

THE AGE OF K-BEAUTY

How korean brands captured global attention and became leaders in the beauty conversation



LOXIAS®

Analysis based on public data collected through the Brandwatch tool.
Analysis period from October 1st to March 1st, 2026.
Mentions collected in english.

Results, routine, and influence: What drives k-beauty conversations

The Centrality of Skin and Product Culture

Digital discussions around K-beauty are fundamentally anchored in the concept of skin itself. Conversations concentrate on skincare routines, product performance, and aesthetic outcomes. Terms connected to purchasing decisions and product evaluation indicate that online spaces function as recommendation ecosystems where users exchange advice, validate experiences, and debate value.

Aesthetic Ideals and the “Glass Skin” Paradigm

One of the most persistent drivers of conversation is the aspiration toward “glass skin,” a visual standard defined by smoothness, luminosity, and hydration. This aesthetic continues to shape how products are marketed and how routines are structured. At the same time, consumers display increasing technical literacy, frequently referencing active ingredients such as PDRN, niacinamide, hyaluronic acid, and centella. The combination of aspirational aesthetics and ingredient-level awareness suggests a market where emotional appeal and perceived scientific credibility coexist as complementary forces, while also showing how the general public is actively searching for the composition of their products.

Celebrity Influence and Market Amplification

Brand visibility in K-beauty is closely tied to celebrity partnerships and product launches. Endorsements by K-pop idols significantly amplify attention, linking entertainment culture with skincare consumption. New releases, campaign announcements, and retail promotions generate sustained digital conversation. In this ecosystem, marketing momentum emerges from a coordinated mix of celebrity influence, retail timing, and social media amplification across platforms such as TikTok, Instagram, and YouTube.

Polarization Around Beauty Standards

Despite the strong enthusiasm for products and routines, discussions about Korean beauty standards introduce a critical dimension. Online debates frequently address weight expectations and cosmetic surgery, topics that provoke strong reactions and ideological divisions. These conversations demonstrate that admiration for Korean skincare innovation exists alongside skepticism about the cultural pressures associated with appearance.

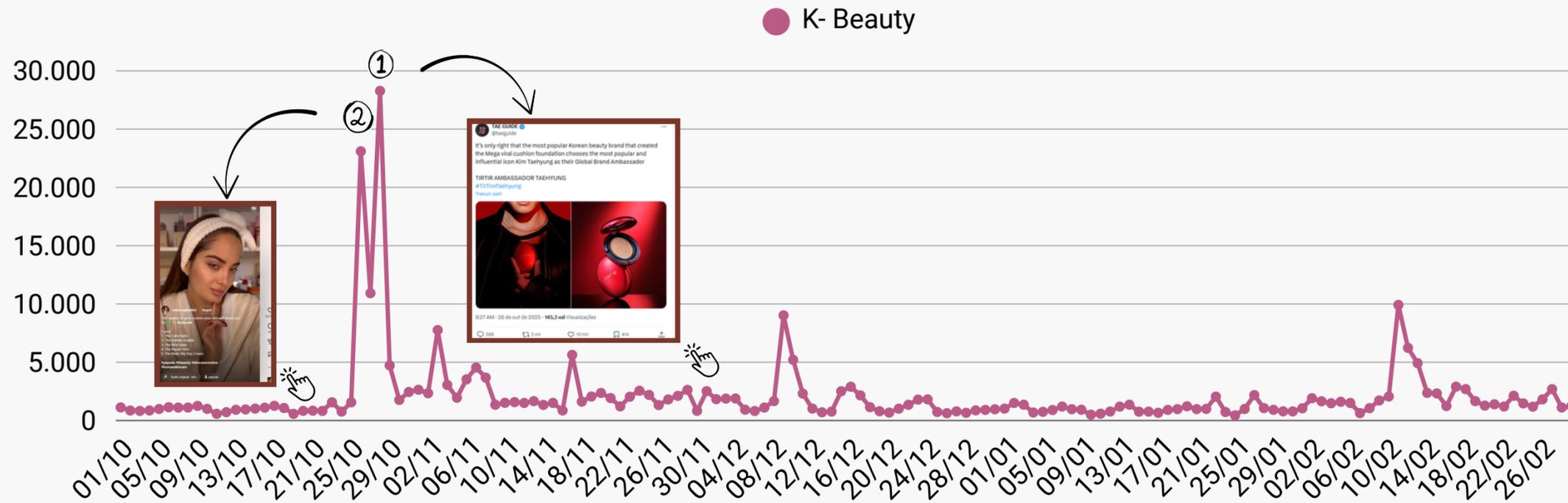
Market Enthusiasm Tempered by Cultural Scrutiny

