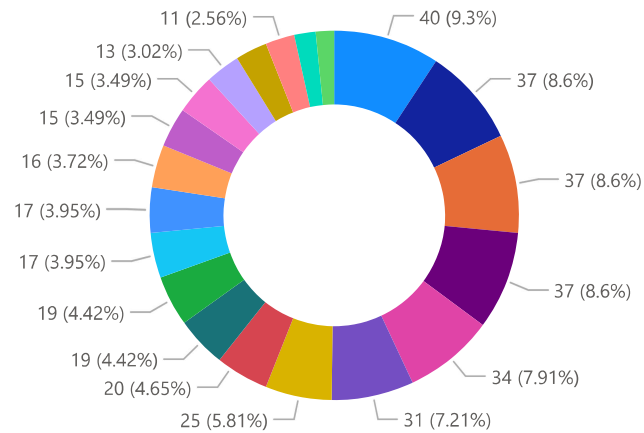


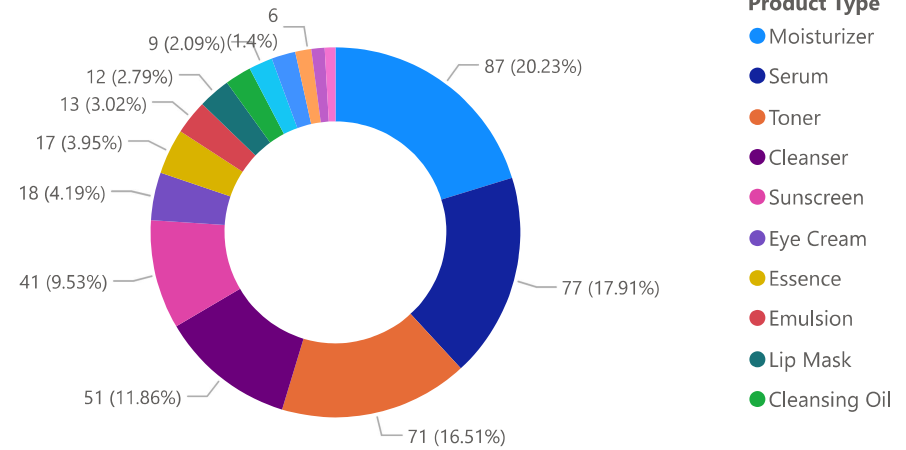
K-Beauty Brands Preference in Nykaa



Company Name

- The Face Shop
- COSRX
- Innisfree
- TONYMOLY
- It's Skin
- Isntree
- LANEIGE
- Numbuz:n
- belif
- I'm From

