

The Latest Haircare product and R&D trend in South Korea

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Haircare market

KOREA shampoo market

Key trends

Future trends

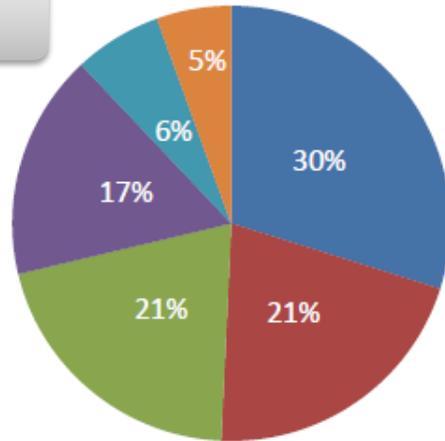
Ryo in China



Global Hair care

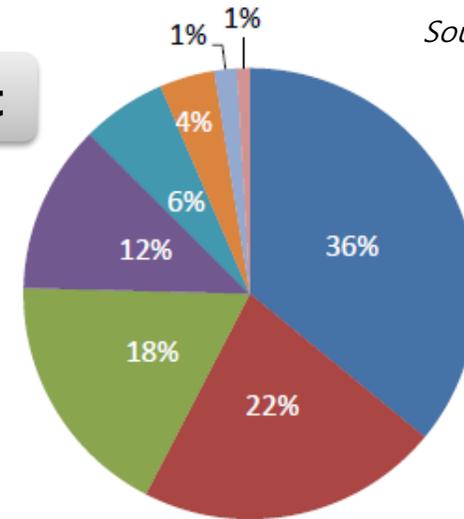
- Global Hair Care Market in 2014 was USD \$ 81Bn (503Bn RMB)
- Asia Pacific and Latin America took over 50% of the market share, which also showed high CAGR
- In all of the Hair care products, Shampoo & conditioner took the highest share and showed high CAGR

Region



Region	CAGR 2010-2014	CAGR 2015-2018
Asia Pacific	4.8	5.9
Latin America	4.6	6.7
Western Europe	2.5	2.9
North America	2.5	4.3
Eastern Europe	2.5	4.1
Middle East & Africa	5.6	6.7

Segment



Segment	CAGR 2010-2014	CAGR 2015-2018
Shampoos	4.3	5.3
Conditioners	5.6	6.8
Colourants	2.8	4.5
Styling Agents	1.1	3.5
Salon Hair Care	2.3	4.4
2-in-1 Products	2.2	4.0
Perms and Relaxants	3.3	4.7
Hair Loss Treatments	1.3	4.4