The sentiment toward Korean skincare is mostly driven by visible results, viral routines, and celebrity-related content. At the same time, debates about beauty standards, cosmetic surgery, and exaggerated product claims generate criticism. This combination shows a market with strong interest but growing scrutiny.



Inside the k-beauty conversation

VOLUME OF MENTIONS OVER TIME



Mentions

315.4K

+ 57%*

Reach

500.4M

9%

Unique Authors

142.7K

+ 30%

Impressions

87.4M

87%

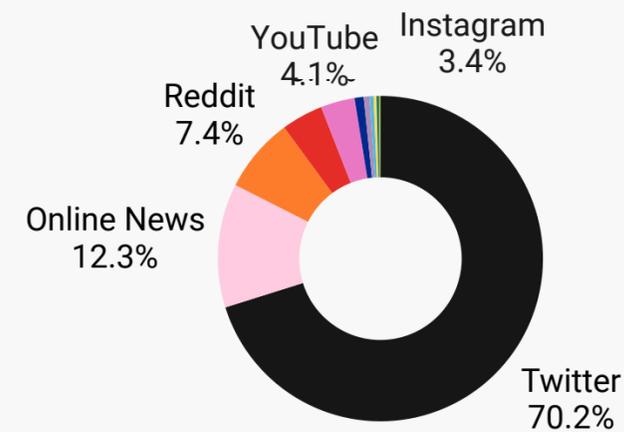
*Mar 1st - Sep 30th, 2025

RECOMMENDATIONS OF PRODUCTS AND ROUTINES DOMINATE THE MENTIONS

The conversation around K-beauty generated **315.4k mentions**, **over 500k in reach**, and **87.4 million impressions** during the period, reflecting a 57% increase in mentions and a 30% rise in unique authors. Activity peaks were largely driven by posts showcasing **practical skincare routines**, where users demonstrate daily regimens and feature Korean products in use. Content based on personal experience and product application shows the highest potential for virality. Posts linked to well-known **korean personalities** also generated strong hype, increasing engagement and expanding the visibility of the discussions.

- With **72.3%** of total participation, X established itself as the main hub of discussion, followed by Online News (12.3%) and Reddit (7.4%), expanding the topic's exposure across different digital environments.
- the **57% increase in mentions** and the **30% rise in unique authors** indicate simultaneous growth in both volume and participant diversity. The conversation is not only becoming more intense, but also more distributed across different users, expanding the base of people producing content about the topic.

SHARE BY CHANNEL



Others: Facebook 0.9%, Tumblr 0.6%, Bluesky 0.4%, Blogs 0.3%, Forums 0.2%, Review 0.1%.

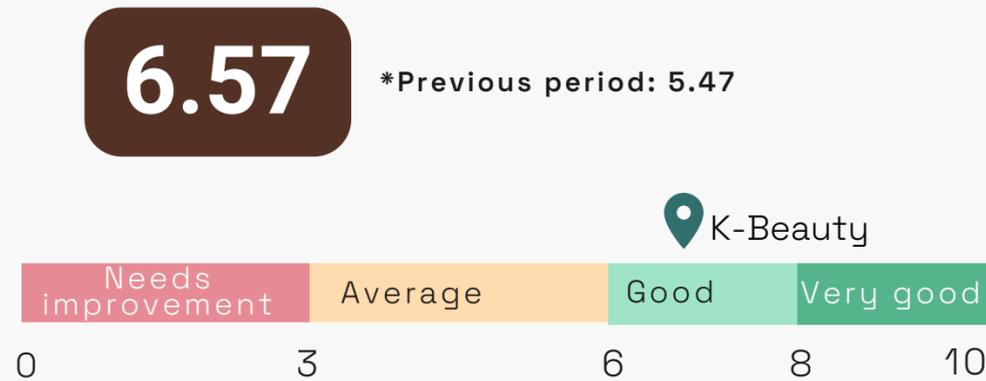


DID YOU KNOW?