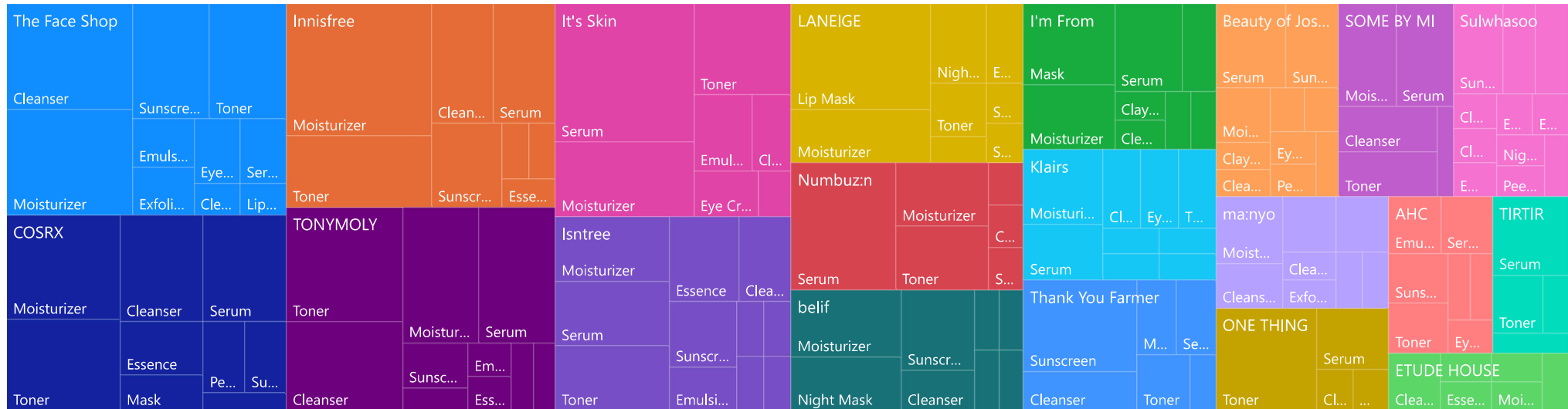
K-Beauty Products Preference in Nykaa



Product Type

- Moisturizer
- Serum
- Toner
- Cleanser
- Sunscreen
- Eye Cream
- Essence
- Emulsion
- Lip Mask
- Cleansing Oil

Sales of K-Beauty Brands & Products



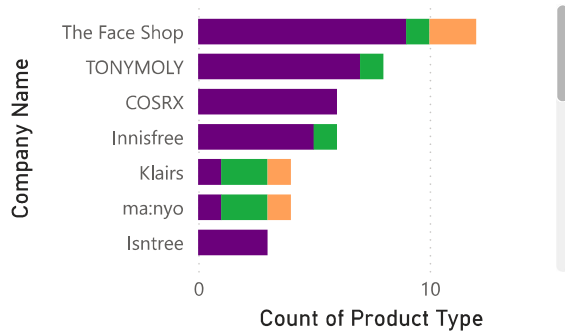


Rice Water Bright Foaming Cleanser - The Face Shop

Top Product

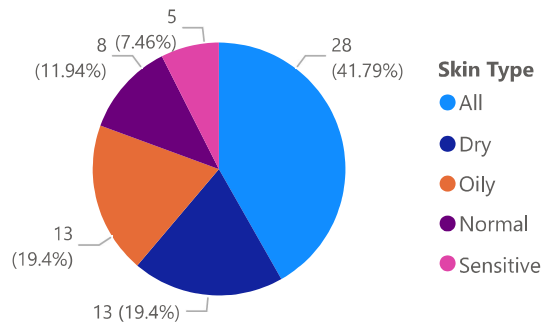
Product Distribution of Brands

