Rise of Korean beauty in India

Trends & Consumer Insights By Datum.

Datum | kindlife

www.datumintell.com www.kindlife.in

About This Report:

The Korean beauty market in India is experiencing rapid growth, driven by the influence of Korean culture and rising consumer interest in high-efficacy, cutting-edge ingredients, innovative products, and unique form factors.

This report by kindlife x Datum offers a comprehensive analysis of the market dynamics, consumer expectations, and key trends shaping the K-beauty landscape in India in 2025.

The survey captures data on consumer preferences, purchasing habits, familiarity with K-beauty products, the cultural impact of K-pop and K-dramas, and the growth potential driven by next-gen consumers.

Research Methodology:

Online Survey of

2,018

beauty product buyers

across

30

cities in India

Between **24 Feb - 15 March 2025** we reached out to **2,018** beauty consumers across India to understand how Korean beauty is resonating with them - not just what they buy, but what they believe, trust, and aspire to.

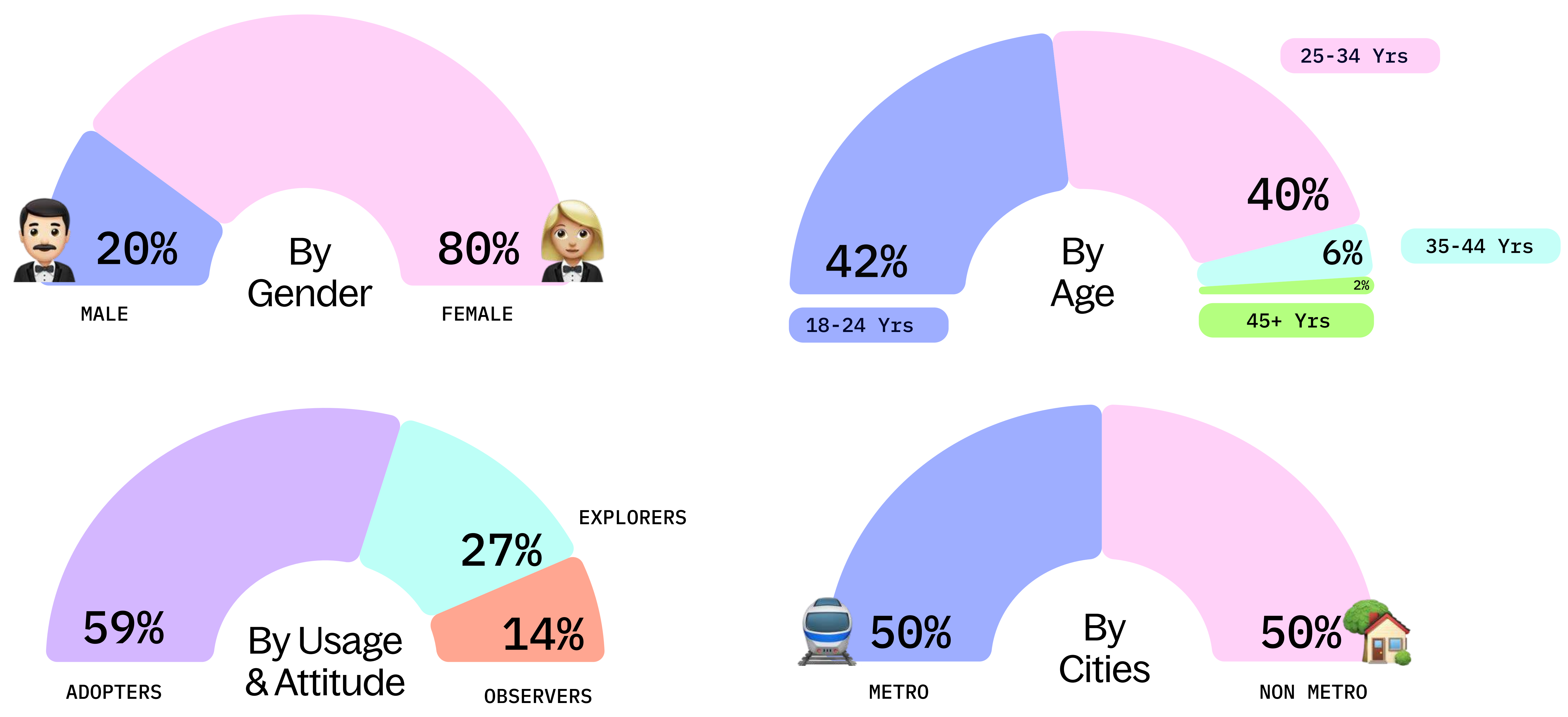
We Segmented Them Into Three Clear Mindsets:

→ 1: Adopters
already using K-beauty in their routines.

→ 2: Explorers
aware and eager to try it soon.

→ 3: Observers
curious, but still on the sidelines.

Survey Demographics:



Cities Covered: Delhi NCR, Mumbai, Chennai, Kolkata, Bengaluru, Hyderabad, Ahmedabad, Pune, Surat, Nagpur, Lucknow, Jaipur, Kohima, Indore, Imphal, Guwahati, Gangtok, Bhopal, Aizawl, and Visakhapatnam.

Section 01:

Beauty & Personal Care

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India is changing

Gen Z Is India's Next Big Buyer - Digitally Native, Value-Driven.

Experience-Led, Value-Driven: The Millennial Way

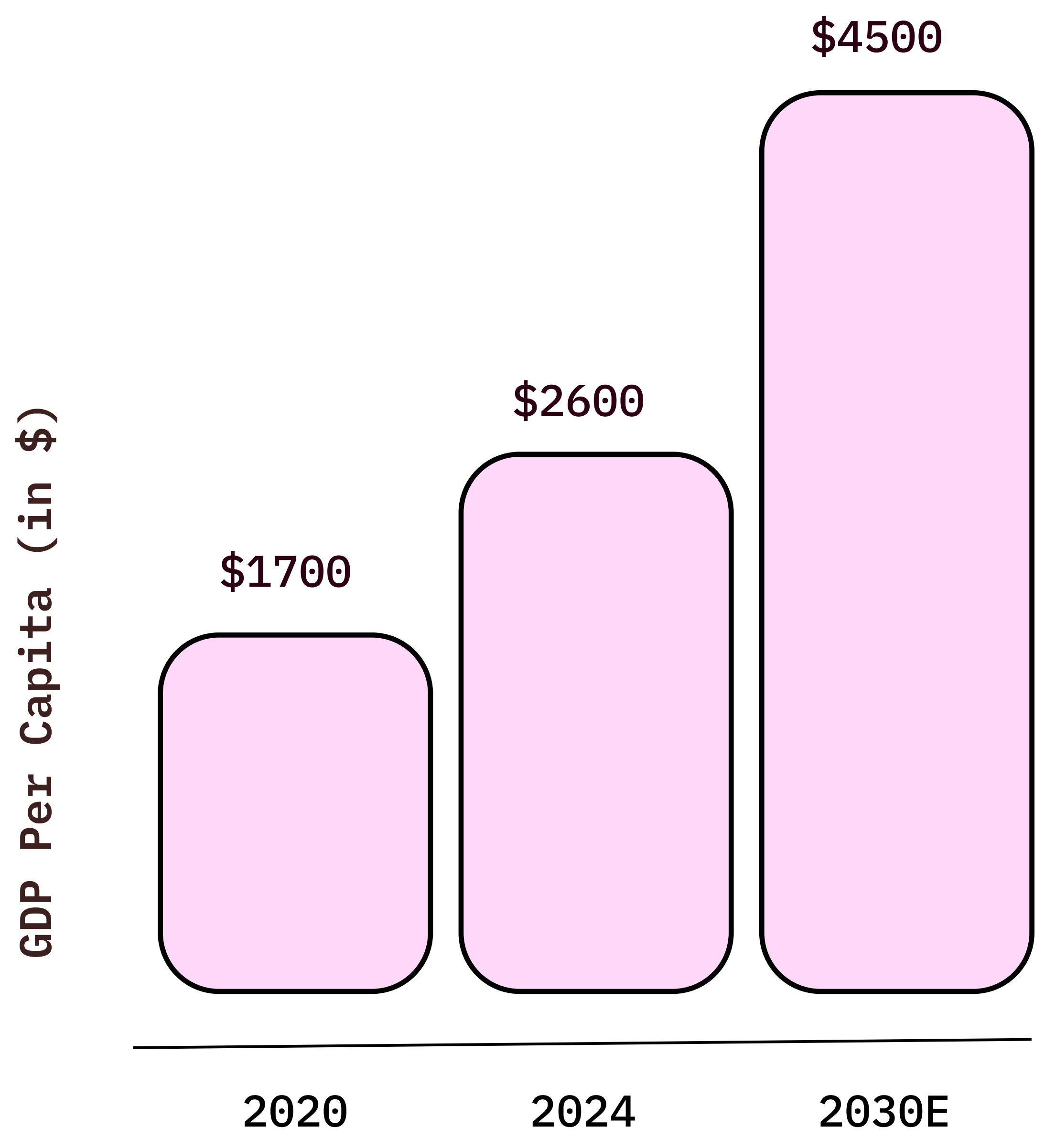
Came of age during the internet boom; value experiences, digital convenience, & purpose.