Skincare is deeply rooted in Korean culture. Historical records show that people in ancient Korea used natural ingredients like herbal extracts and rice water to care for their skin centuries ago. Clear and glowing skin has historically symbolized health, beauty, and social status, a sentiment traced back to early dynasties.

The mood around k-beauty

BRAND HEALTH INDEX



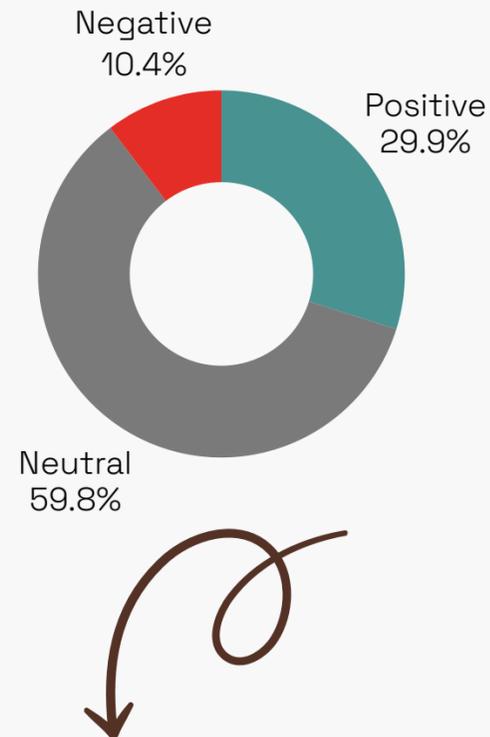
*from March 1st - September 30th, 2025.

The BrandHealth Indicator is a proprietary Loxias metric that uses statistical calculations based on the polarity of mentions.

HIGHLIGHTS BY SENTIMENT



SHARE BY SENTIMENT



STABLE VISIBILITY AND BALANCED PERCEPTION IN K-BEAUTY CONVERSATIONS

The Brand Health Index reached a **score of 6.57**, remaining in the positive range and **increasing the score** compared to the previous period. The result reflects the **positive perception** of the topic within the beauty niche.

