

# MALE GROOMING IN KOREA

[ beauty ]



In Korea, the global market of **Male Grooming products** is **steadily growing**. Men are increasingly aware of their physical appearance and therefore are investing more **time and money to look good**.

Knowing the influence Korean beauty has over China in particular, but also all over the world, the understanding of these new trends can help brands **anticipate the future of their market**.



From Hyunah Lee (Dynvibe's Korean Insight analyst)



## +36% growth in 2017

South Korea, the **leading male grooming market** in the Asian Pacific region, recorded a growth of 36% in sales of male beauty and grooming products in 2017. Also, the country is top ranked in men's skincare annual spending with an average of US\$45 per capita. It is expected to remain the largest market and reach US\$14.4 billion by 2020 according to Euromonitor.

Noticeably, **women still influence male buying behavior** and buying decision-making. In fact, 42% of men declare buying their beauty products with their wife or girlfriend (source: Opensurvey). Thus, men beauty products are also often offered as presents.



## “Clear skin” and “Neat look”

In South Korea, the male population is becoming more focused on **improving their self-image**. The male grooming trend seems to originate from an increasingly competitive job market when men have to **stand out from the mass**.

Nowadays, for South Korean men aged between 20 and 39 years old, a successful man is illustrated with a **stylish and well-groomed style**.

When it comes to beauty, the ideal appearance is summed up in two words: “**Clear skin**” and “**Neat look**”.



**Step1**  
*Cleansing*

**Step2**  
*Moisturizing*  
Toner & Lotion  
Or All-in-One Essence

**Step3**  
*Sunblock*

## Looking for quick and efficient routines

Korean men are realizing the importance of skincare. It helps them **look good and feel great.**

However, they think Korean women's skincare routines are too complicated. Skincare beginners want more **simple and convenient routines** with immediate results. Consequently, they stay focus on **cleansing, moisturizing and protecting** their skin against the sun.



## From beginners to groo-dopters

Even though the majority of men who are interested in grooming are "beginners" or men looking for simple routines, we also see a category of **more expert men called groo-dopters** (그루답터 in Korean).

This term refers to men who are sensitive to grooming trends and actively seek and consume beauty products to **suit specific wants and needs**. "Groo-dopters" create perfect **customized skincare routines** based on their skin type and skin condition.

### Basic 3 Step

- Cleansing
- Moisturiser
- Sunblock



### Special Skincare

- Acne
- Whitening
- Lifting
- Firming
- Excess Sebum



leojmakeup

## Make-up on the rise

Male grooming in Korea is mainly about skin care, however **make-up is already visible in social media data** and gaining popularity.

**BB cream** (considered mainly as a make-up product by consumers) is the first product used, followed by **eyebrow products**. Eyeliners are also visible but remain a weak signal.

However, to secure their sense of manhood, male make-up has to stay very **natural and undetectable**.

# Trending products

Below are some **examples of products** that we have identified as trending in Korean men's online conversations



ALL-IN-ONE



CUSHIONS



SHEET MASKS



EYEBROW MAKEUP



HAIR LOSS MAKE-UP



INTIMATE CLEANSERS



## All-in-one products

As previously seen, Korean men seek **quick and efficient routines**, therefore all-in-one products are preferred as they are considered easy and simple to use.

*« I bought it for my boyfriend. Good smelling and long lasting moisturizing. He has a sensitive skin. He likes it. He said that this serum is easy to use and not oily at all. I can recommend it.»*

*« This is my first All-in-one serum. I really love it. Easy to apply and It makes my skin feel fresh and smooth. »*

The main hybrid products found are:

- Cleansers (Scrub + foam): skin soothing & removing dead skin cells
- Essence (Toner + Serum + Moisturizer): moisturizing + whitening + controlling excess sebum
- Sunblock: Sunscreen + BB cream or Sunscreen +Tone up cream



## Cushions for men

Cushion creams for men are **booming**\*

They are perceived as a **convenient** way to apply sunscreen anywhere and anytime while simultaneously correcting skin tone.