Buying With Belief: The Gen Z

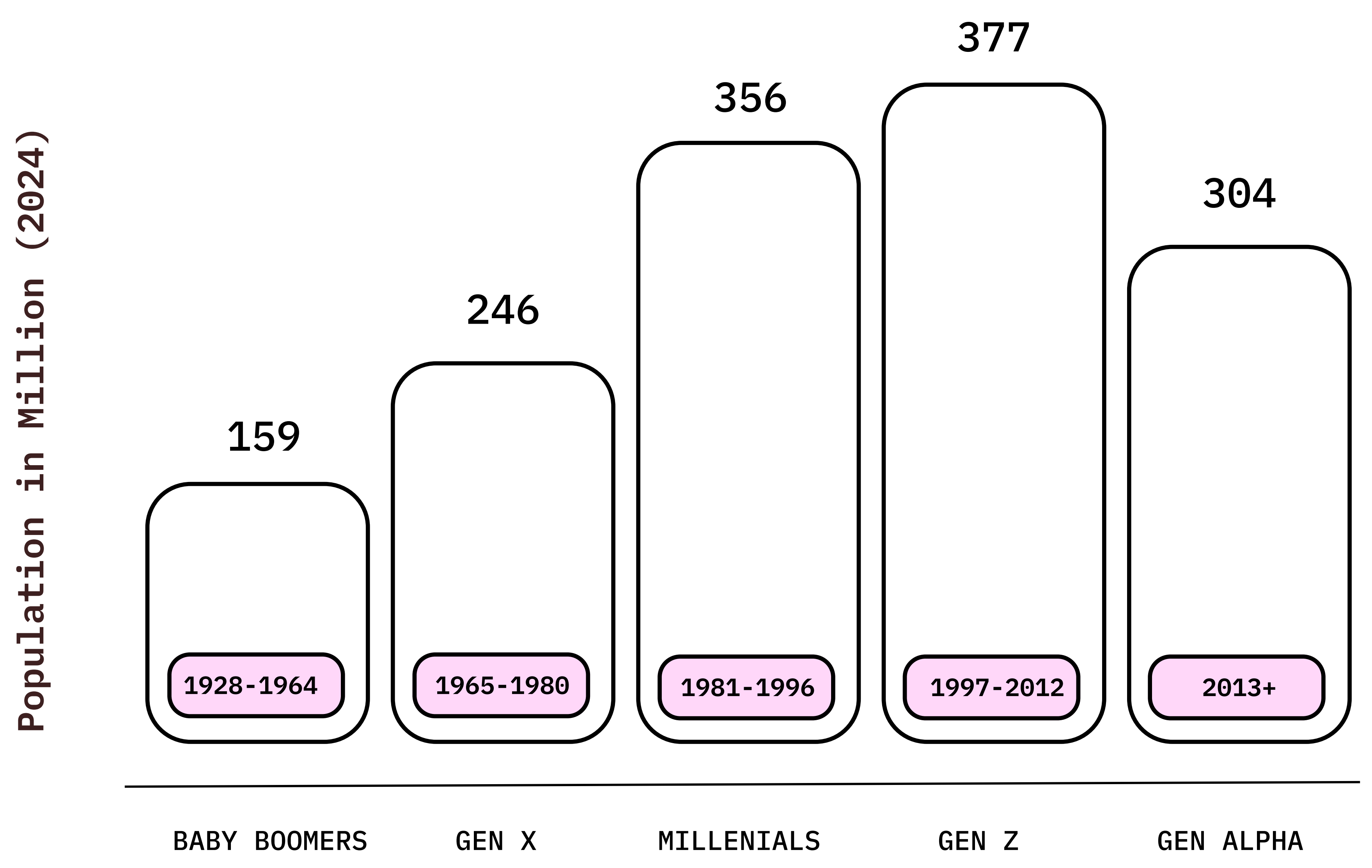
They want innovation, personalization, and purpose - and they're not afraid to switch.

The Next Emerging Buyer: The Gen Alpha

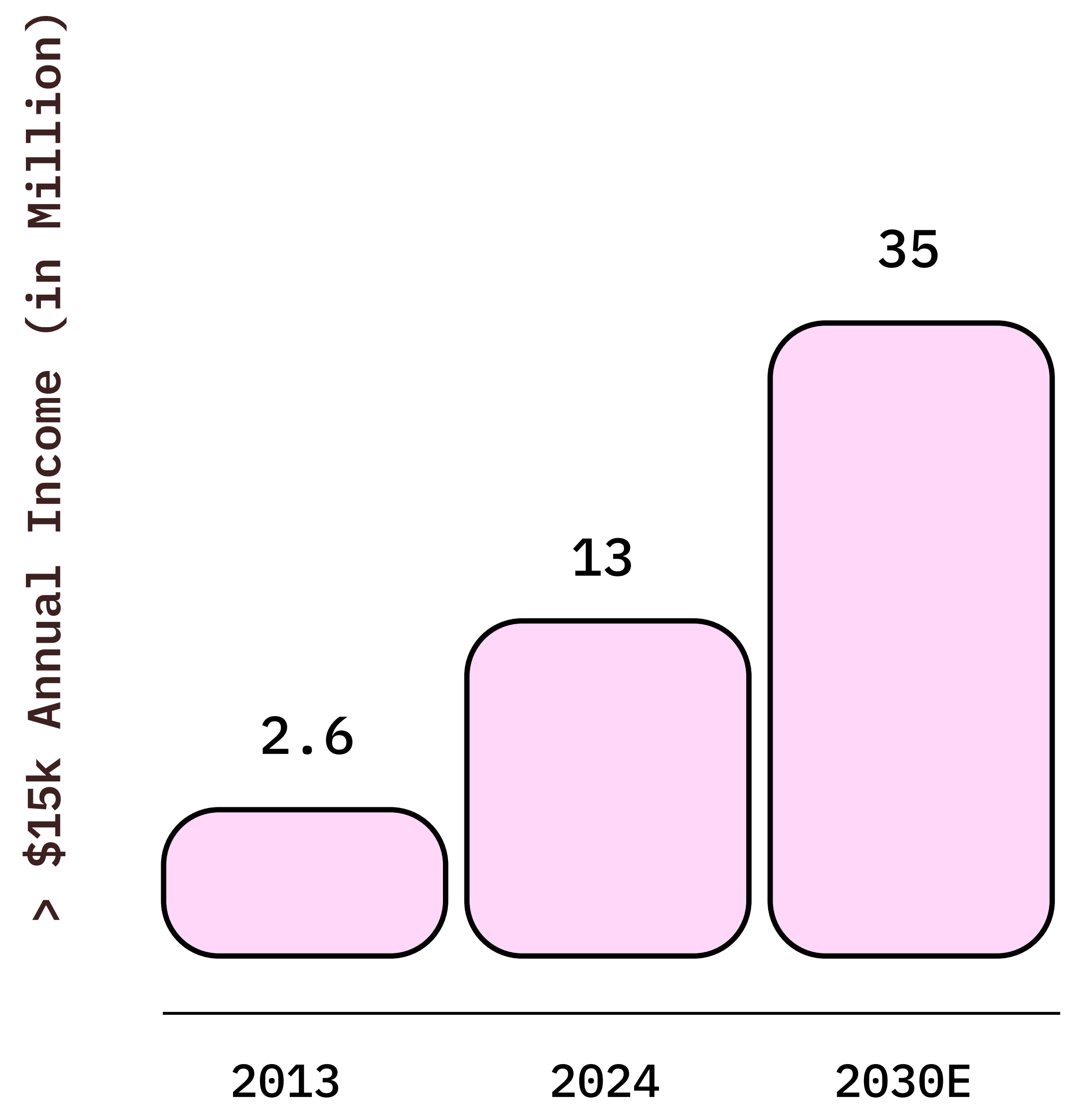
Born into screens, creators, & AI - they're not just digital-first, they're AI-native



💸 GDP Per Capita to Cross $4,000 by 2030.

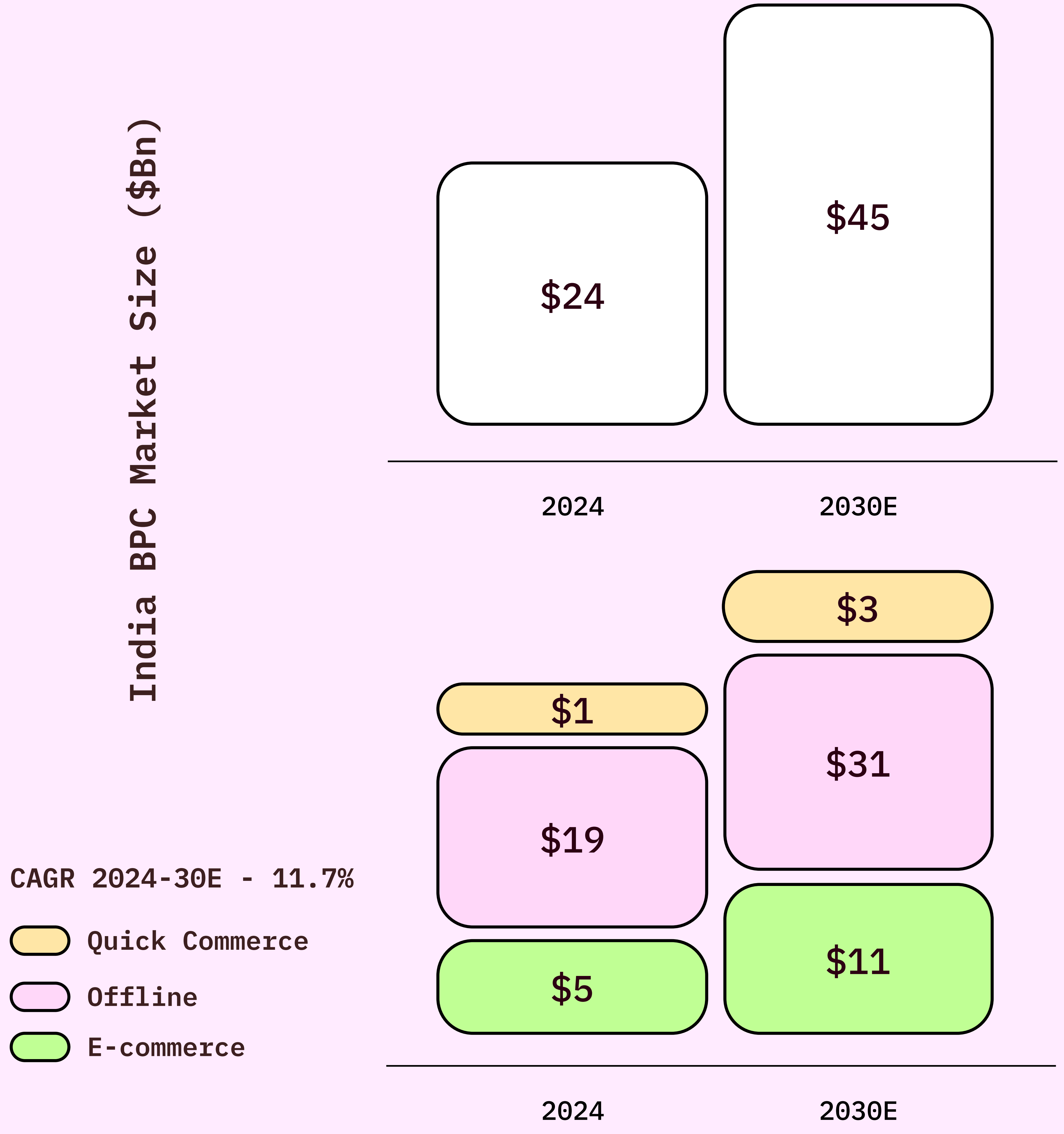


🕶️ ~47% of Population Gen Z and Gen Alpha.



💰 $15k annual income to cross 30M by 2030.