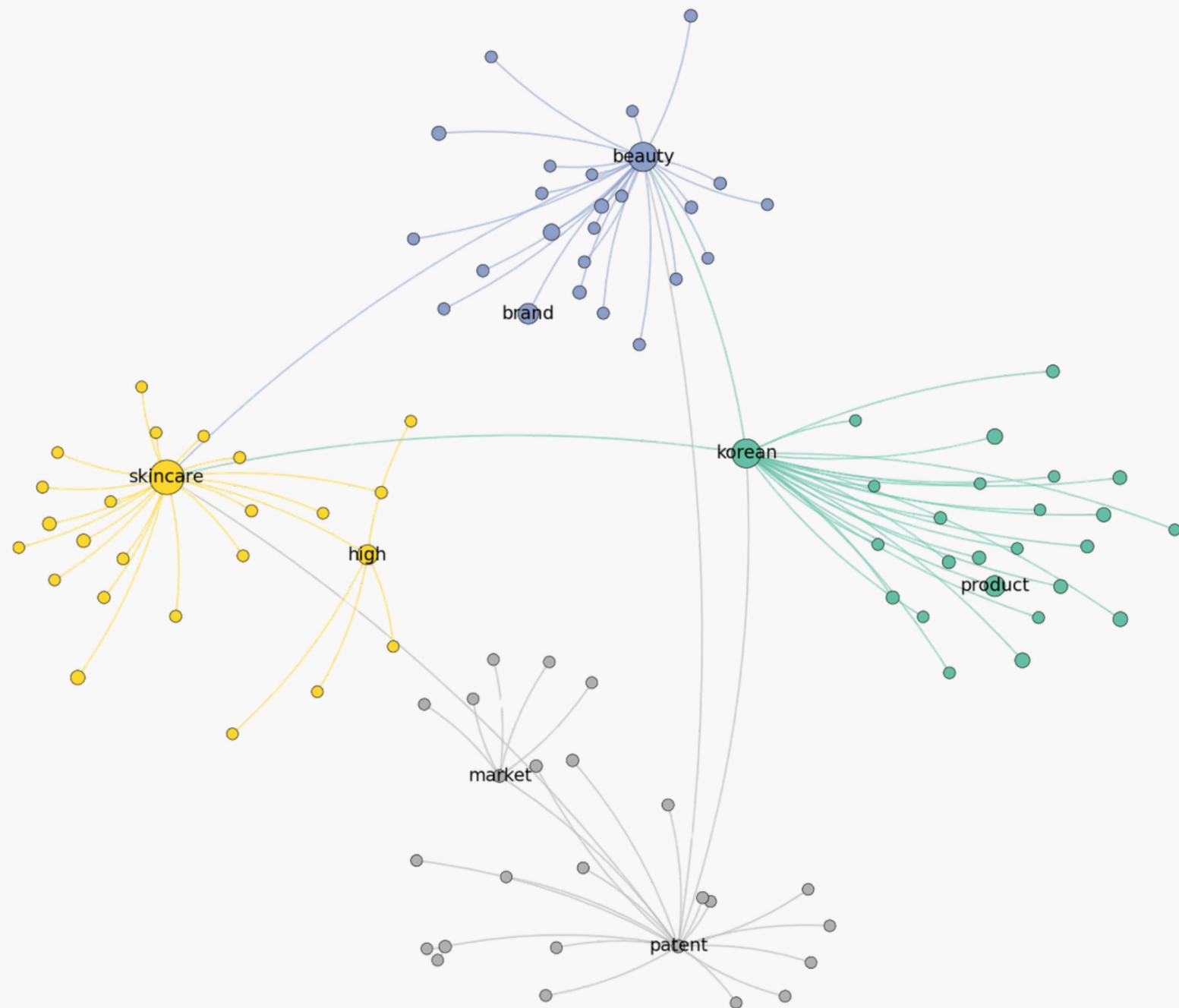
Positive reactions are mainly associated with consumer feedback reporting that products met or exceeded expectations. This type of content combines practical demonstrations with the **sharing of tips**, increasing the organic circulation of the topic and reinforcing the category as a reference for **innovation in the skincare segment**.

Neutral mentions were **mostly informational posts**, including content indicating **where to buy** products, price disclosures, and articles about new brand ambassadors. This type of content helped maintain the visibility of the topic and sustain the overall volume of conversation without directly shaping the tone of the discussions.

Negative mentions reflect misalignments between expectations and perceived results. Some criticisms, such as the one highlighted, focus on the perception of how certain products perform on **black skin**. These comments point to concerns about inclusivity and whether formulations and results are equally effective across **different skin tones**.

K-beauty maintained high visibility and sustained engagement throughout the period. While neutral mentions exceeded positive ones, negative reactions remained **comparatively limited**. The overall conversation remained balanced and indicates a stable presence of the category in **digital beauty discussions**.

K-beauty conversations expand around routines innovation and global industry influence