Product Type ● Cleanser ● Cleansing Oil ● Exfoliator



Count of Product Type

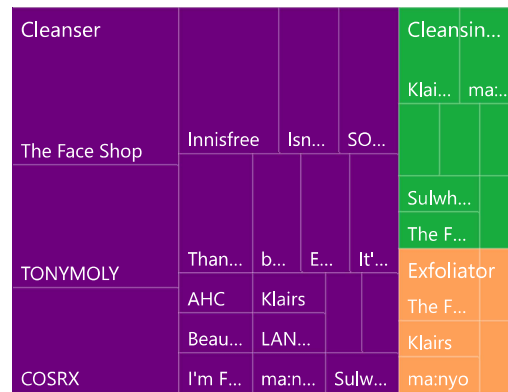
Percentage of products by Skin type



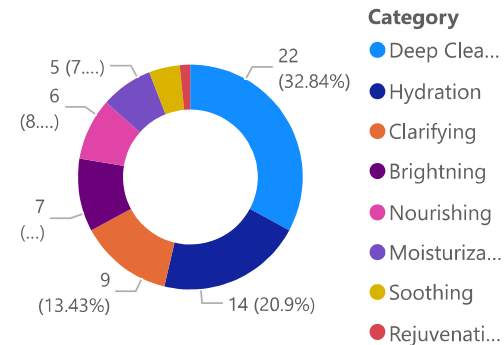
Skin Type

- All
- Dry
- Oily
- Normal
- Sensitive

People's Choice of Brands



Percentage of products by Category



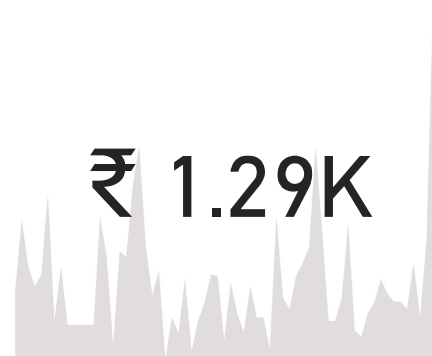
Category

- Deep Cleansing
- Hydration
- Clarifying
- Brightening
- Nourishing
- Moisturizing
- Soothing
- Rejuvenating