Beauty And Personal Care Market To Reach $45 Billion By 2030



$3.4 Bn+ Raised by beauty & personal care (BPC) startups in the last 10 years

Traxcn

$17 Per capita spend on BPC in 2024

$30 Per capita spend on BPC in 2030E

$70 Per capita spend by online buyers in 2024 (4X higher than national average)

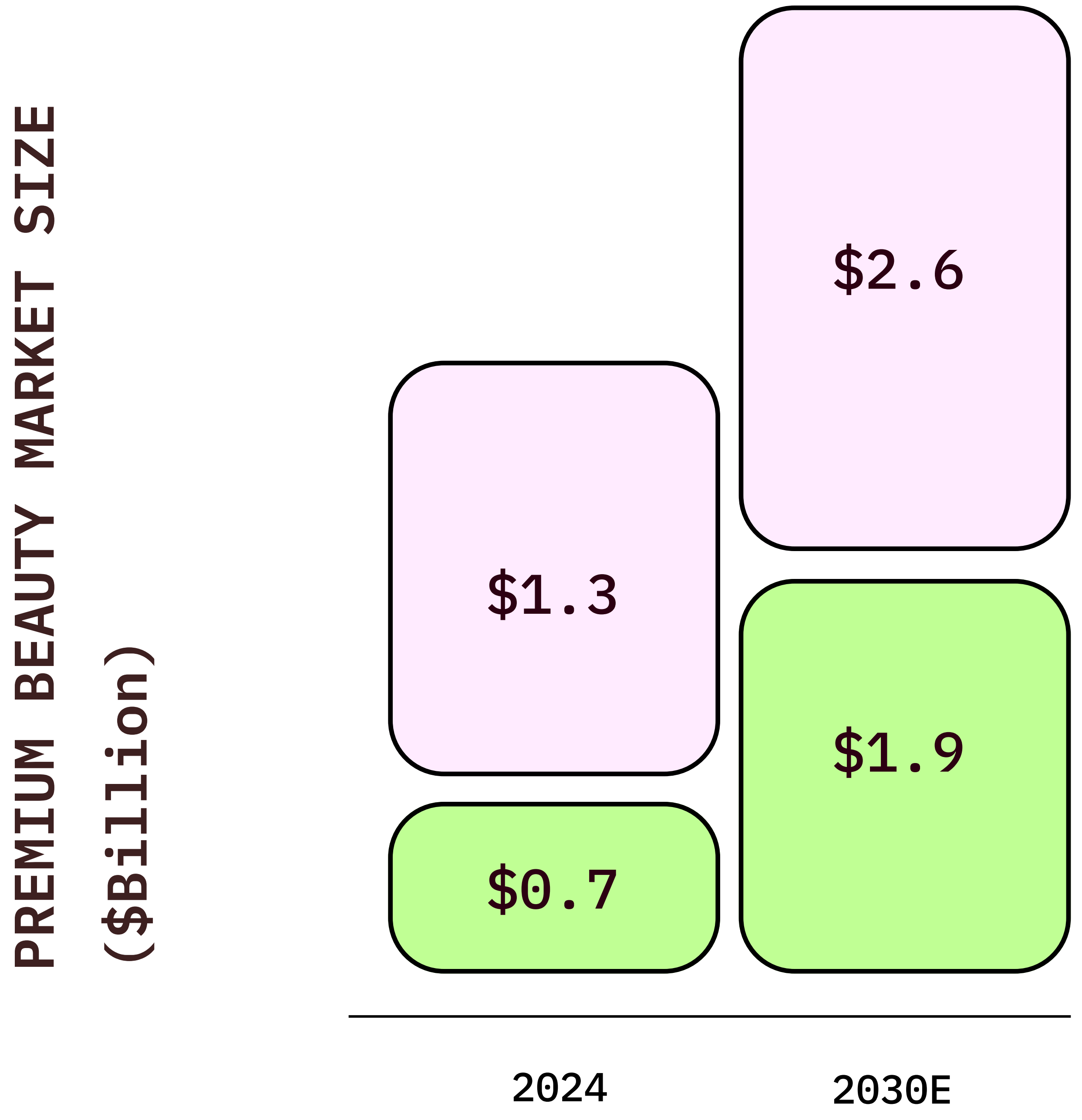
$104 Per capita spend by online buyers in 2030

200+ D2C brands launched in India since 2020

Premium Beauty Market To Reach $4.5 Billion By 2030

Offline Online

CAGR 2024-30E - 15.3%



Note: The premium beauty segment refers to products that are priced over ₹1,000.

amazon.in

kindlife

NYKAA LUXE THE LUXURY STORE

Myntra

19 Million

Premium Beauty Buyers in 2024

35 Million

Premium Beauty Buyers in 2030E

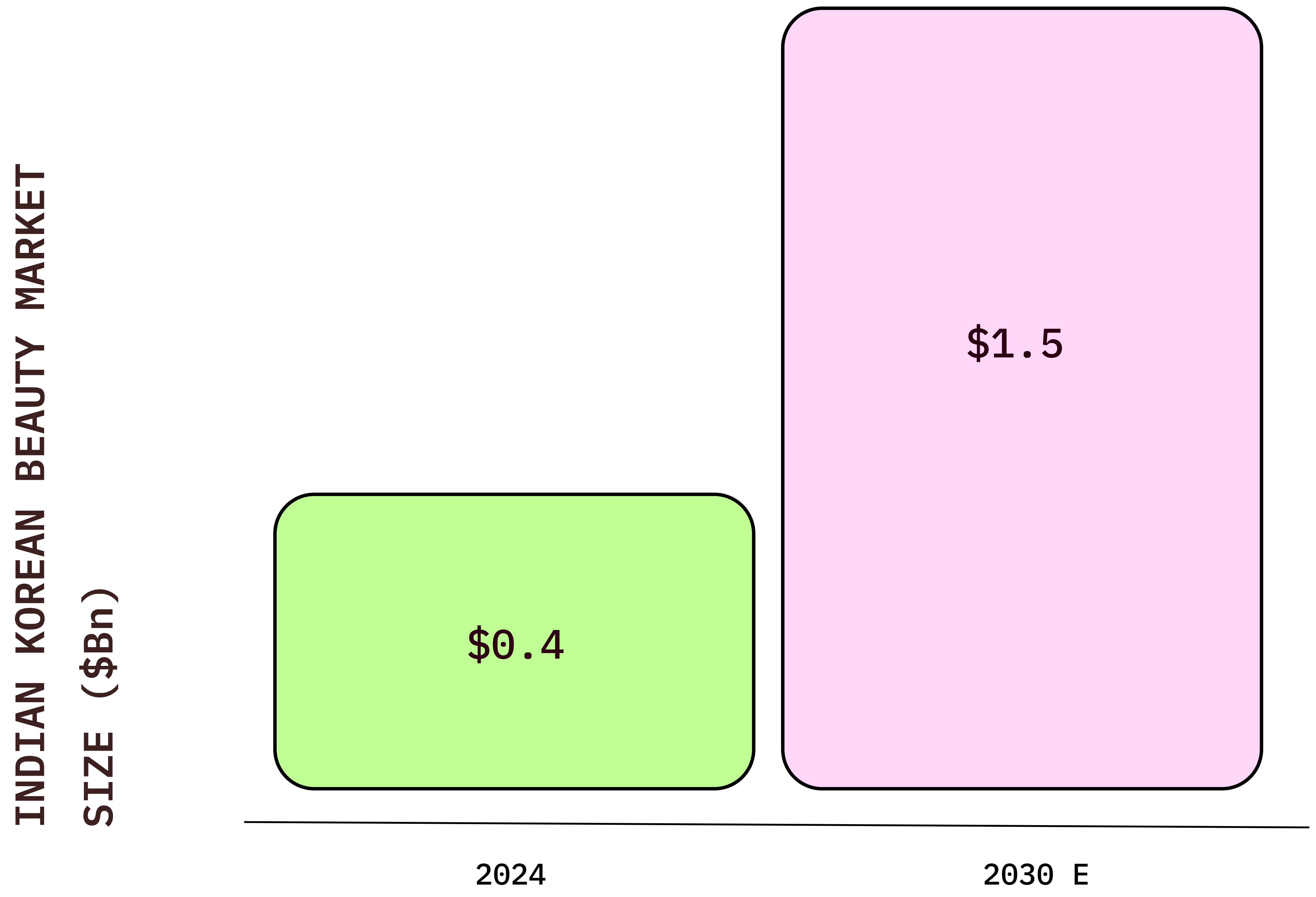
$106

Per Capita Spend on premium BPC in 2024

$128

Per Capital Spend on Premium BPC in 2030E

Korean Beauty Market In India To Cross $1.5 Billion By 2030



CAGR 2024-30E - 25.9%

11.9 Million
Korean Beauty Buyers in 2024

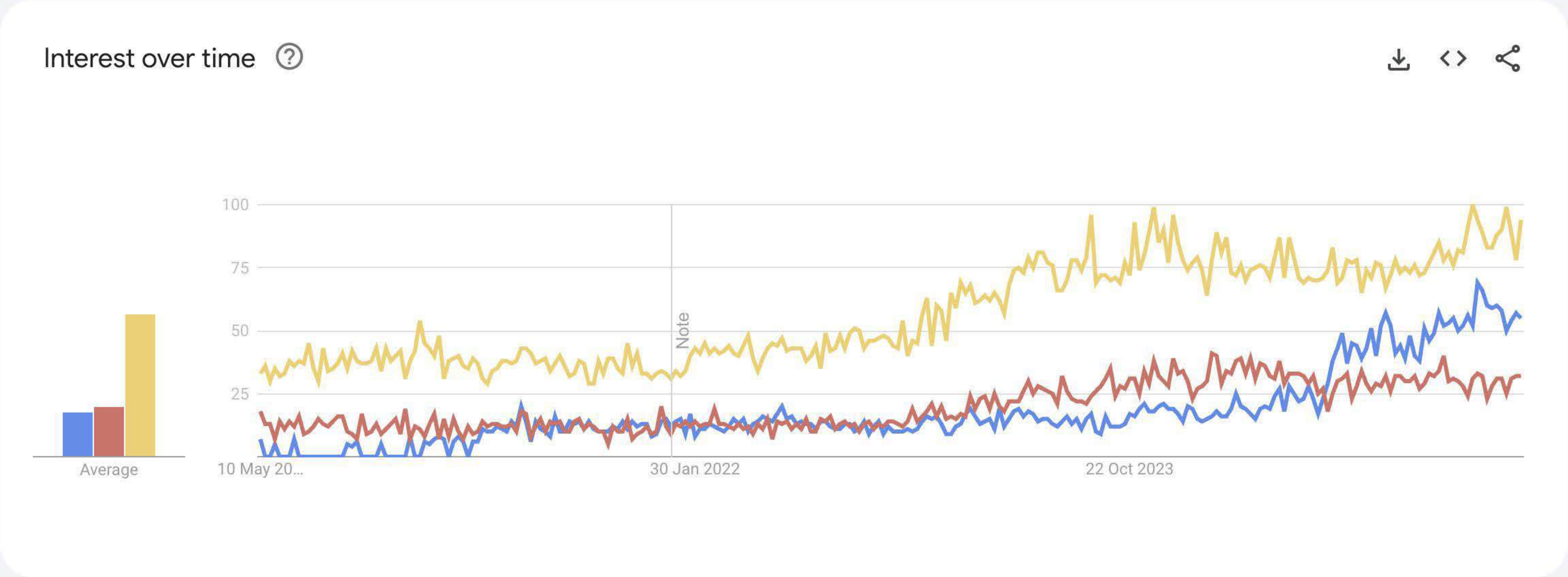
27.2 Million
Korean Beauty Buyers in 2030

$33.3
Per Capita Spend on K-Beauty in 2024

$56.3
Per Capita Spend K-Beauty in 2030E

CAGR of 25.9% makes K-Beauty India's fastest-growing beauty segment - a high-conversion opportunity for focused brands.