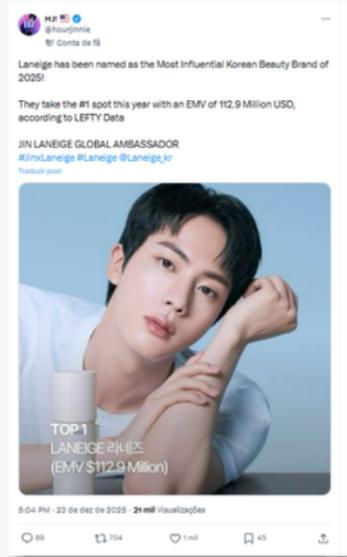
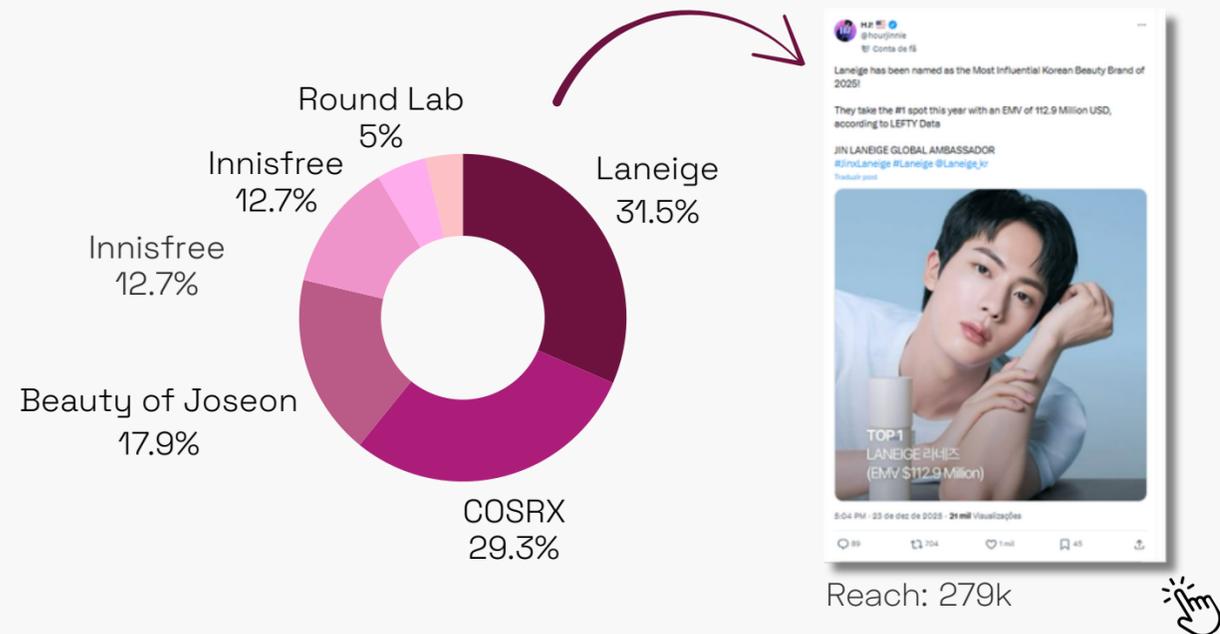
- Centers on discussions around Korean skincare routines and the aesthetic ideal widely associated with the K-beauty universe. The debate highlights structured skincare practices, including the use of products such as serums and multi-step routines aimed at hydration and radiance. Mentions point to the pursuit of the “glass skin” effect, characterized by a smooth, hydrated, and naturally luminous complexion.
- Brings together conversations about the South Korean beauty industry and its growing global influence. The cluster connects references to South Korea and Seoul with the development of brands, product lines, and trends that have gained international visibility. Discussions reflect the consolidation of K-beauty as a relevant industry driven by innovation and strong consumer adoption.
- Captures narratives related to everyday beauty routines and personal care practices. Conversations combine skincare, makeup, and hair care, often associated with the pursuit of a natural and healthy appearance. The cluster highlights interest in techniques, methods, and products aimed at enhancing appearance and delivering lasting results.
- Focuses on discussions around market dynamics and strategic positioning within the beauty sector. The cluster includes references to innovation, patents, and high-value segments such as the luxury market. Mentions also highlight Korea’s role as an important hub in shaping and expanding this ecosystem globally.

The graph transforms large volumes of data into a visual network that shows how conversation communities connect with one another. Each colored cluster represents a community formed by the concentration of dominant terms by volume, while the edges indicate connections between terms from different communities, revealing thematic intersections. The structure is generated through a community detection approach that iteratively groups initially isolated nodes, connecting those that share related narratives based on increases in network modularity.