*« I found this men cushion when I was searching sun block for me. Protection against UV light, whitening and coverage for one product, it's a very convenient multifunctional product! »*

*« It feels natural and comfortable on skin and also it offers natural-looking. I think this cushion foundation is one of essential grooming items. »*

*\*ex: According to Olive Young, No1 Health & Beauty store in South Korea its sales rate of XTM Style Homme ALL-IN-ONE Cushion increased by 121% in 2017 compared to 2016.*



## Sheet masks

Various kinds of treatment **sheet masks** are **emerging** in male routines (especially appreciated by groo-dopters).

The most visible products are : **“Shaving zone”** sheet masks (hydrate and sooth) and **“Special Care”** sheet masks (sooth, clear pores and treat blemishes).

« One product for two different type masks : Oily T zone mask & shaving zone mask provides deep nourishment by skin zone. I highly recommend for men.»

« It helps get rid of razor burn and also, it has lifting and firming effects. My skin feels soft and smooth. I really like it.»



## Eyebrow Makeup

Eyebrow make-up remains minor but is nonetheless emerging. It is particularly **appealing to stylish and well-groomed men over 40s** who want to show a mark of **success** and **self-confidence**.

As for women, men define their eyebrows with browcara or eyebrow pencil.

*« I just drew my eyebrow. I got my confidence ! »*

*« I think the key features of handsome men are hair style, clear skin and then eyebrows. It's easy to use so I highly recommend. »*





헤어 촘촘

## Hair loss make-up

Korean men want to portray a **healthy and young image of themselves**. Hair loss make-up helps them instantly hide thinning hair or bald spots. It makes their hair look full and healthy so they can achieve a more **youthful appearance**.

*« My husband felt bad about his hair loss. So, I bought it for him. He looks 10 years younger. »*

*« It can conceal my hair loss. Easy to use and very effective. I like this product. But a small weakness is that the powder has smeared easily my hands, therefore, I need to be careful after using. »*



## Men's intimate cleanser

Men's intimate cleansers are aimed at removing intimate bacteria, odor and impurities. They appear as a weak signal but seem to be **more and more visible**, especially because in Korea this kind of products is often a **gift that women make to their partners**.

*« It's very convenient a single-use packaging. Also, I think that it will help to refresh for wet summer. I'm going to buy one more. »*

*« It was a gift for my boyfriend. I love this black packaging, so chic. My boyfriend said it smells so fresh and clean. He likes it. »*

## To go one step further

Here are some idea of social media research which can be conducted  
**to dive deeper into the male grooming trend**



**MALE GROOMING IN ASIA**  
(CN, SK, JP)

**PROSPECTIVE ANALYSIS**

Follow the male grooming topic in Asia. Every quarter a summary of the :

- Trends evolution
- Most active product categories
- Routines and best practices
- Most visible brands and products
- Sources of influence

[Get more info](#)



**THE GROO-DOPTERS**  
(SK)

**COMMUNITY ANALYSIS**

Immerse yourself in the everyday life of the "Groo-dopters", a tribe already shaping the future of an entire industry. Dive into :

- Their consumption habits
- Their brands of interest
- Their specific routines
- Emerging trends
- Growing trends

[Get more info](#)

# Contact

Please contact us for any question you may have!

Copyright © 2018 Dynvibe. All rights reserved.

You must not edit or otherwise modify part or all of the contents of this publication. Any distribution or reproduction of this publication other than in its original form is prohibited.

## Anne-Cécile Guillemot

[acquillemot@dynvibe.com](mailto:acquillemot@dynvibe.com)

## Marie-Alix Robert

[marobert@dynvibe.com](mailto:marobert@dynvibe.com)

## Audrey Laurent

[alaurent@dynvibe.com](mailto:alaurent@dynvibe.com)

## Vanessa Moreno

[vmoreno@dynvibe.com](mailto:vmoreno@dynvibe.com)

+33 5 56 46 16 14

[www.dynvibe.com](http://www.dynvibe.com)