Avg. Quantity of Products



Average Price of Products



18

MINERAL-OIL FREE

37

PARABEN FREE

30

VEGAN

31

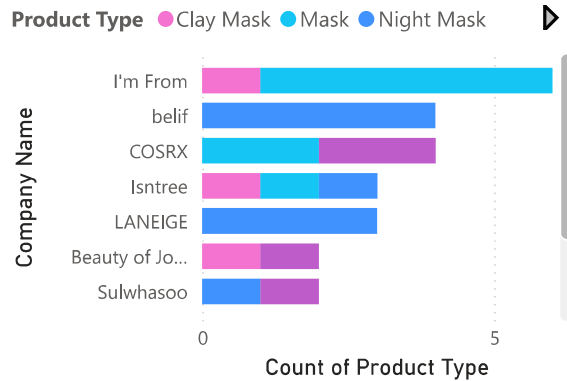
FRAGRANCE FREE



Super Volcanic Pore Clay Mask - Innisfree

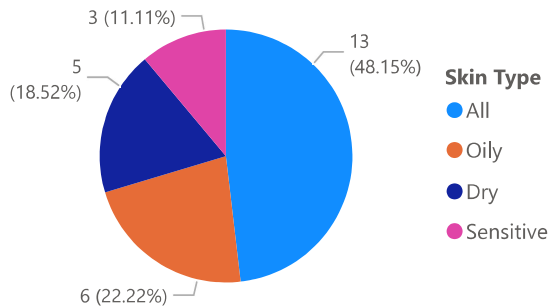
Top Product

Product Distribution of Brands

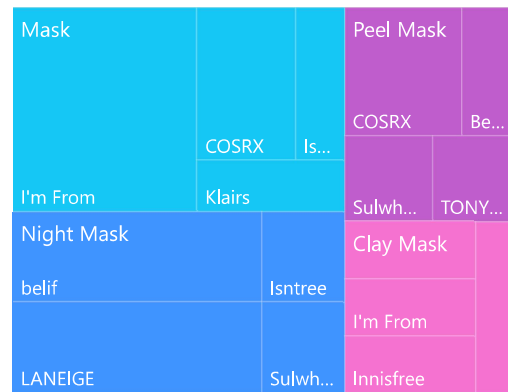


Count of Product Type

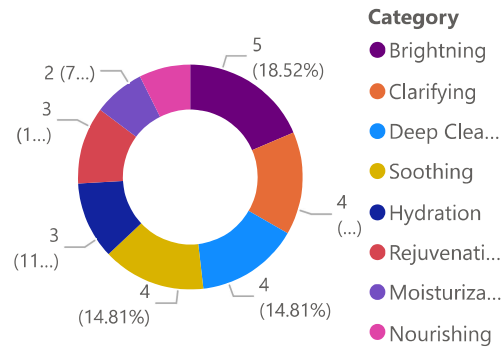
Percentage of products by Skin type



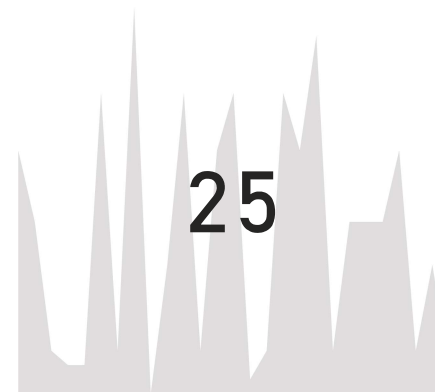
People's Choice of Brands



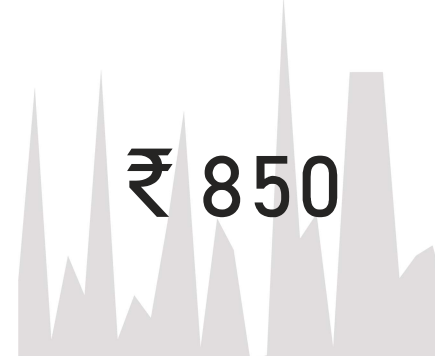
Percentage of products by Category



Avg. Quantity of Products



Average Price of Products



4

MINERAL-OIL FREE

3

PARABEN FREE

1

VEGAN

14

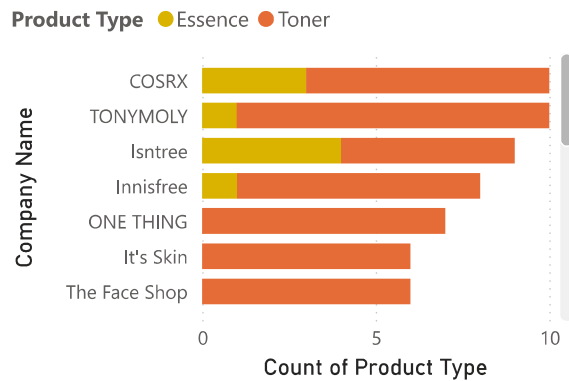
FRAGRANCE FREE



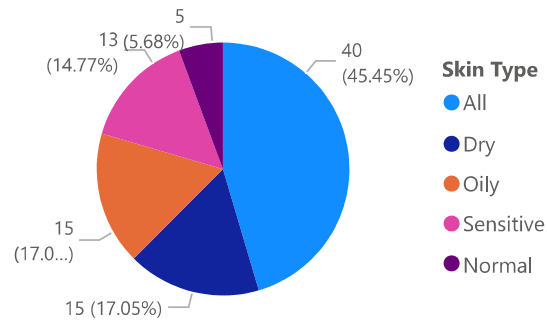
Advanced Snail 96 Mucin Power Essence - COSRX