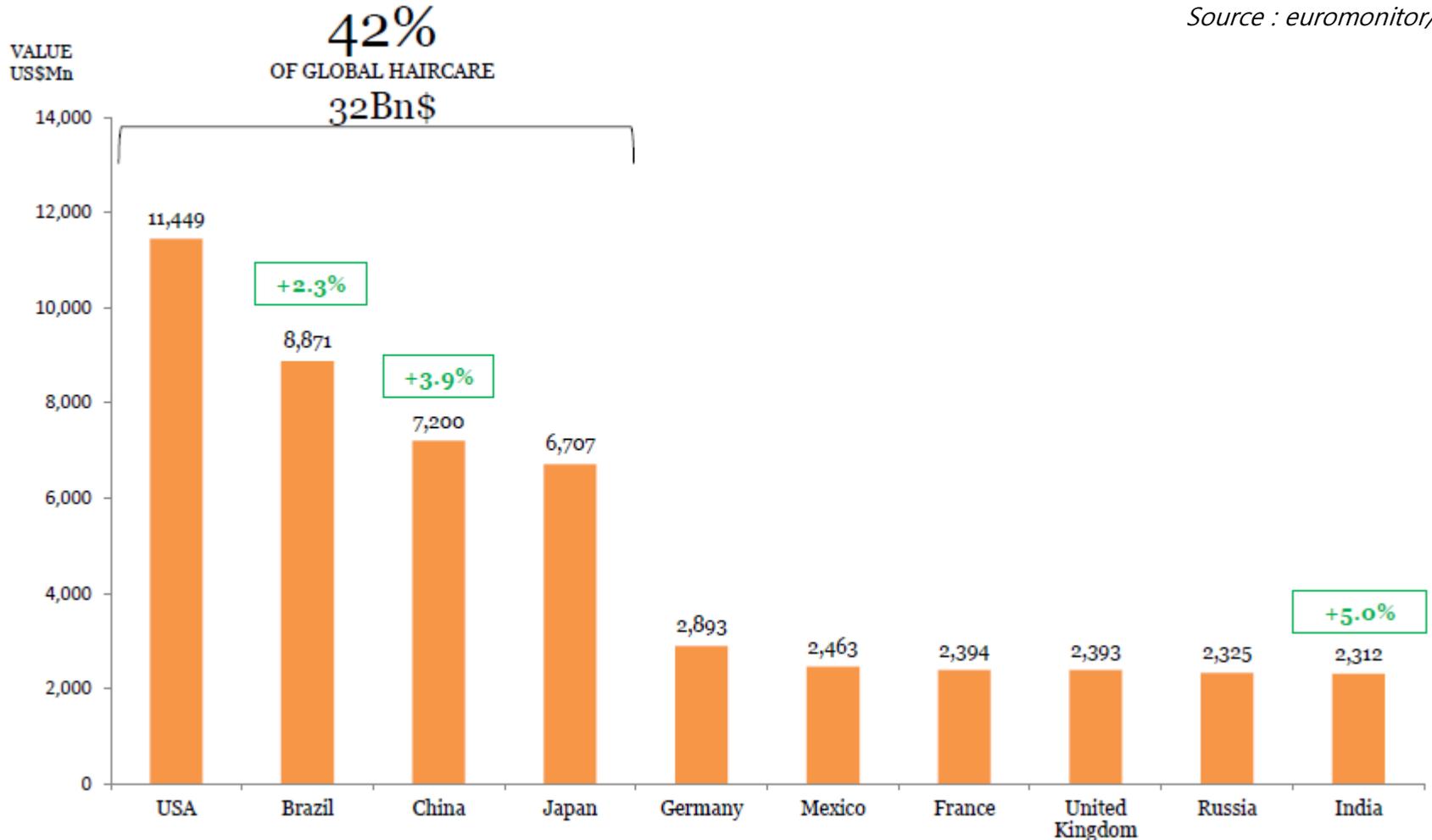
Source : euromonitor/IFF

Global Hair care

- Divided by nations, USA-Brazil-China-Japan took the biggest market share, about 42%.
- In these countries, Brazil and China got the highest CAGR, which means there are more growing space for the next year. And India got the highest growth rate.

