

# K-Beauty Craze: B Futurist's White Paper on Market Opportunities for Beauty Retailers & Wholesalers

CAPELLE AAN DEN IJSSEL, SOUTH HOLLAND, NETHERLANDS, December 16, 2024 /

EINPresswire.com/ -- K-Beauty is poised to become a \$187.4 billion industry by 2030, catching the attention of consumers with innovative products and cultural allure. To help professionals navigate this space, [B Futurist](#) releases its white paper, '[From Soul to The World: Your Guide To The Global K-Beauty Market](#)'. This publication is tailored for importers, distributors, and retailers in the beauty industry seeking to deepen their understanding of the growing Korean cosmetics (K-Beauty) market. The white paper can be downloaded for free on the official B Futurist website.

"As the Korean cosmetics market expands, importers and retailers are increasingly interested in the unique dynamics of the industry. Our white paper is crafted to provide professionals with valuable insights into its market dynamics, along with the challenges and opportunities related to offering K-beauty products", says B Futurist Managing Director H. Dai.

"Korean cosmetics have transitioned from a niche segment to a significant force in the global cosmetics market," Dai continues. "Successes such as the Oscar-winning movie Parasite, Netflix's Squid Game, and globally renowned K-pop artists like BLACKPINK and BTS have highlighted the Korean Wave (Hallyu), enabling brands to capture worldwide attention through celebrity collaborations and product placements."

## K-BEAUTY CHARACTERISTICS & TRENDS

The white paper delves into K-Beauty's defining characteristics, such as the use of natural ingredients like snail mucin and mugwort, and innovative concepts such as 'slow aging'. It also discusses important trends like glass skin, skip care, and cherry lips. On the official B Futurist website, one can find the full table of contents of the white paper.



K-Beauty White Paper

Regarding the relative scarcity of K-Beauty products in Western markets, B Futurist states: "While Korean skincare has gained mainstream traction in China, Japan, and Southeast Asia, it remains at an early stage in Western countries. Thus, K-Beauty presents a substantial opportunity for regions such as North America and Europe, characterized by a surging demand in combination with a lack of supply".

This white paper serves as an invaluable resource for beauty professionals aspiring to expand their expertise and explore new market opportunities. Explore these insights and seize emerging opportunities in the K-Beauty market. Download your free copy today at [Bfuturist.com](http://Bfuturist.com) or learn about B Futurist's [wholesale Korean cosmetics & skin care](#) services.

#### ABOUT B FUTURIST

B Futurist is a global leader in wholesale beauty, connecting businesses with over 800 top brands and 150,000 SKUs. With advanced market insights and competitive pricing, we empower our partners to thrive in the evolving beauty industry.



Korean cosmetics have transitioned from a niche segment to a significant force in the global cosmetics market"

*H. Dai*

Hengfu Dai

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The graphic features the B Futurist logo and the date DEC 2024. The main title is 'TABLE OF CONTENTS' with a 'CLICK TO JUMP' link. A table lists the following sections and page numbers: Introduction (1), Market Analysis (2), Consumer Behaviour and Demographics (10), How K-Beauty Brands Drive Market Trends (13), Korean Cosmetic Trends (20), Trending Skincare Ingredients (26), Top Korean Cosmetic Brands (31), Key Distribution Platforms (35), Challenges and Opportunities (39), Conclusion (44), and References (49). An image of a cosmetic product box is shown on the left. The website URL WWW.BFUTURIST.COM is at the bottom.

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