Top Product

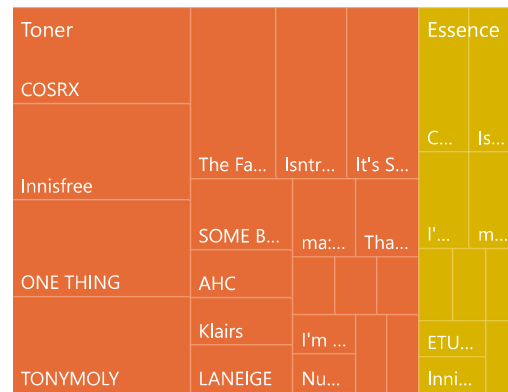
Product Distribution of Brands



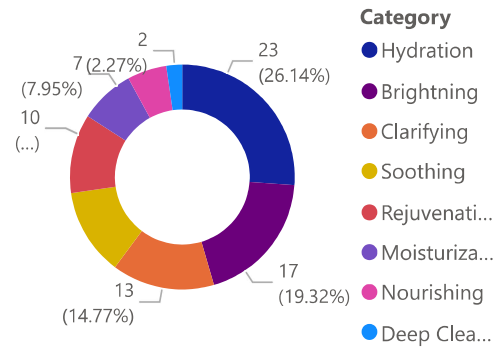
Percentage of products by Skin type



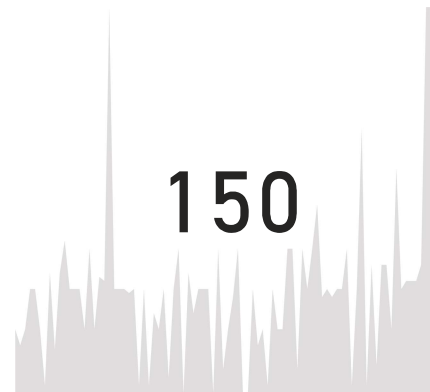
People's Choice of Brands



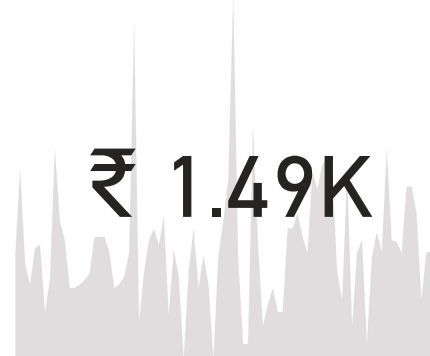
Percentage of products by Category



Avg. Quantity of Products



Average Price of Products



24

MINERAL-OIL FREE

40

PARABEN FREE

40

VEGAN

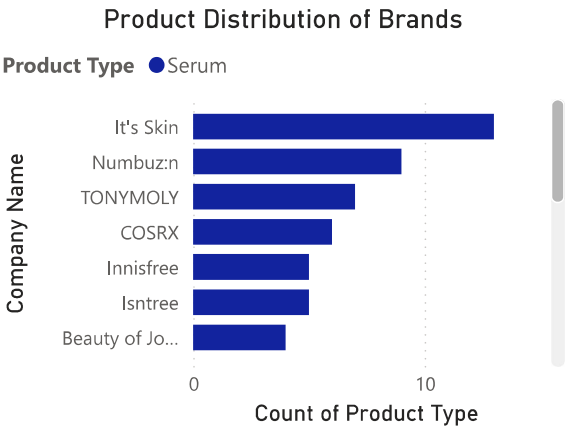
49

FRAGRANCE FREE

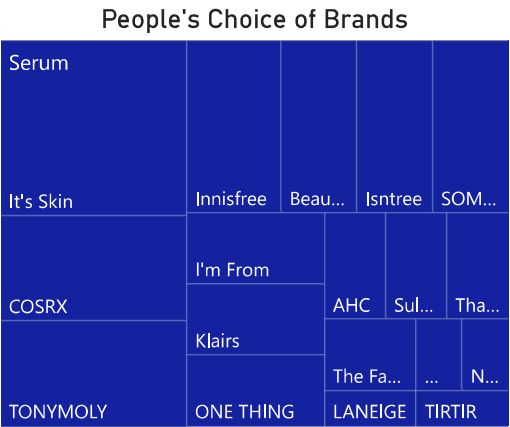
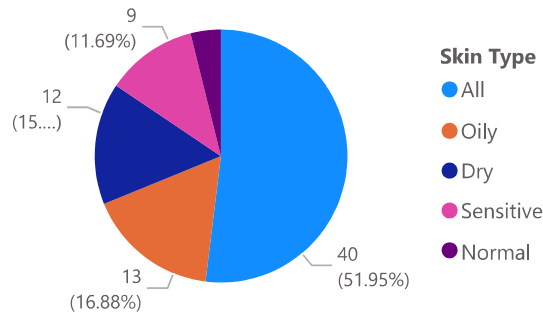


