

Title : The Latest Trends of K-Beauty in 2023

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K-beauty, short for Korean beauty, refers to beauty and skincare products and techniques that originate from South Korea. In recent years, K-beauty has gained a lot of popularity due to the innovative and effective cosmeceutical products, as well as the emphasis on achieving healthy and radiant skin. South Korea ranks among the top 10 global beauty markets, valued at over \$13 billion in 2017, with facial skincare accounting for more than half of the total market share.

In this presentation, I will explore the unique features of K-beauty, its impact on the beauty industry, and the future prospects of this rapidly growing market. Notable trends observed in the K-beauty industry in 2023 include the emphasis on natural ingredients, the introduction of innovative products, customized skincare solutions, the rise of sustainable and eco-friendly beauty products, the popularity of multi-functional products, and the emergence of probiotic skincare. These trends reflect consumers' increasing preference for healthy and natural beauty options, as well as the demand for products that cater to busy lifestyles.

Reference)

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