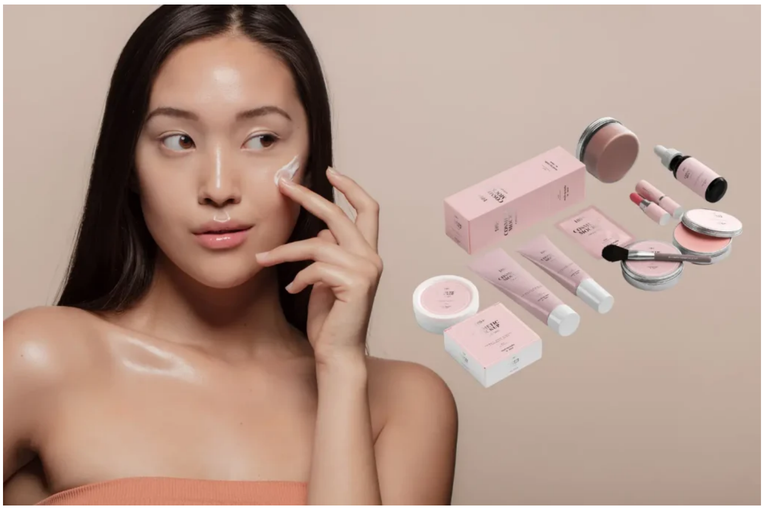
ifi
INDIA FASHION ICON MAGAZINE

India’s K-Beauty Market to Boom to $1.5 Billion by 2030

Published on 02 Sep 2025 | By IFI Correspondent



Market Growth and Forecasts

India’s Korean beauty (K-Beauty) market is on a meteoric rise, projected to expand from approximately **USD 400 million in 2024 to USD 1.5 billion by 2030**, registering a remarkable **CAGR of 25.9%**—far outpacing the broader beauty and personal care (BPC) industry’s growth rate of 11.7% over the same period.

This marks K-Beauty as the fastest-growing segment in India’s BPC sector, signaling a seismic shift in consumer preferences and beauty trends.

Consumer adoption is accelerating dramatically. The number of K-Beauty buyers in India is expected to rise from **11.9 million in 2024 to 27.2 million by 2030**, indicating more than a **doubling of users** over just six years.

Moreover, spending on K-Beauty is increasing significantly—with **per capita spend projected to climb from USD 33.3 to USD 56.3**, reflecting deeper household integration and growing preference for these products.

What’s Fueling the K-Beauty Craze?

1. Hallyu Effect (Korean Wave)

The influence of Korean pop culture—K-pop, K-dramas, and Korean celebrities (collectively known as the **Hallyu wave**)—is a powerful driver. India ranks among the top five countries globally in terms of K-pop streaming, and Netflix reported a staggering **370% year-on-year increase in views of Korean dramas among Indian audiences**.

This cultural fascination translates directly into beauty trends: **50% of Indian K-Beauty adopters cite Korean pop culture, K-dramas, or K-pop as the primary inspiration** to try these products.

2. Effective Products at Youth-Friendly Prices

K-Beauty is prized for its innovation—popularizing multi-step routines, sheet masks, innovative actives like snail mucin, and prioritizing hydration and “glass skin.” The combination of efficacy and affordability resonates strongly with **Gen Z and Gen Alpha consumers**.

3. Robust Digital Ecosystem

Digital-first platforms are propelling K-Beauty’s growth. **Myntra reported 80% year-on-year growth in K-Beauty sales**, and over **25 K-Beauty brands are now available** in India.

Broader Industry Context

India’s broader beauty and personal care market is thriving. Forecasts suggest it could expand to **USD 45–48 billion by 2030** or even 2033. K-Beauty is poised to significantly contribute to this growth.

Meanwhile, luxury beauty is also gaining traction. According to consultancy Kearney, the **luxury cosmetics sector in India and Southeast Asia may grow to USD 12.7 billion by 2030/31**, propelled by rising incomes and an aspirational middle class. Such surges are contributing to the broader narrative of India emerging as one of the world's most dynamic beauty markets—dominated by digital innovation, aspirational branding, and cultural resonance.

Challenges to Consider

Despite strong growth, K-Beauty in India faces obstacles:

- **Price Sensitivity**: High import duties and premium pricing may limit accessibility.
- **Product Complexity**: Multi-step routines can be intimidating for consumers new to such regimens.
- **Authenticity Concerns**: The proliferation of counterfeit products fuels mistrust—brands must reinforce authenticity.

Yet, positive consumer sentiment remains strong: **72% of users intend to increase usage**, and **80% are willing to pay premium prices for quality offerings**.

For more style updates & exclusive fashion stories follow indiafashionicon.com

---