India's Obsession Is Peaking: Glass Skin, K-Drama, & More



- K-Drama
  Search term
- Korean Skincare
  Search term
- Glass Skin
  Search term

Source: Google Trends

K-Beauty: A Fast-Growing Category In India

First Mover Advantage

innisfree

Innisfree was the first Korean beauty brand to enter India with **100% FDI in 2013**, paving the way for the K-beauty segment.

Proven Growth Momentum

Myntra's K-Beauty charter grew **80% YoY**

Now home to **25+ K-beauty brands**, signaling rising demand and mainstream traction.

Myntra

September 2023, Press Release

High-Efficacy at Youth-Friendly Price Points

With an **ASP of $7**, K-beauty balances performance with accessibility - especially for India's pre-glamorous Gen Alpha and intention-led Gen Z.

Hallyu Nation:
How Korean culture is influencing Indian consumers

Korean Culture Is No Longer A Trend - It's A Movement In India

NETFLIX 2020

370% YOY

staggering increase in viewership of Korean dramas in India was reported by Netflix.

Instagram

#KBeauty

ranks among IG's top 5 beauty hashtags, with consistent YoY growth in engagement and post volume.

(SOCIALBAKERS, HOOTSUITE)

@Pk_bts_land

Top Countries that viewed BTS the most on YouTube Last week :

#1 Japan — 5.42M
#2 Mexico — 5.23M
#3 Brazil — 5.08M
#4 India — 4.61M
#5 United States — 4.49M
#6 South Korea — 3.65M
#7 Indonesia — 2.62M
#8 Philippines — 2.06M
#9 Argentina — 1.67M
#10 Thailand — 1.39M

BTS - the only non-Indian act alongside Justin Bieber in Spotify India's 2020 Top 10.

K-Obsessions Online: What India Streams, Shares & Celebrates

LUMINATE

6.2 Billion

K-pop streams in 2023 placed India among the top 5 countries globally, marking a 35% increase from 2022.

duolingo

1.5 Million+

Indians are learning Korean on Duolingo.

The All-India K-pop contest drew over

4,000 ✨🎉

participants from multiple cities in 2023.

In India, Korean language learners grew

75%

YoY in 2023.

Language learning reflects deep cultural curiosity.

India is one of the top 5 countries globally for Korean learners on the app (Duolingo 2023).

How Korean Food Is Becoming Mainstream In Our Plates

162%

growth in import volume of Korean noodles in 2020.

Nestlé

Nestlé India launched Korean noodles in November 2023.

BURGER KING

Burger King India launched an "All-New Korean Spicy Fest" in April 2025.

LOTTE

Lotte announced a $300M investment in India's snacks segment (ET, 2024).

ITC Limited

ITC Bingo! rides the Hallyu wave with new Korean chips & a song collab with singer Aoora.

Knorr

Knorr's Korean Ramen teams up with Netflix's Squid Game S2 to bring the thrill of K-Culture.

What Beauty Means to Gen Z & Alpha

Who They Are:

GLOBALLY SHAPED, LOCALLY EXPRESSED

They blend global culture with local identity - not just following trends, but personalizing them.

MULTI-IDENTITY & HYPER-PERSONAL

They shift between personas - from skincare minimalists to full-routine loyalists - driven by self-expression.

AUTHENTICITY IS NON-NEGOTIABLE

They seek brands that align with their values, lived experiences, and social realities.

How They Discover & Trust:

TRUST FLOWS THROUGH COMMUNITY

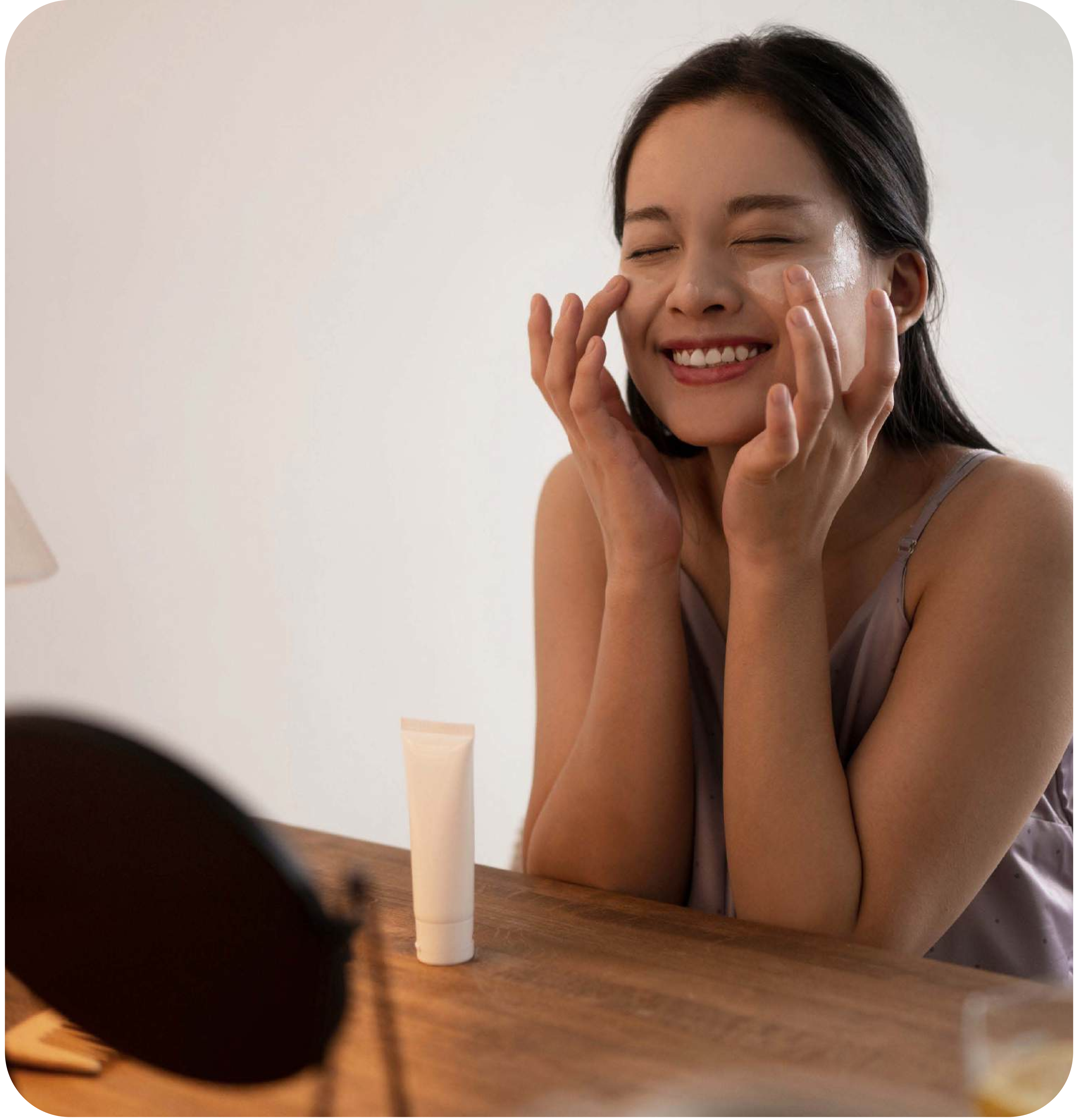
Nano-influencers, peers, and creators build belonging - more than celebrities ever could.

TECH NATIVE AND INTENT LED

They rely on search, AI, and peer content to validate - not ads. Discovery is curiosity-fueled, not passive.

VALUES > VOLUME

Brands win when they reflect purpose - not noise. Relevance beats reach.



What Beauty Means to Them:

SKINCARE = SELF-CARE

SHELF = GATEWAY TO DISCOVERY

They're label-literate, ingredient-conscious, and ritual-driven.

Multistep routines reflect their desire for performance and personalization.