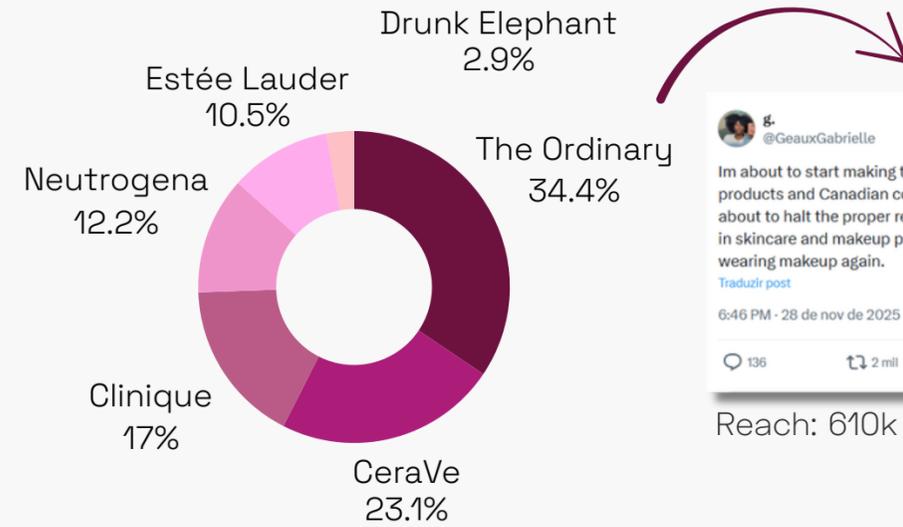
Challenging the global beauty giants

SHARE BY CATEGORY

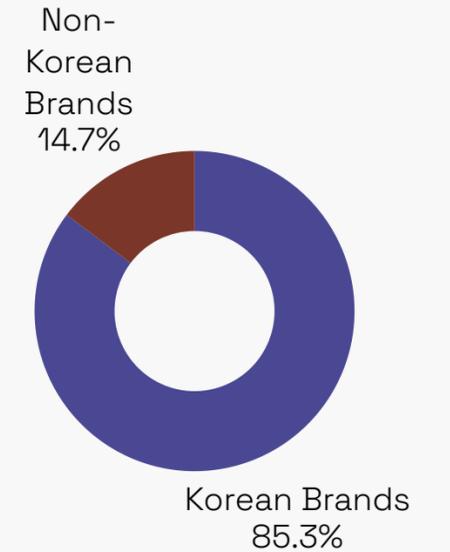
KOREAN BRANDS



COMPETITOR BRANDS



KOREAN vs. COMPETITORS



DID YOU KNOW?

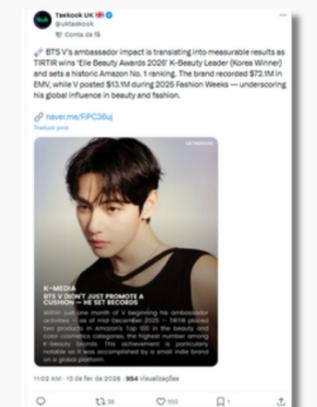
K-beauty became internationally popular partly due to Korean pop culture. The global rise of K-pop and K-dramas helped spread Korean beauty routines and product trends worldwide.

KOREA IS DRIVING THE FUTURE OF THE BEAUTY INDUSTRY

Within Korean brands, attention concentrates but does not collapse into a single dominant player. Laneige and COSRX together account for a large portion of mentions. This pattern suggests that the K-beauty conversation is structured around a cluster of recognizable brands rather than a single leader, allowing multiple entry points for audiences engaging with the category.

Among competitor brands, the structure follows a different logic. The Ordinary leads clearly, which reflects the strength of ingredient-driven positioning in global skincare discourse. Brands such as CeraVe and Clinique appear as clinically oriented references, indicating that the competitive discussion is anchored more in functional credibility and dermatological authority than in cultural identity.

At the aggregate level, Korean brands capture **85.3%** of total mentions, compared to **14.7%** for non-Korean brands.



What the data reveals about beauty's new leaders

User-Led Content Expands K-Beauty Visibility

K-Beauty recorded **315.4K mentions**, **500.4M reach**, and **87.4M impressions** during the analyzed period, with a 57% increase in mentions and a 30% rise in unique authors (142.7K). The growth is largely driven by content in which **users showcase different products**, demonstrating application, texture, and visible results. This format helps sustain the continuous circulation of the category online.

