

[부록] Beauty & Personal Care 시장 통계

1. 세계 및 한국 Beauty & Personal Care 시장 규모 및 성장률

(단위: 십만달러, %)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	CAGR('13-'22)
세계시장규모	4,813,032	4,870,896	4,526,403	4,583,903	4,824,317	5,023,866	5,084,328	4,890,160	5,317,834	5,352,687	1.2%
성 장 륜	2.0%	1.2%	-7.1%	1.3%	5.2%	4.1%	1.2%	-3.8%	8.7%	0.7%	
한국시장규모	109,478	121,822	122,616	130,106	136,054	140,427	135,284	124,926	138,918	128,004	1.8%
성 장 륜	10.1%	11.3%	0.7%	6.1%	4.6%	3.2%	-3.7%	-7.7%	11.2%	-7.9%	

2. 대륙별 Beauty & Personal Care 시장 규모 및 점유율

(단위: 십만달러, %)

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022
아시아-퍼시픽	1,355,874	1,399,240	1,398,940	1,465,755	1,550,036	1,682,135	1,773,949	1,752,309	1,913,738	1,784,414
	28.2%	28.7%	30.9%	32.0%	32.1%	33.5%	34.9%	35.8%	36.0%	33.3%
중동-아프리카	287,863	300,712	301,781	296,366	304,299	316,410	326,846	321,060	359,585	401,344
	6.0%	6.2%	6.7%	6.5%	6.3%	6.3%	6.4%	6.6%	6.8%	7.5%
라틴아메리카	800,125	795,745	650,434	624,498	683,912	647,044	623,785	520,270	543,772	614,472
	16.6%	16.3%	14.4%	13.6%	14.2%	12.9%	12.3%	10.6%	10.2%	11.5%
북 미	867,728	884,175	905,722	938,115	970,887	1,002,817	1,022,440	1,010,076	1,113,719	1,202,386
	18.0%	18.2%	20.0%	20.5%	20.1%	20.0%	20.1%	20.7%	20.9%	22.5%
동유럽	316,306	289,921	226,137	227,469	256,791	265,010	266,334	244,768	260,189	269,925
	6.6%	6.0%	5.0%	5.0%	5.3%	5.3%	5.2%	5.0%	4.9%	5.0%
서유럽	1,102,460	1,120,377	972,504	958,506	979,075	1,029,451	991,892	961,860	1,035,091	989,949
	22.9%	23.0%	21.5%	20.9%	20.3%	20.5%	19.5%	19.7%	19.5%	18.5%

3. 대륙별 Beauty & Personal Care 시장 성장률

	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	CAGR ('13~'17)	CAGR ('18~'22)	CAGR ('13~'22)
아시아-퍼시픽	-0.4	3.2	0.0	4.8	5.8	8.5	5.5	-1.2	9.2	-6.8	3.4	1.5	3.1
중동-아프리카	4.0	4.5	0.4	-1.8	2.7	4.0	3.3	-1.8	12.0	11.6	1.4	6.1	3.8
라틴아메리카	3.4	-0.5	-18.3	-4.0	9.5	-5.4	-3.6	-16.6	4.5	13.0	-3.8	-1.3	-2.9
북 미	2.1	1.9	2.4	3.6	3.5	3.3	2.0	-1.2	10.3	8.0	2.8	4.6	3.7
동유럽	3.1	-8.3	-22.0	0.6	12.9	3.2	0.5	-8.1	6.3	3.7	-5.1	0.5	-1.7
서유럽	3.3	1.6	-13.2	-1.4	2.1	5.1	-3.6	-3.0	7.6	-4.4	-2.9	-1.0	-1.2
합계(210개국)	2.0	1.2	-7.1	1.3	5.2	4.1	1.2	-3.8	8.7	0.7	0.1%	1.6%	1.2%

4. 23년 이후 대륙별 Beauty & Personal Care 시장규모 및 성장률 예측

(단위: 십만달러, %)

	2023	2024	2025	2026	2027	CAGR('23~'27)
아시아-퍼시픽	1,884,722(5.6%)	1,990,841(5.6%)	2,118,533(6.4%)	2,244,758(6.0%)	2,368,985(5.5%)	5.9%
중동-아프리카	463,449(15.5%)	527,370(13.8%)	600,863(13.96%)	683,843(13.8%)	781,691(14.3%)	14.0%
라틴아메리카	674,527(9.8%)	728,196(8.0%)	773,489(6.2%)	820,189(6.0%)	865,604(5.5%)	6.4%
북 미	1,265,225(5.2%)	1,315,968(4.0%)	1,364,627(3.7%)	1,412,687(3.5%)	1,460,289(3.4%)	3.6%
동유럽	279,889(3.7%)	287,195(2.6%)	298,567(4.0%)	311,530(4.3%)	325,842(4.6%)	3.9%
서유럽	1,030,043(4.1%)	1,065,227(3.4%)	1,111,084(4.3%)	1,157,771(4.2%)	1,204,167(4.0%)	4.0%
합계(210개국)	5,694,669(6.4%)	6,017,166(5.7%)	6,374,860(5.9%)	6,744,307(5.8%)	7,126,119(5.7%)	5.8%