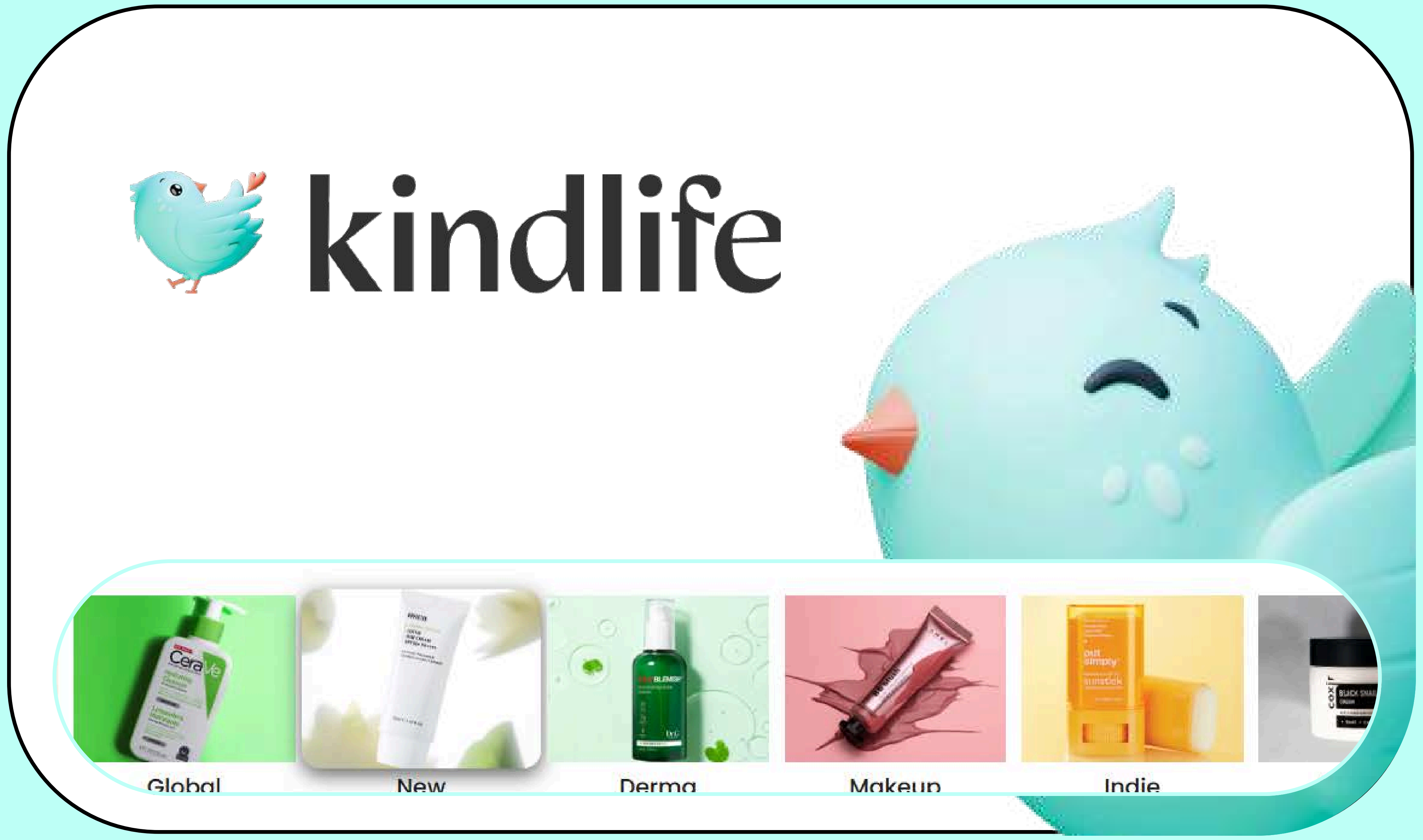
Gen Alpha is already influencing these shifts - redefining beauty through gamified, interactive, and intention-led engagement.

Hero products earn their place on the Gen Z shelf.

It's a product-first discovery mindset - if it works, it stays.

Building India's Beauty Powerhouse:

kindlife is young India's favorite global beauty platform - bringing the best of Korean and Japanese skincare to the Indian shelf, backed by a vibrant community of conscious consumers.



1000
Brands

60%
Orders from Global Brands

~20%
Orders from Live Commerce

$21
Average Order Value

5000
Creator Champions

85%
Audience Under 34 Years

COSRX | SKINFOOD 1957 | FRUDIA | neaf neaf | VT COSMETICS | coxir | TIRTIR | ROVECTIN | IUNIK | Jumiso

Section 02:

Comprehensive Consumer Insights

Sec 02.a:

How India Shops - Beauty & cosmetics

Sec 02.b:

K-Beauty Adopters

Sec 02.c:

K-Beauty Explorers

Sec 02.d:

K-Beauty Observers

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Section 02.a:

How India Shops - Beauty & Cosmetics

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India's New Beauty Buying Habits

Where, How, and How Much: Decoding India's Beauty Shopping Behavior

Most consumers shop monthly or quarterly - split almost evenly between online and offline channels.

	AT LEAST WEEKLY	AT LEAST MONTHLY	AT LEAST QUARTERLY	AT LEAST ONCE A YEAR	NEVER
Online	14%	40% ★	38%	5%	3%
Offline	16%	38%	40% ★	3%	3%

An online presence is critical to brand discovery - but omni-channel availability drives trust and conversion.

↗ Top Purchase Channels

47%	Platforms	kindlife, Nykaa, amazon.in
16%	Brand Websites	The Face Shop, innisfree, COSRX
11%	Quick Commerce	zepto, blinkit, Swiggy Instamart
9%	In-store	Nykaa Luxe, tira, SEPHORA, Shoppers Stop
8%	Local beauty stores	

Inside India's Beauty Shelf: Multistep Routines, Consistency & Choice

60-70%
use 3-6 products daily

51%
use 3-4 products/day - the average routine for most young users

22-23%
use 5+ products in both routines, reflecting deeper skincare commitment

Routines are consistent across morning and evening

From Ritual to Discovery:

5-7 step routines are followed by young consumers, blending K-beauty inspiration with local lifestyle twists.

They mix and match across brands, favoring high-efficacy products over brand loyalty - giving rise to cult favorites.

Routine-loyal, brand-fluid consumers reward efficacy - curated bundles can drive adoption.

K-Beauty in India: From Awareness to Action, Fuelled by Culture & Content

↗ Globally Aware

51% actively use or follow K-beauty

33% have tried a few products

↗ Content is the Connector

40% TV & Pop Culture (K-pop/K-dramas)

42% Influencer Content

36% Word-of-Mouth (Family/Friends)

34% In-store Promos

81% YouTube

78% Instagram

Discovery is Visual-First

Awareness is no longer a barrier - a strong base exists for deeper engagement.

Platforms that combine visual storytelling with cultural context drive product curiosity and adoption.

K-Pop Endorsements Are a Conversion Engine

77%

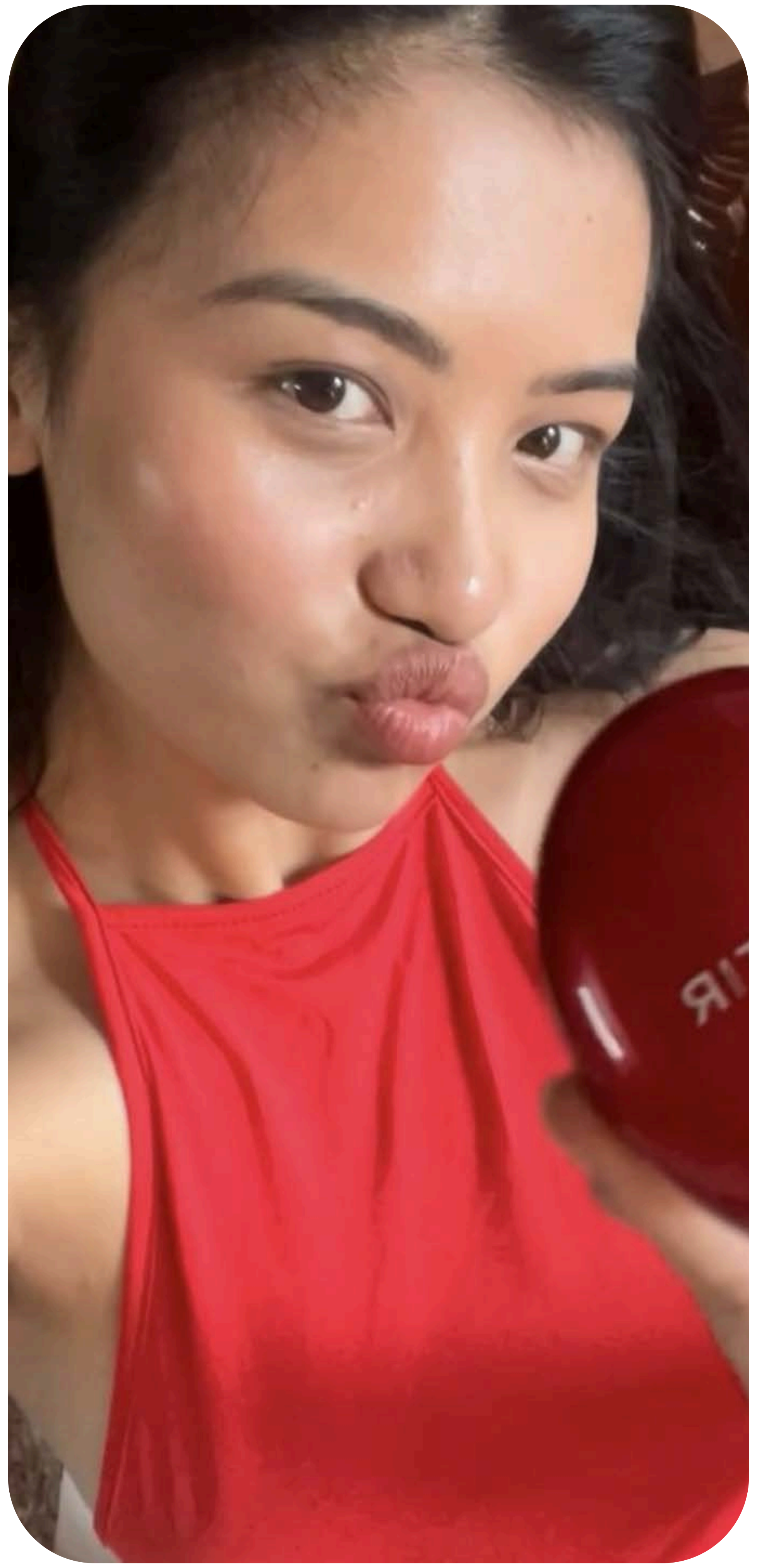
are likely to purchase K-beauty products endorsed by idols.

51%

are very likely, proving the power of K-pop in decision-making.

Strategic K-pop idol partnerships aren't just hype - they're high-conversion levers.

Influencers Drive Discovery - But Trust Builds Conversion



49%

discovered K-Beauty through influencers

Creators are the new front door to the category- making K-beauty more relatable, accessible & aspirational.

↗

Authenticity Wins

From nano to K-pop mega-influencers, it's not just about promotion - it's about trust, community, and storytelling.

Double down on creator-led strategies.
Choose those who build belonging, not just buzz.

From Discovery to Decision: Content, Social Media & Reviews Drive the K-Beauty Funnel

Content Fuels Curiosity

49%

say blogs, videos & reviews were very influential in discovering K-Beauty- educating & reducing hesitation.

Social Media Sparks Discovery

76%

of respondents are influenced by social platforms. Trends, influencers, and short-form content turn scrolls into searches.

Reviews Seal the Purchase

86%

say ratings influence buying decisions. For 1 in 5, reviews are non-negotiable. No reviews, no buy.

Authentic content and honest reviews build trust.

