



## The A, B, C's of K-Beauty

From sheet masks and snail creams to clever packaging, K-Beauty has taken the beauty industry by storm. Hugely popular with beauty editors, influencers, and social media darlings, we wanted to know what the average beauty consumer thinks of this category, and consumers were only too happy to tell us. Find out what 5,000+ US consumers think of everything K-Beauty including brands, products, innovations, and offerings.

### Social media is her gateway to finding out about K-Beauty

- **20%** YouTube (#1 answer)
- **10%** friends/family
- **10%** other blogger (not on Facebook/YouTube)
- **10%** Facebook
- **9%** beauty retailer/Instagram

### K-Beauty awareness is growing

- **50%** are familiar with K-beauty
- **46%** are aware of J-Beauty (Japanese beauty)
- **45%** understand differences between the two



### K-Beauty is innovative because...

- **62%** unique new skincare products
- **61%** use of unusual ingredients
- **55%** fun blend of science & nature
- **41%** unique application process
- **36%** multi-step process

### Words that describe K-Beauty

- **47%** anti-aging
- **45%** multi-benefit
- **44%** trendy
- **34%** affordable
- **33%** multi-step
- **32%** beautiful

### K-Beauty usage

- **30%** currently use K-Beauty products
- **47%** have never tried K-Beauty
- **22%** don't use K-Beauty but have in the past

### Her K-Beauty buying habits

- **40%** been buying K-Beauty for two years or less
- **44%** buy K-Beauty makeup, as well
- **34%** stopped using regular products in favor of K-Beauty
- **94%** use a mix of K-Beauty and traditional skincare

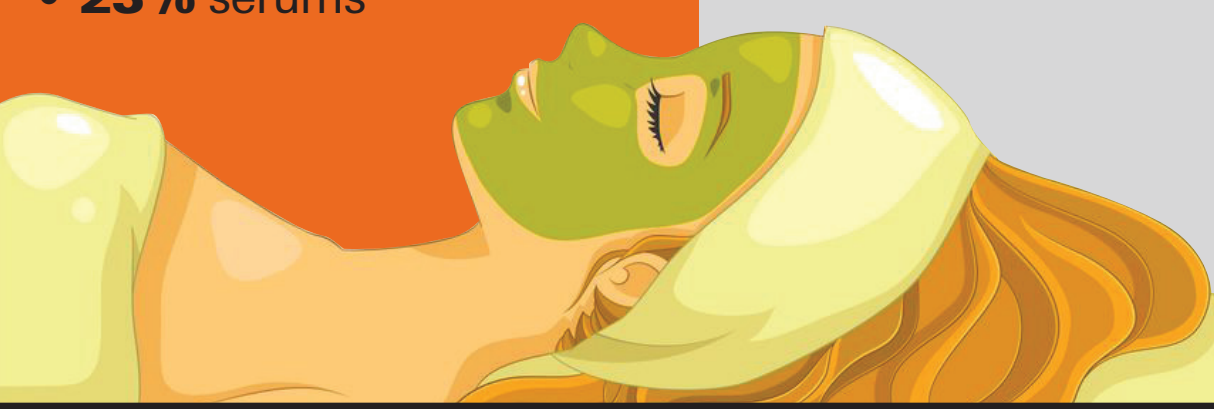


### Top known K-Beauty brands include:

- **45%** Dr. Jart+
- **35%** Skinfood
- **34%** Laneige
- **29%** TonyMoly
- **24%** AmorePacific

### Her K-Beauty must haves

- **47%** sheet masks
- **27%** face mask (in a jar/tube)
- **25%** brightening treatment
- **23%** mists/essences and face moisturizer
- **23%** serums



### K-Beauty brands she currently uses

- **36%** Laneige
- **32%** Dr. Jart+
- **22%** Belief
- **20%** Glow Recipe
- **18%** Skinfood/COSRX

### K-Beauty products she's never used but wants to

- **86%** skincare devices
- **83%** neck/décolleté cream
- **74%** sunscreen (face)
- **71%** face oil
- **70%** acne treatments
- **66%** pore treatments
- **64%** lip treatment
- **63%** sleeping mask

### Why she doesn't buy K-Beauty

- **46%** don't know where to find it
- **36%** don't know enough about it
- **16%** can't easily find product claims, reviews, benefits
- **16%** can't understand language on packaging

### Why she no longer buys K-Beauty

- **39%** products too hard to find
- **20%** can't easily find product claims, reviews, benefits
- **19%** too expensive
- **17%** didn't achieve results desired

## When looking to buy K-Beauty, product claims and reviews matter

**96%** say they are important to extremely important!

### Consumers expect K-Beauty to be:

- **46%** highly innovative
- **37%** formulated with latest technology
- **34%** made with natural/organic ingredients
- **32%** customized to my specific skin needs
- **32%** fun to use!

### She first purchased K-Beauty because

- **25%** got a free sample
- **17%** it solved a skincare problem
- **16%** heard about it on social media
- **11%** family/friend recommended

### She shops for K-Beauty at:

- **54%** Amazon.com
- **43%** Sephora or Sephora.com
- **39%** ULTA or ULTA.com
- **27%** K-Beauty curated site (Peach & Lily, etc.)

### Top K-Beauty curated sites

- **31%** Soko Glam
- **26%** Glow Recipe
- **21%** Peach & Lily

### Her K-Beauty skincare routine

- **30%** use 2 or more K-Beauty products in daily routine
- **25%** use 3 or more
- **64%** use a mixture of Korean and non-Korean brands
- **26%** use a mix of different Korean brands
- **32%** say about one-quarter of all their skincare is K-Beauty



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