | China                             |
| Number of respondents   | <i>n.a.</i>                       |
| Age group               | <i>n.a.</i>                       |
| Special characteristics | <i>n.a.</i>                       |
| Published by            | HKTDC                             |
| Publication date        | October 2021                      |
| Original source         | China's cosmetics market          |
| Website URL             | <a href="#">visit the website</a> |
| Notes:                  | <i>n.a.</i>                       |

### Description

In 2020, the value of lip makeup products imported into China amounted to around 745 million U.S. dollars. This indicated an more than 11 percent import decrease compared to the previous year.

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# Import value of domestic cosmetics in Japan from 2011 to 2019 (in billion Japanese yen)

## Import value of Japanese cosmetics in 2011-2019

### Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | NITE; Japan Customs; Fuji Keizai Group   |
| Conducted by            | Japan Customs; Fuji Keizai Group   |
| Survey period           | 2011 to 2019   |
| Region(s)               | Japan  |
| Number of respondents   | <i>n.a.</i>  |
| Age group               | <i>n.a.</i>  |
| Special characteristics | <i>n.a.</i>  |
| Published by            | NITE   |
| Publication date        | April 2021   |
| Original source         | Cosmetic industry trend survey FY 2020, page 16-17   |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>1 Japanese yen equals 0.0090 U.S. dollars or 0.0078 euros as of October 2021. Values have been rounded.</i> |

### Description

In 2019, the import volume of cosmetics to Japan amounted to around 282.5 billion Japanese yen. Cosmetics imports showed an upward trend in recent years, with major supplier countries being France, the United States, and Thailand among others.

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# Value of cosmetics imported into South Korea in 2020, by country of origin (in million U.S. dollars)

## Cosmetics import value in South Korea 2020, by origin

### Source and methodology information

|                         |                                   |
|-------------------------|-----------------------------------|
| Source(s)               | Cosmorning                        |
| Conducted by            | Cosmorning                        |
| Survey period           | 2020                              |
| Region(s)               | South Korea                       |
| Number of respondents   | <i>n.a.</i>                       |
| Age group               | <i>n.a.</i>                       |
| Special characteristics | <i>n.a.</i>                       |
| Published by            | Cosmorning                        |
| Publication date        | June 2021                         |
| Original source         | cosmorning.com                    |
| Website URL             | <a href="#">visit the website</a> |
| Notes:                  | <i>Figures have been rounded.</i> |

### Description

This statistic depicts the value of cosmetics imported into South Korea in 2020, by country of origin. That year, South Korea imported more than 366.58 million U.S. dollars worth of cosmetics from France.

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# Export value of personal care and cosmetics products from China from 2015 to 2020 (in billion U.S. dollars)

Export value of cosmetics, personal care, and cosmetics products from China 2015-2020

## Source and methodology information

|                         |                                   |
|-------------------------|-----------------------------------|
| Source(s)               | chyxx.com; China Customs          |
| Conducted by            | China Customs                     |
| Survey period           | 2015 to 2020                      |
| Region(s)               | China                             |
| Number of respondents   | <i>n.a.</i>                       |
| Age group               | <i>n.a.</i>                       |
| Special characteristics | <i>n.a.</i>                       |
| Published by            | chyxx.com                         |
| Publication date        | May 2021                          |
| Original source         | chyxx.com                         |
| Website URL             | <a href="#">visit the website</a> |
| Notes:                  | <i>n.a.</i>                       |

## Description

In 2020, the export value of beauty products from China valued at 4.24 billion U.S. dollars, increasing from 2.77 billion U.S. dollars in the previous year. In the same year, China exported around one million metric tons of personal care and beauty products globally.

