

Market Intelligence Digest

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What's Trending in South Korean Skincare (Part 2)

Key innovation trends impacting the South Korean skincare market

✓ Active beauty Supporting active lifestyle needs

Frozen formulas

Manufacturers embrace consumer behaviors like storing cosmetics in the fridge in summertime and take it a step further by developing products for use in a frozen state. In addition to cooling masks normally associated with de-stressing skin, offerings include daily moisturizers and creams.

Fruity stick moisturizer

[Easy Peasy Watermelon Ice-Stick](#) is a stick-type moisturizer designed to hydrate overheated or dry skin. According to the manufacturer, the product should be stored in the freezer before use.



Market Intelligence Digest

Volume 1 Issue No. 16 | September 2019

Active UV protection

Sunscreens with water and sweat resistance are increasingly described as being designed for activity and sometimes co-branded with athletic brands. Premium products step into the whitening and nourishing claims space and are positioned as an extension of basic skincare.



Anti-pollution sunscreen

[CNP Laboratory Sun Care Outdoor Fluid Sun SPF 50+ PA++++](#) is designed for use during outdoor activity, blocking skin from external elements such as micro-dust and yellow dust. The waterproof formula is skin irritation-tested.

Cooling care

Products designed to be stored at room temperature use varying technology to deliver skin cooling. For example, spray-on formulas allow droplets to lift heat off skin as they evaporate, while directly-applied products rely on lightweight gel-cream textures.



Refreshing citrus gel

[The Saem Calamansi Pore Cool Down Cream](#) has a gel texture that immediately cools skin while cleansing pores and controlling excessive sebum. 100,000ppm calamansi extract rich in vitamin C and synephrine leaves skin clear and smooth.

Market Intelligence Digest

Volume 1 Issue No. 16 | September 2019

✓ Skin safety

Targeting skin safety concerns

EWG-certified

Products bearing the Environmental Working Group logo meet the US-based nonprofit's standards of acceptable ingredients, transparency in ingredient disclosure and good manufacturing practice. More Korean skincare brands opt for certification to stand out in the crowd of products claiming 'natural'.



Non-irritating cica cleanser

[Tecasol Anti-Dust Cleanser](#) removes impurities and gently unclogs pores while nourishing and hydrating skin with 25% *Centella asiatica* extract. The hypoallergenic product maintains pH balance and features EWG Green-certified ingredients.

Gentle micro-dust removers

Launches claiming 'product tested' and having a micro-dust removing function [increased 150% in 2019 \(Jan-Jun\) compared to the same period the previous year](#). Demand for milder, hypoallergenic formulations increases as anti-pollution cleansers become a mainstay and are used on a more regular basis.

Market Intelligence Digest

Volume 1 Issue No. 16 | September 2019



Multifunctional cleansing mask

[Vidivici Deep Pore Clay Mask to Foam](#) is

a 3-in-1 clay mask, exfoliant and deep-cleansing foam that extracts make-up and impurities in skin exposed to pollution. Green clay and BHA remove dead skin and micro-dust for a smooth complexion.

Physical sunblocks

Consumers consider a physical UV filter to be safer for skin and more environmentally friendly than a chemical barrier. Brands capitalise on the opportunity by educating consumers on mineral derivatives like titanium dioxide that form a physical barrier and highlight 'inorganic' as a keyword.



Multifunctional sunscreen

[Thank You Farmer Safe Sun Fluid Age 0880 SPF 50+ PA++++](#) is an inorganic, non-irritative

sunscreen with botanical ingredients such as camellia flower extract that keeps skin healthy. The product also has whitening and anti-ageing functions.

Market Intelligence Digest

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✓ Skip-care

Simplifying the skincare regimen

Super-charged ampoules

Launches of ampoules carrying 'time/speed' claims increased by 267% in 2019 (Jan-June) vs the same period in 2018. As highly concentrated skin boosters with multitasking ingredients, ampoules often combine hydrating, nourishing, anti-ageing and/or brightening benefits.



Vitamin-fortified skin booster

[9 Wishes Miracle White Ampoule Serum](#)

contains high concentrations of glutathione, niacinamide and natural herbal ingredients that moisturize, repair and whiten skin, targeting various skin impurities and discoloration.

Multifunctional essences

Essences have a lightweight consistency and avoid burdening skin with an overload of product while still covering basic skincare needs. They remain a staple in Korean skincare trends due to their versatility and compatibility with most skin types.



Deer milk moisturizer

[NewOrigin Deerest Facial Treatment Essence](#)

is a one-step daily moisturizer with whitening and anti-ageing properties. Lipoten™ complex containing deer milk protein mimics skin barrier, delivering moisture deep beneath the dermal surface.

Market Intelligence Digest

Volume 1 Issue No. 16 | September 2019

All-in-one solutions for men

South Korea continues to lead in the global male-targeted skincare market. [The pressure to look put-together in a tough job market, not simply the influence of K-pop idols, drives the movement.](#) Brands call out the convenience of one-step products to lower the barrier for consumers entering the market.



Multipurpose essence

[Bebeco Fermentation All in One Essence for Moist Type](#)

is formulated with *Aspergillus* and galactomyces (fermented yeast), helping smoothen and brighten skin while controlling excessive sebum production. The product is preservative-free.



3-in-1 hypoallergenic cream

[Bro & Tips Never Worry All In One](#)

is a 3-in-1 cosmetic that acts as a toner, moisturizer and essence. Seven types of hyaluronic acid provide a surge of moisture while *Centella asiatica* extract calms and strengthens the skin barrier.