Hyaluronic Acid Green Tea Seed Serum - Innisfree

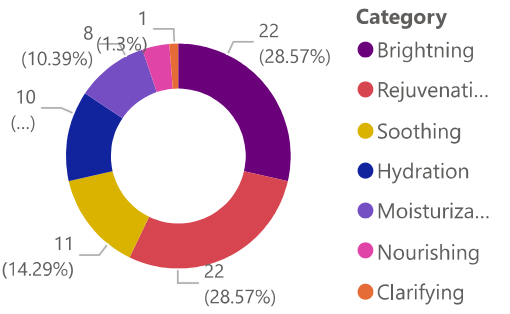
Top Product



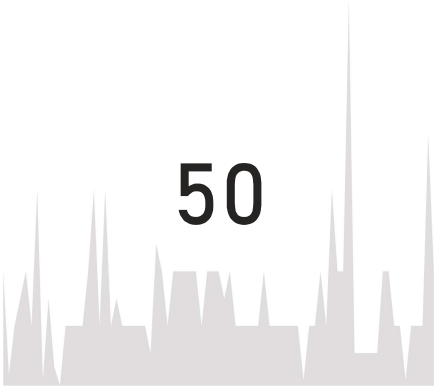
Percentage of products by Skin type



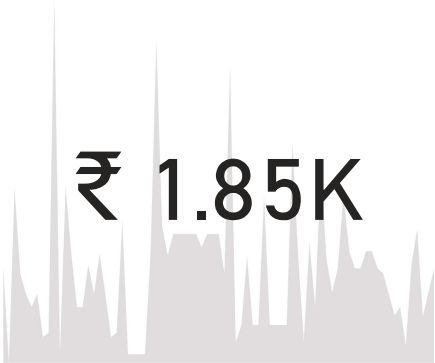
Percentage of products by Category



Avg. Quantity of Products



Average Price of Products



12
MINERAL-OIL FREE

29
PARABEN FREE

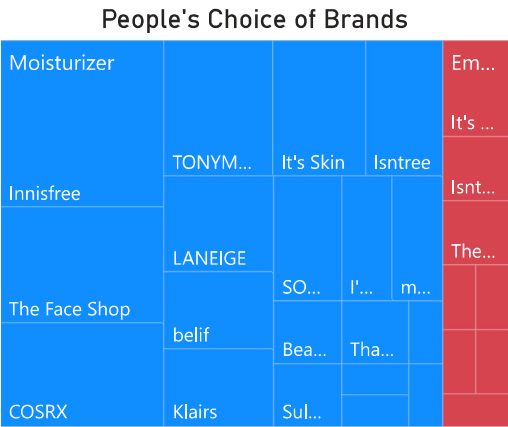
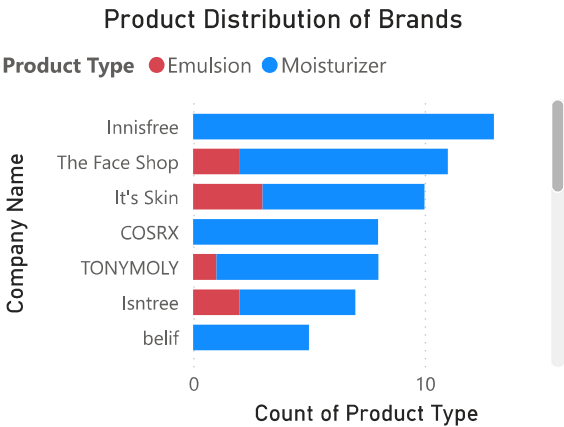
22
VEGAN