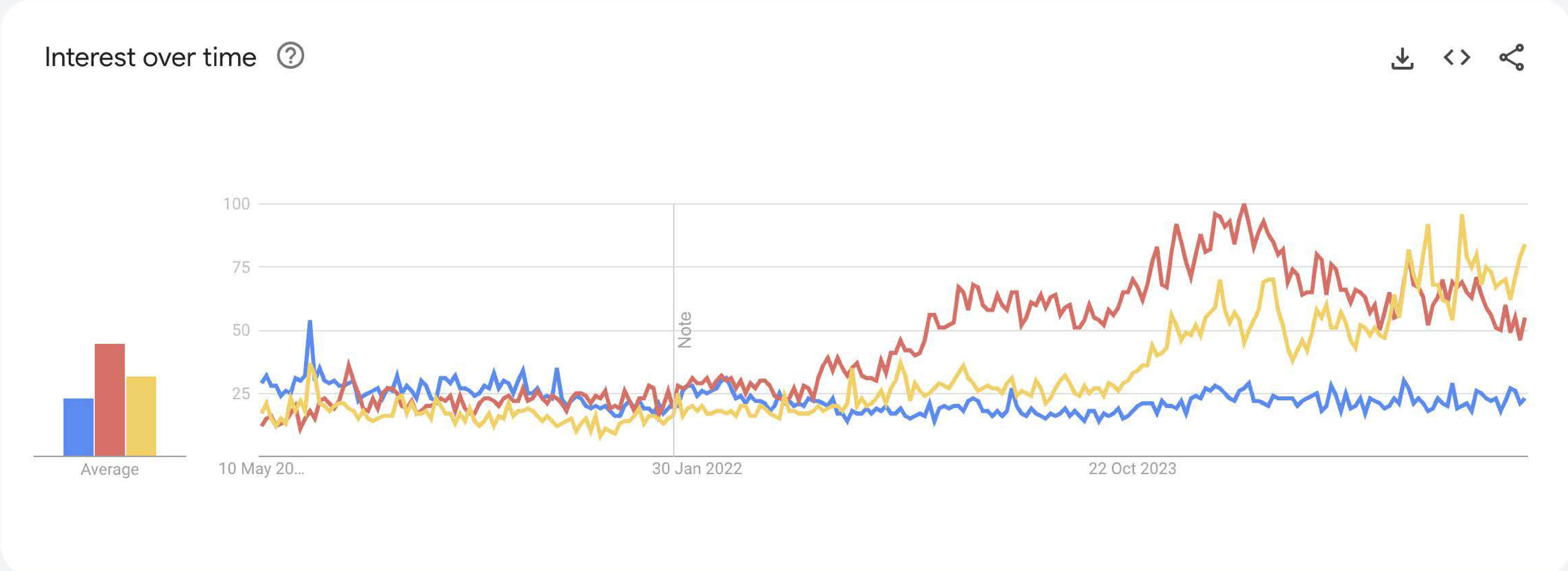
K-Beauty Innovation: From Product to Experience

Consumers see K-beauty as a pioneer in product design - with unique textures, packaging, and ingredient blends that signal efficacy and drive trial.

Innovative formulations from ampoules to hybrid serums, application experiences in K-beauty heighten sensory appeal and embed rituals into routines.

Innovation isn't just in what the product is - but how it feels, works, and fits into everyday rituals.

India’s Glow-Up: Rising K-Beauty Brand Awareness



- The Face Shop — Search term
- COSRX — Search term
- Laneige — Search term

Source: Google Trends

Consumers Switch Brands - But Remember the Best

Top-of-Mind Brand Recall

42%	39%	36%
LANEIGE	innisfree	BEAUTY OF JOSEON

These brands enjoy high recall - but awareness sharply drops outside the top three.

Brand Switching Behavior

52%

of consumers switch skincare brands often - challenger brands have a real shot at standing out with great storytelling, results, and routine relevance.

20%

stick to one brand, showing clear opportunity for innovation and personalization.

52% of consumers switch skincare brands often - challenger brands have a real shot at standing out with great storytelling, results, and routine relevance.

K-Beauty Isn't Bought - It's Experienced

78% are interested in workshops.

↗ Content Fuels Curiosity

50%

would definitely attend a K-beauty workshop

28%

might attend if convenient

Ideal formats: WORKSHOPS | POP-UPS | INFLUENCER-LED DEMOS

* ***Consumers want hands-on, community-led beauty experiences***
* ***Events are catalysts for brand awareness, trial, and loyalty***

How Korean Culture Moves From Trend to Lifestyle

67%

of consumers say Korean fashion and beauty trends influence their preferences. From skincare to ramen - K-culture is no longer niche. It's shaping mainstream lifestyle choices.

Instant Noodles (43%)

Noodle Soup (42%)

Sauces (41%)

snacks (39%)

Frozen items (35%)

Rice cakes (33%)

Dumplings (32%)

Candies (31%)

↗ Korean Categories Gaining Ground

From skincare to ramen - K-culture is no longer niche. It's shaping mainstream lifestyle choices.

K-culture's influence spans beauty, food, and entertainment - forming lifestyle habits, not just trends.

Brands can tap into cultural crossovers by bundling beauty with K-food, fashion, and fandom - reaching lifestyle-driven audiences.

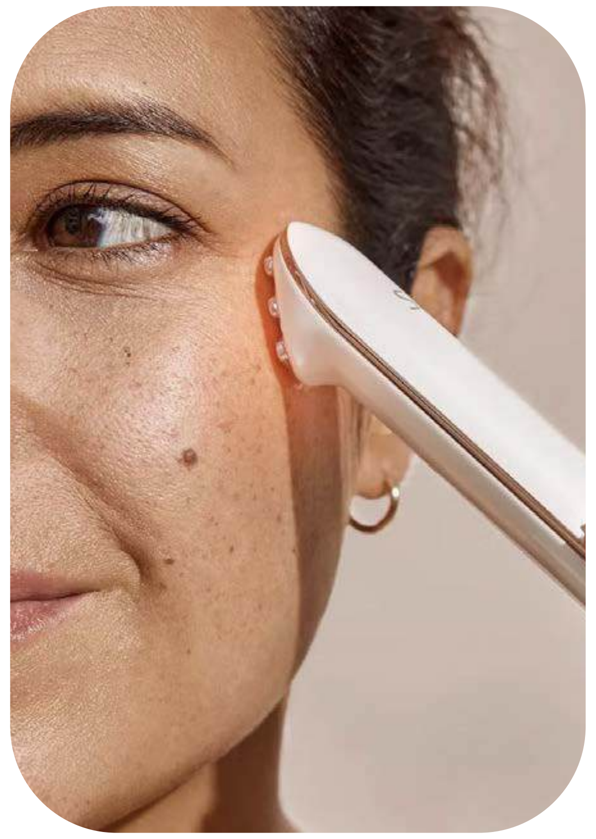
Section 02.b:

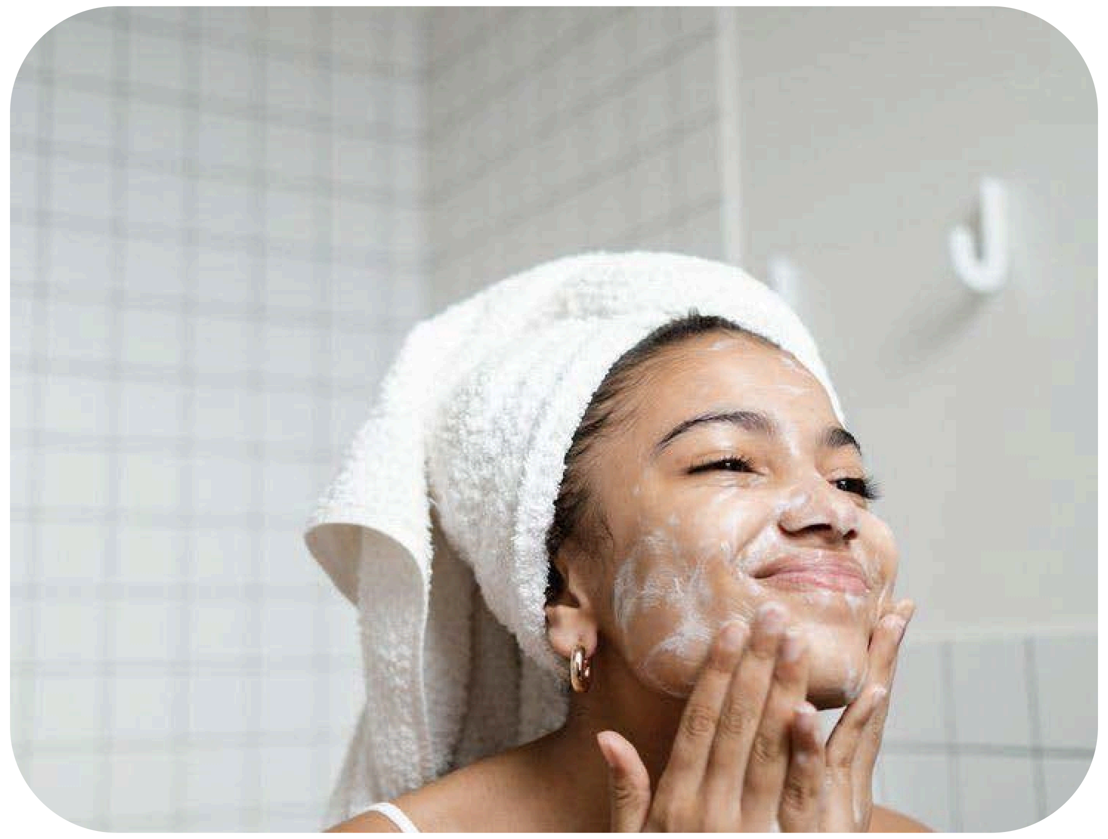
K-Beauty Adopters

Source: Datum State Of K-Beauty In India Study 2025, (N=1191 Online Beauty And Cosmetics Buyers Are Aware & Already Using K-Beauty In Their Routines)

Datum | kindlife

A Wide Range Of K-Beauty Products, Tried By Customers

Moisturiser - 47%
Skincare Device - 47%
Face Mask - 46%
Serum - 45%
Sunscreen (Face) - 42%
Cleanser - 42%
Lipstick/tint - 41%
Eye Cream - 41%
Toner - 41%
Haircare - 40%
Makeup - 40%
Cleansing Oil - 40%
Beauty Supplement - 37%
Exfoliator - 33%

Morning Skincare Routine

1.Cleanser

2.Toner

3.Essence

4.Serum

5.Moisturizer

6.Sunscreen

Evening Skincare Routine

1.Cleansing oil

2.Cleanser

3.Exfoliation

4.Toner

5.Essence

6.Serum

7.Eye Cream

8.Moisturiser

9.Facial Oil

Strong K-Beauty Purchase Habits & Routine-Centric Usage

↗ Core Skincare Focus:

Moisturizers **47%**

Sheet masks **46%**

Serums **46%**

dominate consumer trials, reflecting deep engagement with essential skincare routines.