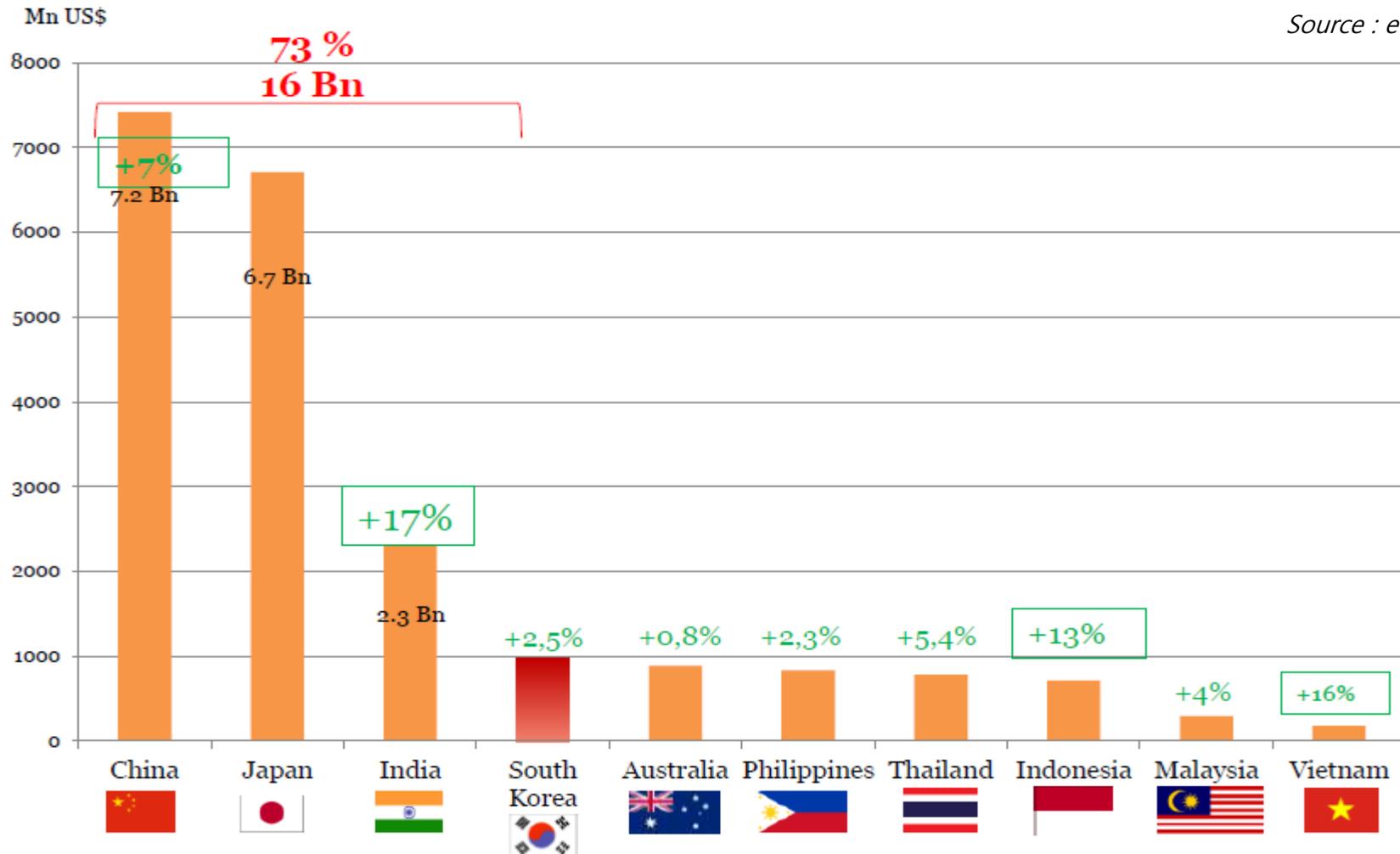
Source : euromonitor/IFF

Nation



ASIA Hair care

- Asia Market : USD \$21Bn (130Bn RMB)
- Japan and China have the biggest hair care market in Asia (66%)
- India and Indonesia will lead the future growth trends.

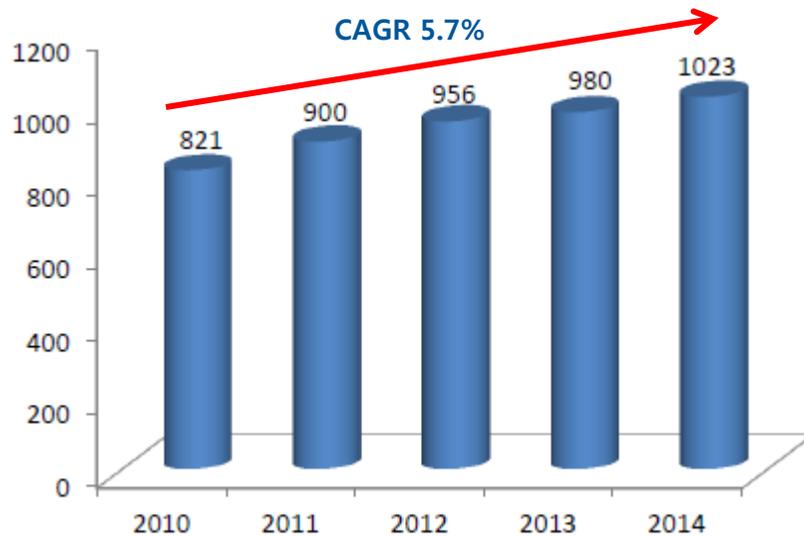


Korea Hair care

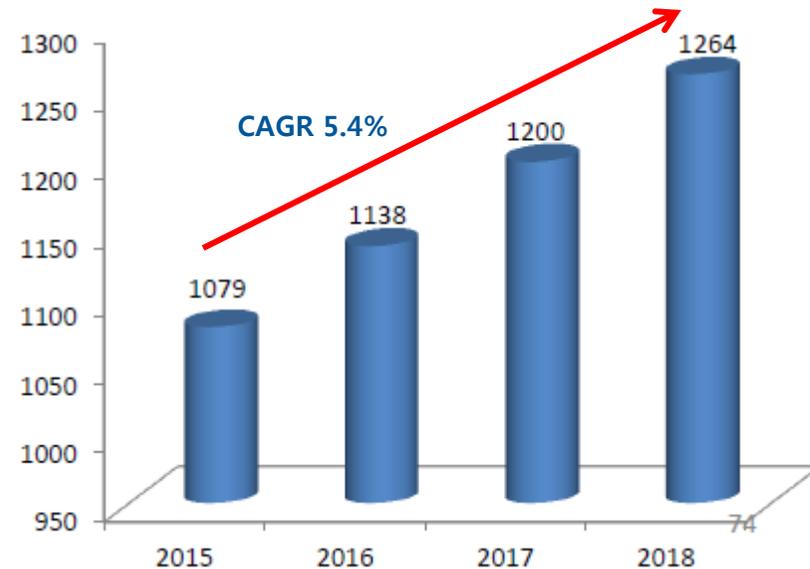
- Hair Care market in Korea kept on growing during 2010-2014.
- Korea Hair Care Market is expected to increase for about 5.4%, by the estimate value of USD \$ 1264Mn (8Bn RMB)

