

# K-Beauty: Riding the Wave in the United States

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Base Year: 2016



As a symbol of looking beautiful at every age with a youthful, dewy complexion, Korean beauty has been the most talked about trend in the U.S. beauty industry for the past several years. This report provides an analysis of the Korean brands in the United States and their impact on the U.S. beauty market.

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- Market size and growth
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- Products decoded – Korean trends migrate to the United States
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## Report benefits

- Evaluates the market size and growth of Korean manufacturers in the U.S. market
- Discusses key insights of the Korean concept towards beauty products
- Provides examples of the trends and product concepts that have migrated into the United States
- Assesses the competitive landscape of the Korean brands and companies
- Provides an outlook through 2021