↗ Frequent Repurchasing:

70% of consumers purchase K-beauty products at least once every 2-3 months.

46% following a quarterly buying cycle.

This shows strong brand loyalty and consistent product replenishment.

↗ Growing Interest in Beauty Tech:

Skincare devices & tools (46%) are nearly as popular as traditional products, signaling a shift toward high-tech beauty solutions.

↗ Expansion Opportunity:

Categories like haircare (40%) and beauty supplements (37%) have lower, but growing, trial rates, highlighting potential areas for growth.

K-Beauty Buyers Are Cautious, Curious, & Culture-Driven

Research-Driven Purchase Behavior:

80% Research Before Buying

Consumers rely on reviews and videos for validation, with just 3% buying on impulse - showing a cautious, informed mindset.

Cultural Influence:

48% Buy for Efficacy, Influenced by K-Culture

K-pop & K-dramas blend functional benefits with cultural identity, making K-beauty both aspirational & effective.

Evolving Beauty Habits:

28% Prioritize Skincare, 22% Blend K-Beauty with Local Products

Skincare dominates, but beauty routines are flexible - with many consumers mixing K-beauty with Indian or familiar local brands.

K-Beauty buyers research deeply, value efficacy, and are shaped by culture.

K-Beauty Wins on Culture, Credibility, and Efficacy

Influence from Korean culture, K-dramas or K-pop	50 %
Positive reviews & recommendations	49 %
Efficacy for different skin types	48 %
Effective at addressing skin concern	48 %
Gentle on the skin	47 %
Affordable pricing for high quality	45 %
Innovative ingredients & formulations	43 %
Trendy packaging & aesthetics	40 %

Survey Question: What Is The Primary Reason For Buying K-Beauty Products?

Digital-First Buyers Are Shaping the K-Beauty Purchase Journey

Digital Is Dominant - But Omnichannel Matters

Vertical & Horizontal Commerce

49%

kindlife NYKAA amazon

Leading platforms offering wide assortments, convenience, and discovery-first experiences.

Brand Websites (D2C)

23%

THE FACE SHOP CLEAN BEAUTY innisfree COSRX

Gaining traction due to exclusives, loyalty programs, and brand storytelling.

Quick Commerce

blinkit zepto SWIGGY instamart

Fulfills instant beauty needs & impulse trial moments.

Offline Stores

NYKAA LUXE THE LUXURY STORE new U SHOPPERS STOP

Trail behind digital - useful for sampling & in-store experience, but no longer the default for discovery.

K-Beauty buyers are digitally fluent and channel-fluid - vertical/horizontal platforms drive discovery, but presence across channels builds trust and repeat.

From First Try to Long-Term Loyalty: Navigating K-Beauty's Brand Journey

Top Entry Brands

BEAUTY OF JOSEON

THE FACE SHOP
CLEAN BEAUTY

Loyalty Brands

43% + 41% + 38%

LANEIGE | innisfree | COSRX

Yet, consumers engage with 10+ brands across their routines - loyalty exists, but it's **product-led, not brand-bound.**

- ***No single brand dominates first purchase, reflecting a highly fragmented trial phase. Trial is broad, but loyalty must be earned.***
- ***Focus on standout efficacy, strong first impressions, and frictionless re-engagement to move from discovery to repeat use.***

K-Beauty Consumer Trends: Spending, Retention & Growth Potential

Momentum is strong, now's the time to scale.

51% **spend ₹1,001-3,000 per month, while 17% spend over ₹3,000,** pointing to strong mid-market traction & an emerging premium segment.

RISING SPEND

43% **have increased spend in the last 3 months**, signaling growing commitment and deeper routine integration.

GROWING COMMITMENT

72% **intend to continue or expand their K-beauty use** - showing high satisfaction and long-term growth potential.

STRONG RETENTION

22% **are open to increasing usage**, with the right push on accessibility, pricing, and offers.

RESPONSIVE MARKET

K-Beauty Earns Shelf Space & Strong Organic Advocacy

BLENDED SKINCARE ADOPTION

34%
of users supplement their main routine with K-beauty products.

24%
mix K-beauty with global and local brands - showing it plays a valued, flexible role in everyday routines.

SMALL BUT STRONG LOYALIST BASE

18%
use only Korean brands - reflecting deep trust & room to build brand-led ecosystems.

ADVOCACY-LED GROWTH

54%
are **very likely** to recommend K-beauty.

23%
are **somewhat likely.**

MINIMAL PUSHBACK

8%
are **unlikely** to recommend.

K-beauty is shelf-worthy, trust-driven, and organically amplified.

Brands should invest in building routine relevance and community-led storytelling to deepen engagement.

Gen Z = Trend-Led, Ingredient-Conscious, and Purpose-Driven

Top Purchase Drivers

51%
Social media trends (influencers, viral content)

47%
Friend & peer recommendations

46%
Online reviews

What Matters to Them

38%
Ingredients & formulations

37%
Affordability & price

Gen Z wants culturally relevant beauty.
They follow trends, but buy with intention.

Barriers to Entry Exist, But Trust and Willingness to Pay Are High

Clarity, trust, and perceived value drive K-beauty adoption - especially among informed, premium-minded buyers.

🔍 Discovery Gaps Slow Adoption:

42%

of first-time users are unsure where to start; unclear product info, language barriers, and lack of localized guidance hinder onboarding.

39%

cite high prices and limited availability as obstacles.

🛡️ Trust Hinges on Authenticity & Transparency:

33%

actively buy from trusted sellers.

27%

worry about counterfeits even without prior exposure - indicating perception of authenticity deeply impacts trust and purchase decisions.

💰 Premium Perception Drives Spend:

~80%

are willing to pay more for quality.

51%

open to paying over 10% extra. This premium mindset underscores strong perceived value and supports a tiered pricing strategy.

Section 02.c:

K-Beauty Explorers

Source: Datum State Of K-Beauty In India Study 2025, (N=545 Online Beauty And Cosmetics Explorers Who Are Aware And Eager To Try K-Beauty Products Soon)

Datum | kindlife

Korean Culture Touchpoints That Drive Beauty Interest

SURVEY QUESTION: Which of the following categories influences you the most in terms of your preferences for Korean beauty & cosmetic products?

From Fashion to Food:
The Ecosystem Powering K-Beauty's Allure for Curious Explorers

The top influencers of consumer preference.

67%
Korean fashion & beauty trends

63%
Korean culture (lifestyle, traditions, & language)

62%
K-dramas/web series

52%
K-pop music/idols

52%
Korean food/cuisine

The broader ecosystem of influence where beauty is experienced through lifestyle immersion.

Brands must integrate cultural storytelling into marketing, using K-dramas, web series, fashion trends, & K-pop icons as creative vehicles.

Explorers Begin K-Beauty Journey with Gentle Skincare Staples

Step 1:
Entry via Everyday Essentials

First Points of Contact

Sunscreen (48%) and Moisturizer (43%) are familiar, non-intimidating, and easy to integrate into daily routines.

Step 2:
Expanding to Core Skincare

Confidence Builds, Routines Form

Users explore serums, cleansers, and face masks - products that show visible results and support habit-building.

Step 3:
Experimenting with Hair & Body Care

Beyond the Face

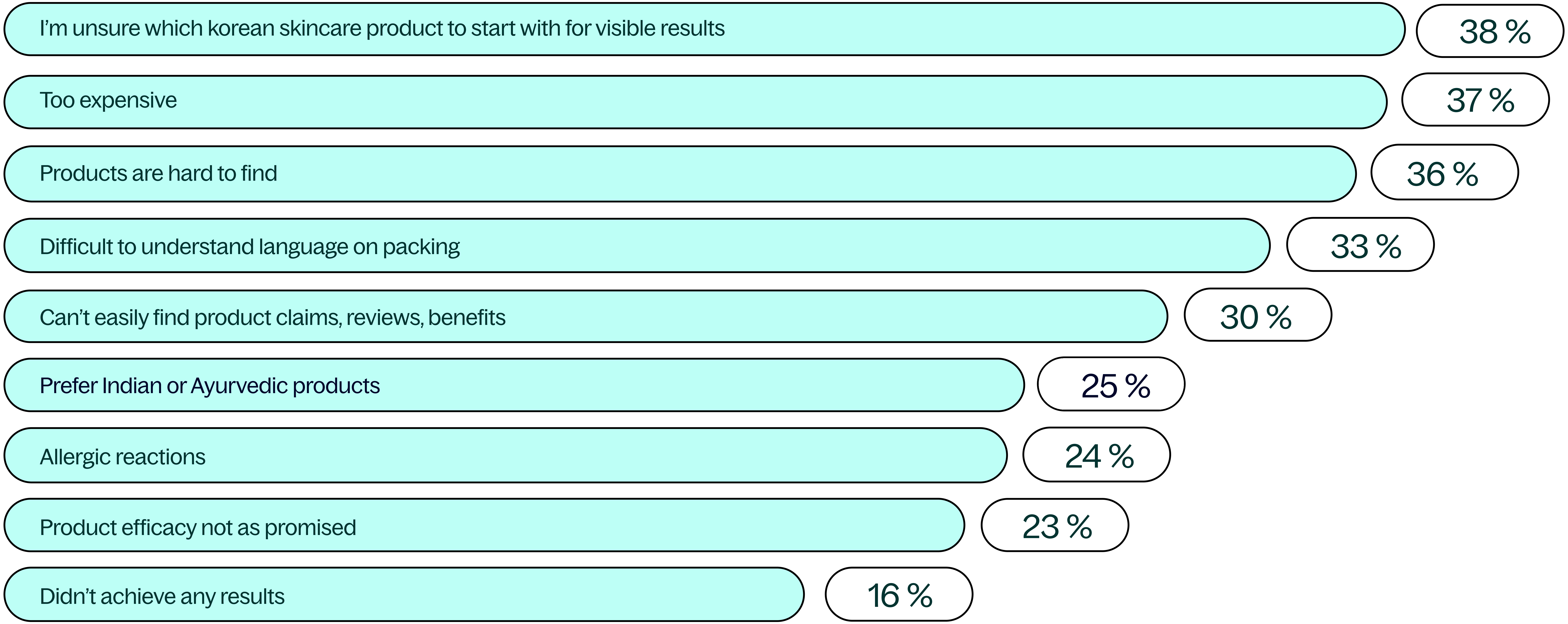
Curiosity expands to haircare and body products, signaling deeper brand engagement.