Source : euromonitor/IFF

Market Evolution 2010-2014



Future Growth 2015-2018

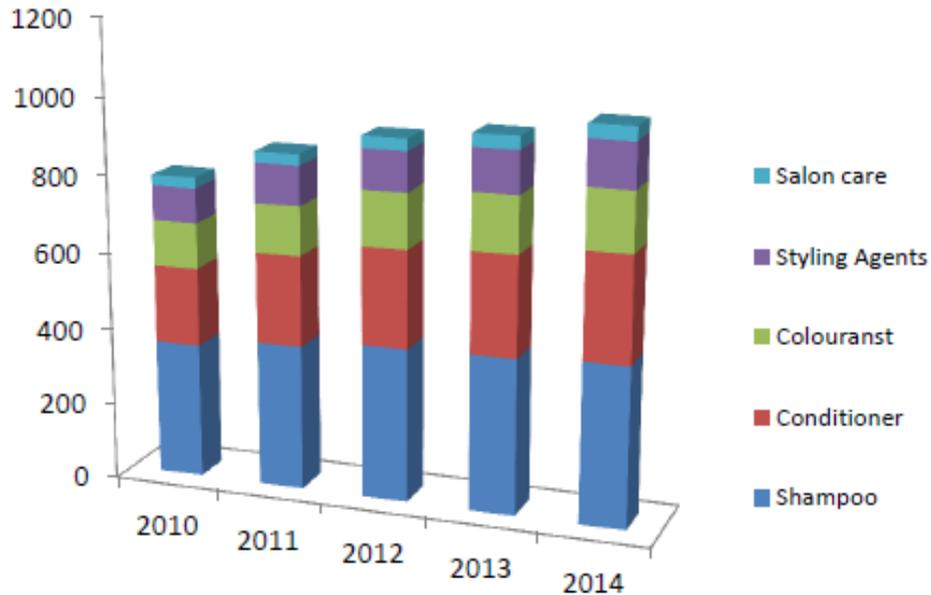


Korea Hair care

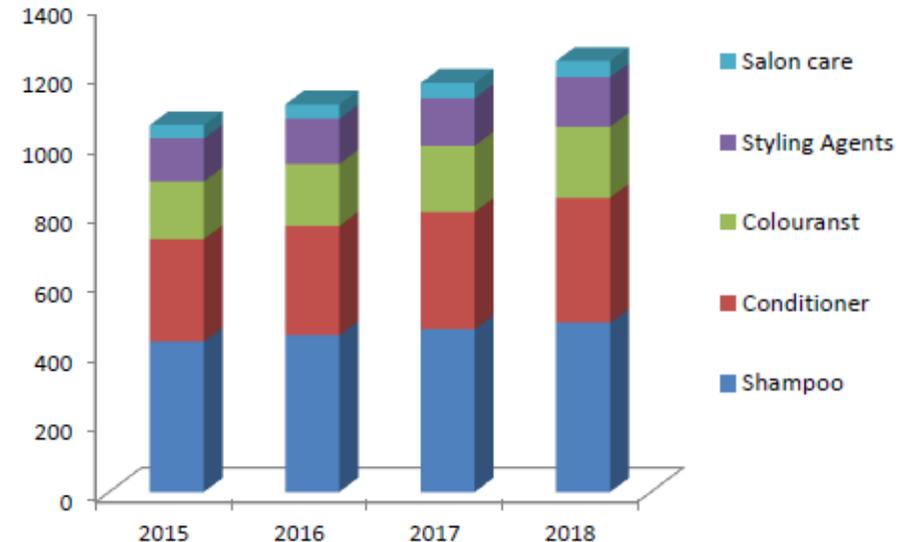
- Korean Hair care market is dominated by Shampoo & Conditioner
- In futuristic view, along with Shampoo & Conditioner categories, Colorants, Styling and Salon will also have competitive share.

Source : euromonitor/IFF

Segment Growth 2010-2014



Segment Growth 2015-2018



Key Trends in Korea

- 4 trends in Korea shampoo market : Scalp care, Damage care, Perfume, Natural
- These trends are still expected to be popular for a while.

Scalp care



Damage care



Perfume



Natural



Future Trends in Korea

- Anti-aging is not only limited in skin –but also been concerned in hair (Volume, grey hair care)
- Consumers are looking for more and more affordable professional expertise
- Dry shampoo and Cleansing conditioner are not popular so far, but which is expected to grow in the future

Hair Anti-aging



Professional



Water free



No poo



Ryo in China

- Korea's Leading Premium Hair Care Brand 'RYO' makes Stronger inroads into China by Launching the Anti-hair loss line(July 2015)



Thank you for your attention

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Personal care research

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