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# Export value of cosmetics, toiletries, and essential oils from India from financial year 2016 to 2020, with an estimate for 2021 (in million U.S. dollars)

## Export value of cosmetics, toiletries, and essential oils India 2016-2021

### Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | DGCI&S (CHEMEXCIL)  |
| Conducted by            | DGCI&S (CHEMEXCIL)  |
| Survey period           | FY 2015 to FY 2020  |
| Region(s)               | India   |
| Number of respondents   | <i>n.a.</i>   |
| Age group               | <i>n.a.</i>   |
| Special characteristics | <i>n.a.</i>   |
| Published by            | DGCI&S (CHEMEXCIL)  |
| Publication date        | September 2021  |
| Original source         | Chemexcil 58th annual report 2020-21, page 38   |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>India's financial year begins in April and ends in March. For example, FY 2020 started in April 2019 and ended in March 2020. One Indian rupee is equal to 0.012 euros and 0.013 U.S. dollars as of November 2021.</i> |

### Description

The export value of cosmetics, soap and toiletries, and essential oils from India amounted to nearly 1.8 billion U.S. dollars in the financial year of 2021. This was a significant increase compared to 1.5 billion dollars in the financial year 2016.

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# Export value of cosmetics from Japan in 2020, by product type (in billion Japanese yen)

## Cosmetics export value in Japan 2020, by product

### Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Japan Customs  |
| Conducted by            | Japan Customs  |
| Survey period           | 2020   |
| Region(s)               | Japan  |
| Number of respondents   | <i>n.a.</i>  |
| Age group               | <i>n.a.</i>  |
| Special characteristics | figures for January to November  |
| Published by            | Japan Customs  |
| Publication date        | January 2021   |
| Original source         | Export of cosmetics, page 7  |
| Website URL             | <a href="#">visit the website</a>  |
| Notes:                  | <i>1 Japanese yen equals 0.0090 U.S. dollars or 0.0078 euros as of October 2021. Values have been rounded.</i> |

### Description

In 2020, creams were the leading cosmetics exported from Japan, valued at around 88 billion Japanese yen. That year, cosmetics exports from Japan exceeded 500 billion yen, with neighboring regions like China and South Korea representing major importers.

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# Value of cosmetic product exports from South Korea in 2020, by product type (in million U.S. dollars)

## Cosmetic products export value South Korea 2020, by product type

### Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | The Korea Economic Magazine; KHIDI; Foundation of Korea Cosmetic Industry Institute |
| Conducted by            | KHIDI; Foundation of Korea Cosmetic Industry Institute                              |
| Survey period           | 2020  |
| Region(s)               | Worldwide, South Korea  |
| Number of respondents   | <i>n.a.</i>   |
| Age group               | <i>n.a.</i>   |
| Special characteristics | <i>n.a.</i>   |
| Published by            | The Korea Economic Magazine   |
| Publication date        | May 2021  |
| Original source         | kedglobal.com   |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>n.a.</i>   |

### Description

In 2020, basic make-up products were the most imported cosmetics product from South Korea, with a value of around 3.55 billion U.S. dollars. Overall, the value of cosmetic exports from South Korea had risen during the last years, as K-beauty became more popular worldwide.

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# Usage of personal care products in the Asia-Pacific region in 2021, by country and type

## Usage of personal care products APAC 2021, by country and type

### Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | Statista Global Consumer Survey (GCS)   |
| Conducted by            | Statista  |
| Survey period           | 2021  |
| Region(s)               | Asia, APAC  |
| Number of respondents   | 80,130  |
| Age group               | 18-64 years   |
| Special characteristics | Residential online population   |
| Published by            | Statista  |
| Publication date        | August 2021   |
| Original source         | Statista Global Consumer Survey   |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>The original survey question was: "Which of these body care and cosmetics products do you use regularly? (multi-pick)" For more information please visit the Global Consumer Survey home page and take a look at our methodology .</i> |

### Description

According to a survey from 2021, 44 percent of respondents in Vietnam regularly used decorative cosmetics such as makeup and nail polish. In comparison, 22 percent of respondents in Pakistan regularly used decorative cosmetics in 2021.