Platform Dynamics

The conversation is heavily concentrated on X, which accounts for **70.2% of the total share** and functions as the main space for real-time circulation of the topic. Online News (**12.3%**) and Reddit (**7.4%**) extend the discussion through informational coverage and community-driven exchanges, while YouTube (**4.1%**) and Instagram (**3.4%**) support visibility through visual and demonstrative content. The conversation spreads across different formats, combining rapid discussion with explanatory and visual content that sustains attention around the category.

Positive Brand Health and Strong Gen Z Engagement

The Brand Health Index reached **6.57**, rising from 5.47 in the previous period and remaining within the positive range. The sentiment distribution shows **29.9% positive mentions**, 59.7% neutral, and 10.4% negative. Positive perceptions are mainly linked to reports of product effectiveness, while neutral mentions are largely informational content that sustains the visibility of the category. The conversation is **predominantly female (66%)**, compared to 34% male, with **strong participation from Gen Z (59.3%)**. K-beauty remains firmly rooted among younger, digitally engaged audiences whose interest is reinforced by content demonstrating real product use and visible results.

K-Beauty: Expanding Relevance

Ultimately, the expansion of K-beauty reflects a broader cultural movement. While product performance and strong visibility on social media remain key drivers of engagement, the global success of Korean cultural exports—such as K-pop, dramas, and other creative industries—has significantly amplified interest in Korean lifestyles and consumer trends. This cultural momentum has helped position K-beauty as part of a wider ecosystem that increasingly extends beyond entertainment, reaching sectors like fashion, food, and wellness. As a result, the category continues to strengthen its global presence and consolidate its relevance.



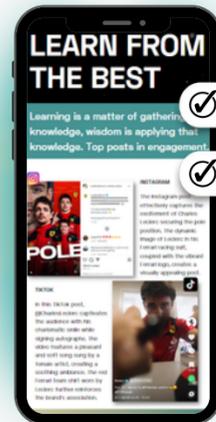
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WHO WE ARE

Loxias.ai combines 10 years of experience in social media technology inherited from its mother Polis Consulting with leading AI driven Social Media monitoring and analytics platforms, a robust proprietary methodology and its experienced and highly motivated team of social media analysts and data scientists.

Our innovative solution combines state of art multi-channel monitoring tools with a robust proprietary methodology and qualified human expertise – everything is just a few clicks away through our e-commerce platform.

DEMOCRATIZING ENTERPRISE DATA AND INSIGHTS WITH INTELLIGENCE POWERED BY AI



- Image Analysis
- Unlock Content Opportunity

Loxias utilizes exclusive AI methodology and skilled data analysts to assist brands and companies in comprehending market trends and shifts in social media and public conversations, providing valuable business insights.

In-deph analysis of a particular brand in the social media landscape

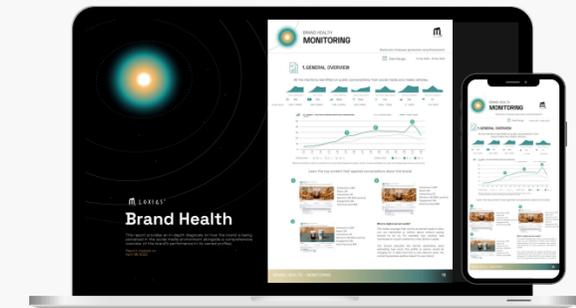
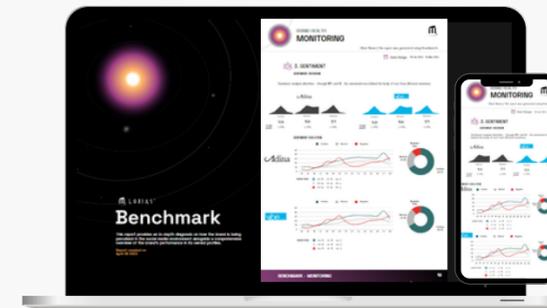
OUR PRODUCTS

Benchmark

Discover brand narratives, compare customer perceptions.

Brand Health

Comprehensive overview of the brand's across Monitoring.



- Monthly, weekly and daily Reports tracking and analyzing the overall Brand Health
- Ad hoc Reports on specific matters of interest
- Real time monitoring for sentiment analysis, crisis detection and crisis management

Receive your report in 72h

*Business hours (EDT/EST), once the parameters are approved by our experts

 L O X I A S[®]