Step 4:
Delayed Adoption of Niche Categories

Trust Comes First

Lip tints and beauty supplements see late-stage adoption, once trust and skincare routines are established.

Uncertainty, Price, & Product Access Are Key Barriers for K-Beauty Explorers



SURVEY QUESTION: What factors are preventing you from purchasing Korean beauty products?

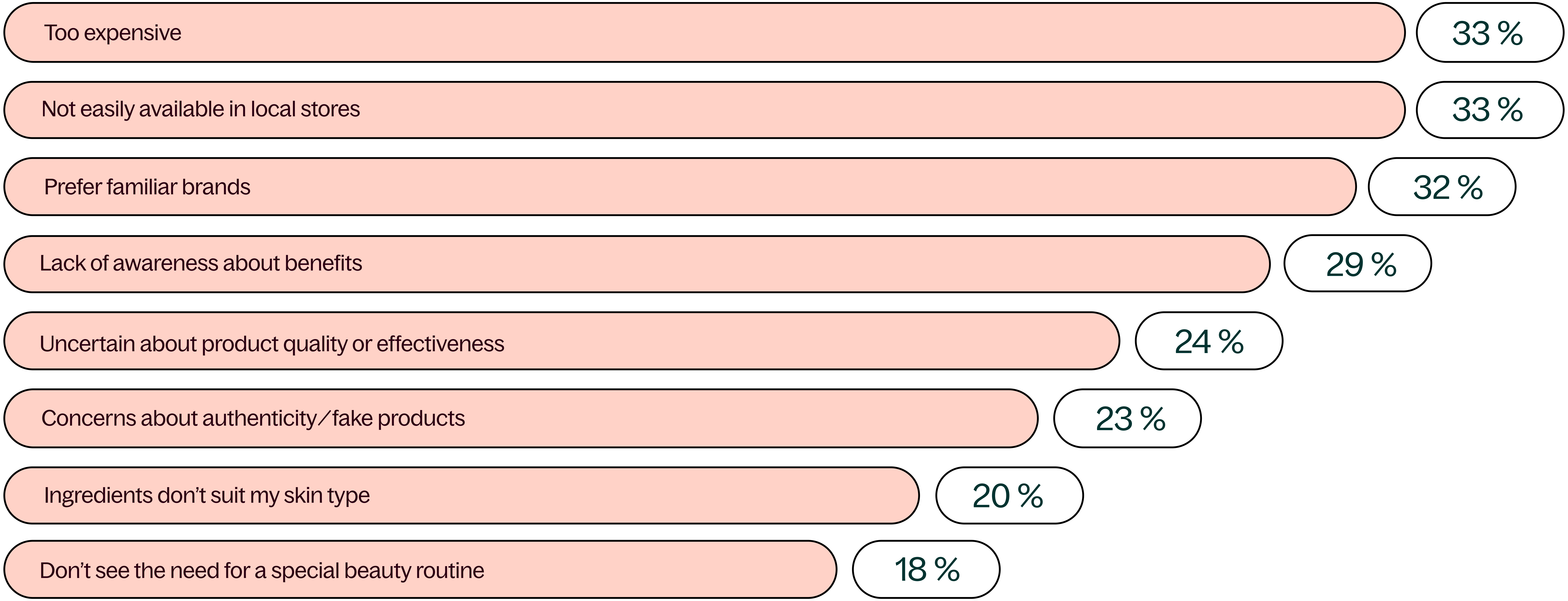
Section 02.d:

K-Beauty Observers

Source: Datum State Of K-Beauty In India Study 2025, (N=282 Online Beauty And Cosmetics Observers Who Are Curious, But Still On The Sidelines)

Datum | kindlife

Price, Unknown Brands & Availability Limit Trial



SURVEY QUESTION: What is the primary reason for holding back from purchasing K-Beauty products?

Lack of Affordability, Trust & Awareness Limit Purchases

33%
Cite price & Access as barriers

32%
Prefer Familiar Brands

30%
Lack Awareness of Benefits

18%
Don't Prioritize Skincare

Affordability and limited availability are major blockers - highlighting the need for localized pricing and stronger distribution strategies.

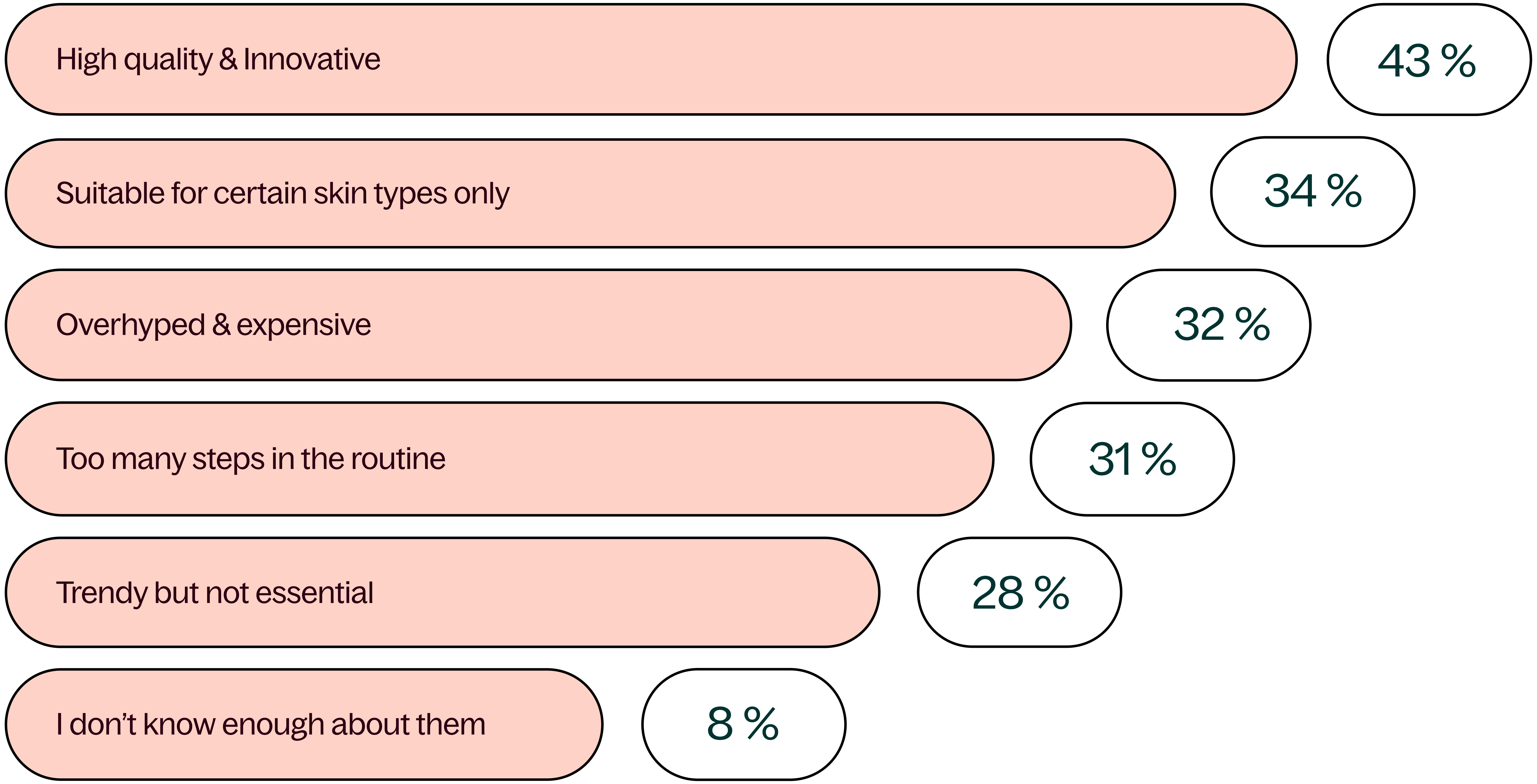
Trust is a key hurdle for K-beauty adoption. Brand-switch reluctance underscores the importance of credibility and consistency.

A significant knowledge gap exists, signaling missed opportunities in education, product storytelling, and advocacy.

Lifestyle inertia limits category engagement - pointing to a segment with minimal skincare involvement & low perceived need.

Source: Datum State Of K-Beauty In India Study 2025, (N=553 Online Beauty And Cosmetics Buyers Are Aware But Not Considering To Purchase Korean Beauty Products)

Perceptions Are Mixed - Innovation Impresses, But Complexity & Cost Create Hesitation



SURVEY QUESTION: What is your perception of Korean beauty products?

High-Quality & Innovation are key strengths, But Price & hype are barriers.

43%

see K-beauty as **high-quality and innovative**, reinforcing its edge in advanced formulations.

But

34%

doubt its suitability for all skin types, highlighting the need for **inclusive messaging** and **localised R&D.**

32%

find it **overhyped** and **pricey**, signalling concerns around value for money.

31%

are deterred by **routine complexity**, suggesting a push for simpler, streamlined regimes.

Trust, Visibility, and Access Can Convert the K-Beauty Hesitant

Positive reviews from trusted sources	33 %
Availability in local stores	32 %
Seeing visible results on others	31 %
More affordable pricing	30 %
Free samples or trial packs	29 %
Exclusive promotions or discounts	28 %
Dermatologist or expert endorsements	26 %
Recommendations from friends or family	24 %

SURVEY QUESTION: What might make you consider trying Korean beauty products in the future?

Visible Results & Trial Packs are Key in Converting Non-Users into Buyers

33%
Trust Drives Trial

32%
Say Offline Access Boosts Trial

31%
Need to See Results First

30%
Seek Affordable Entry Points

28%
Respond to Discounts

26%
Reacts to Expert Endorsements

Consumers are more likely to consider K-beauty after seeing positive reviews from trusted sources - making credibility key to conversion.

Availability in local stores increases likelihood of purchase, showing that presence matters alongside promotion.

Visible results on others serve as strong validation - social proof is a powerful motivator.

Lower pricing drives trial for many, highlighting the need for accessible, value-driven SKUs.

Exclusive promotions & dermatologist or influencer backing act as effective conversion levers.

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Datum

Datum Intelligence is your go-to resource for insightful data, analysis, trends, and predictions related to consumer behavior globally. Our comprehensive data offerings cover a range of topics, including market size, market share, category analysis, consumer sentiment, digital advertising trends, holiday sales performance, and brand and category-specific data. Our goal is to empower businesses with actionable insights that drive informed decision-making and strategic growth in the global markets.

For more, visit: https://www.datumintell.com/

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Rise of Korean beauty in India.

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