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# Criteria for selecting body care and cosmetic products in selected Asia-Pacific countries in 2021

## Criteria for selecting personal care products APAC 2021, by country

### Source and methodology information

|                         |                                       |
|-------------------------|---------------------------------------|
| Source(s)               | Statista Global Consumer Survey (GCS) |
| Conducted by            | Statista                              |
| Survey period           | 2021                                  |
| Region(s)               | Asia, APAC                            |
| Number of respondents   | 68,274                                |
| Age group               | 18-64 years                           |
| Special characteristics | Residential online population         |
| Published by            | Statista                              |
| Publication date        | October 2021                          |
| Original source         | Statista Global Consumer Survey       |
| Website URL             | <a href="#">visit the website</a>     |

Notes: *The original survey question was: "Based on which criteria do you usually select your body care and cosmetics products? (multi-pick)" For more information please visit the Global Consumer Survey home page and take a look at our methodology .*

### Description

According to a survey from 2021, the main criterion for selecting body care and cosmetic products was quality for consumers in Australia, China, and India. In comparison, skin compatibility was the most popular criterion for respondents in South Korea.

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# Leading factors influencing consumers' cosmetic products purchasing decisions in China as of April 2021

## Most important factors in cosmetic products purchasing decisions in China 2021

### Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | iiMedia Research  |
| Conducted by            | iiMedia Research  |
| Survey period           | April 2021  |
| Region(s)               | China   |
| Number of respondents   | 2,484   |
| Age group               | <i>n.a.</i>   |
| Special characteristics | <i>n.a.</i>   |
| Published by            | iiMedia Research  |
| Publication date        | October 2021  |
| Original source         | China's cosmetics industry developing trends and forecasts on Singles' Day Sales 2021 |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>n.a.</i>   |

### Description

According to a survey conducted in April 2021, around 64 percent of Chinese respondents said effectiveness was the most crucial factor in choosing cosmetic products. The price-performance and ingredients were also important criteria for them to purchase beauty products.

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# Most popular skincare products in Japan as of July 2021, by region of origin

Popular skincare products in Japan 2021, by region of origin

## Source and methodology information

|                         |  |
|-------------------------|--|
| Source(s)               | Rakuten Insight  |
| Conducted by            | Rakuten Insight  |
| Survey period           | July 8 to 30, 2021   |
| Region(s)               | Japan  |
| Number of respondents   | 810  |
| Age group               | 16 years and older   |
| Special characteristics | multiple answers allowed                                       |
| Published by            | Rakuten Insight  |
| Publication date        | October 2021   |
| Original source         | <a href="https://insight.rakuten.com">insight.rakuten.com</a>  |
| Website URL             | <a href="#">visit the website</a>                              |
| Notes:                  | <i>Original question: "Which of the following do you use?"</i> |

## Description

According to a survey conducted in July 2021 by Rakuten Insight , the majority of respondents in Japan used Japanese skincare products. While 67 percent of respondents trusted in domestic brands for their skincare routines, five percent consumed Korean beauty products.

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# Popularity of South Korean beauty products (K-beauty) in Asia and Oceania in 2021, by selected country

## K-beauty popularity in Asia and Oceania 2021, by country

### Source and methodology information

|                         |   |
|-------------------------|---|
| Source(s)               | Korean Foundation for International Cultural Exchange ; MCST (South Korea)  |
| Conducted by            | Korean Foundation for International Cultural Exchange ; MCST (South Korea)  |
| Survey period           | November 1, 2020 to October 31, 2021  |
| Region(s)               | Worldwide, South Korea  |
| Number of respondents   | 4,400 respondents   |
| Age group               | 15-59 years old   |
| Special characteristics | <i>n.a.</i>   |
| Published by            | Korean Foundation for International Cultural Exchange   |
| Publication date        | February 2022   |
| Original source         | 2022 Study on Hallyu overseas, page 42  |
| Website URL             | <a href="#">visit the website</a>   |
| Notes:                  | <i>Share of positive answers to the original question: "How popular do you think Korean beauty is in your country at the moment?"</i> |

### Description

According to a survey on the popularity of South Korean beauty products among select countries in Asia and Oceania in 2021, around 50 percent of respondents from India answered that K-beauty products were popular in their country. Following closely were Australia and Thailand with 41 and 40.6 percent of respondents, respectively.

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