48
FRAGRANCE FREE



Jeju Aloe Fresh Soothing Gel - The Face Shop

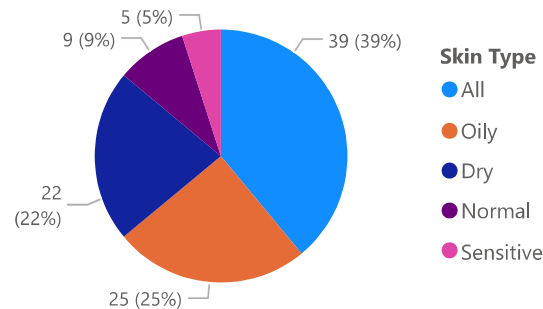
Top Product



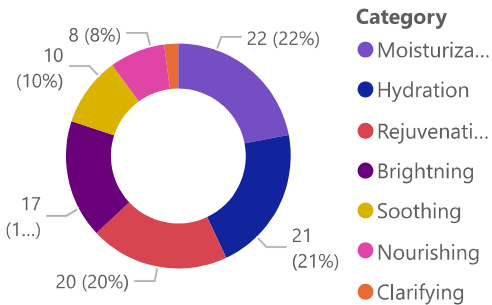
23
MINERAL-OIL FREE

43
PARABEN FREE

Percentage of products by Skin type



Percentage of products by Category



Average Price of Products



36
VEGAN

54
FRAGRANCE FREE



Relief Sunscreen Rice & Probiotics SPF 50+ PA++++ - Beauty of Joseon

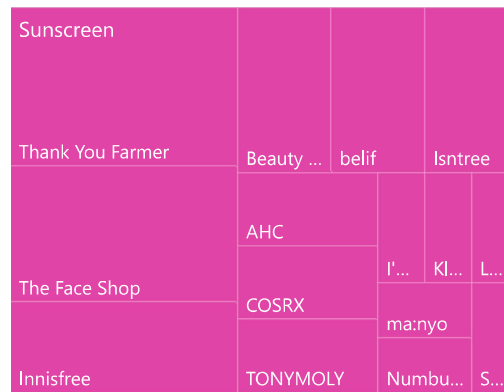
Top Product

Product Distribution of Brands

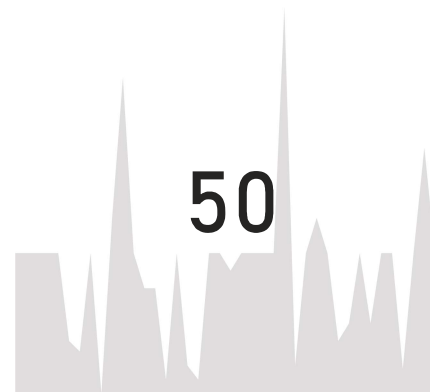
Product Type ● Sunscreen



People's Choice of Brands



Avg. Quantity of Products



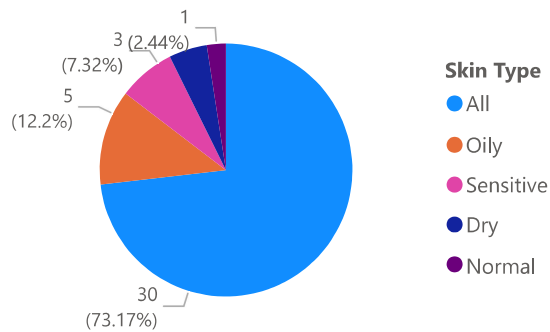
5

MINERAL-OIL FREE

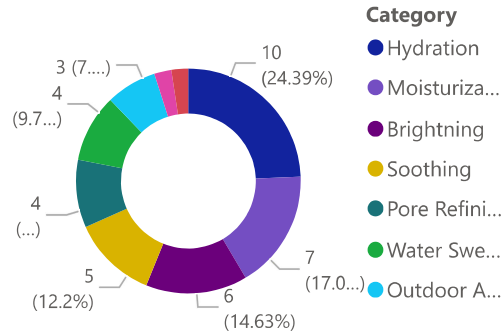
16

PARABEN FREE

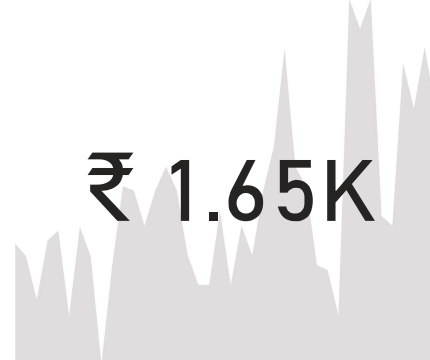
Percentage of products by Skin type



Percentage of products by Category



Average Price of Products



10

VEGAN

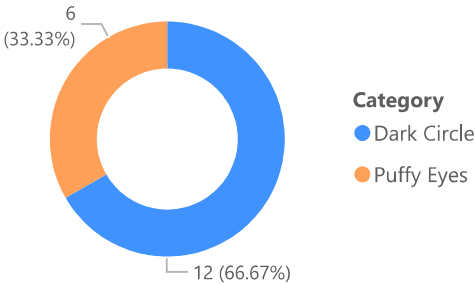
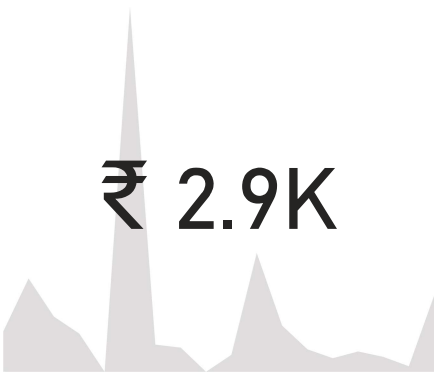
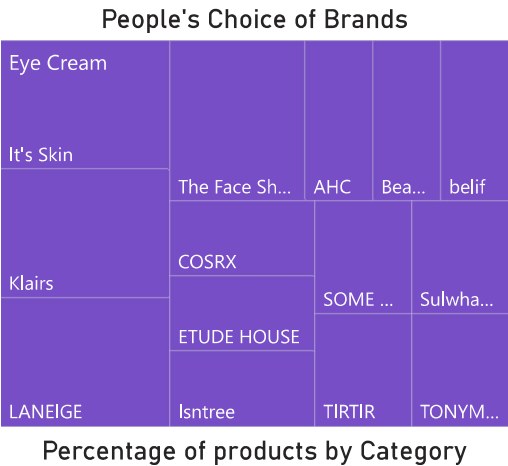
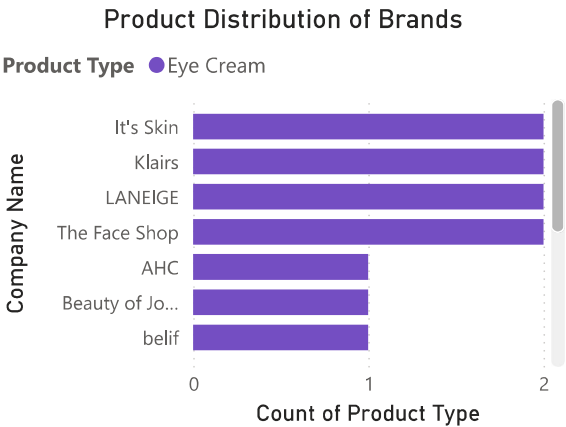
9

FRAGRANCE FREE



Advanced Snail Peptide Eye Cream - COSRX

Top Product



2
MINERAL-OIL FREE

3
PARABEN FREE

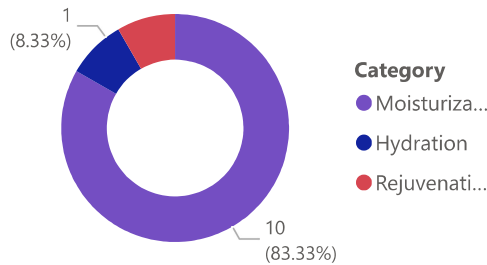
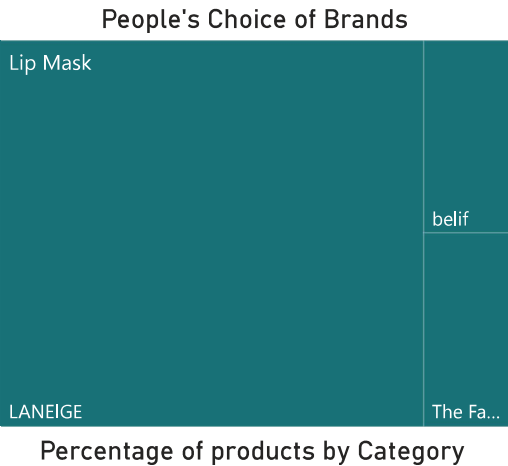
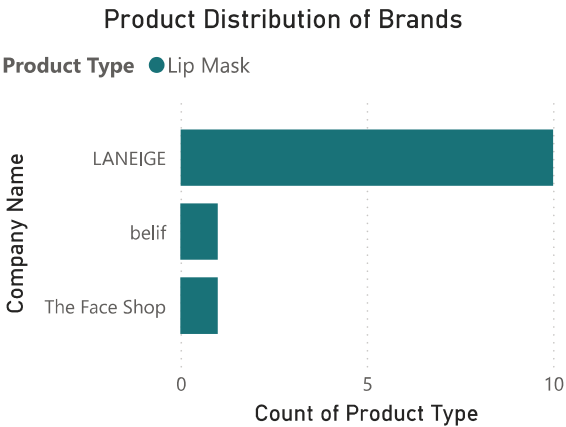
2
VEGAN

5
FRAGRANCE FREE



Lip Sleeping Mask Watermelon - LANEIGE

Top Product



1
MINERAL-OIL FREE

10
PARABEN FREE

1
FRAGRANCE FREE